



Sponsoring Organization: UMass Lowell Center for Public Opinion

Questionnaire Design: UMass Lowell Center for Public Opinion

Fieldwork: YouGov

Interview Dates: Dec. 7-18, 2023

Release Date: Dec. 21, 2023

Target Population: Likely Voters in New Hampshire Republican Presidential Primary

Sample Size: 450 New Hampshire Republican Presidential Primary Likely Voters

Margin of Error: +/-5.4 percentage points (adjusted for design effects)

Survey Mode: Online, web-based survey, self-administered with online panels and postcards and mailed letters with provided web links

Sampling Method: YouGov interviewed 498 respondents who were then matched down to a sample of 450 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is based on validated Republican primary voter sample of the 2022 CES.

Weif2,.bif2,.bi3 fJ-ietf2,.bithe frame. The propensity score model included race/ethnicity, years of education, presvote20 and own home. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

Model: Then, likely voter profiles were given slightly more weight than their unlikely voter counterparts, based on behavioral questions.



Transparency:	The University of Massachusetts Lowell is a member of the American Association of Public Opinion Research Transparency Initiative and we are committed to methodological transparency in the reporting of our results. If you have any questions, please email joshua_dyck@uml.edu .
Data Quality checks:	Web panelists were excluded if they failed one of three attention checks. Mail panelists were excluded if they failed all three attention checks. Mail respondents were given individualized one-time code to minimize ballot stuffing and web brigading of the poll.
Limitations	All survey