2024 Primary Election Survey (Project #2024-001)
Methodology Statement

I. Fielding

Verasight collected data for the 2024 Primary Election Survey in three states, each with their own data collection period. The data collection periods and sample compositions are as follows:

- California: January 23 - March 5, 2024 (N = 3,117). This sample consists of:
  - N = 1,000 U.S. adult sample
  - N = 1,055 likely Republican primary voter oversample
  - N = 1,062 likely Democratic primary voter oversample
- Nevada: May 1 - June 11, 2024 (N = 2,004). This sample consists of:
  - N = 1,004 U.S. adult sample
  - N = 1,000 likely Republican primary voters oversample
- Michigan: June 25 - August 6, 2024 (N = 3,003). This sample consists of:
  - N = 1,001 U.S. adult sample
  - N = 1,002 likely Republican primary voters oversample
  - N = 1,000 likely Democratic primary voters oversample

Respondents were recruited through two sources. The first source is random selection within states from the Catalist voter file and commercial database. This source combines voter registries from each secretary of state and supplements that data with auxiliary commercial sources to expand coverage beyond the registered voter population. Recruitment from Catalist records accounts for 74.6% of the California sample, 82.9% of the Nevada sample, and 89.2% of the Michigan sample. These respondents were recruited via a combination of mail invitations and text messages.

The second source is the Verasight Community, which is an opt-in panel composed of individuals recruited via random address-based sampling, random person-to-person text messaging, and dynamic online targeting. More details about the Verasight Community are available in the Data Quality Assurance section of this report below. The Verasight Community accounts for 25.4% of the California sample, 17.1% of the Nevada sample, and 10.8% of the Michigan sample. Verasight Community members were recruited via email, with an initial invitation followed by up to two reminder emails.

The sampling criteria for each sample in this survey were:

1. Resident of the target state
2. Adult (age 18+)

The selection criteria for the final sample were:

1. Provided affirmative consent to participate
2. Confirmed residency in the state being surveyed
3. Passed all data quality assurance checks, outlined below

II. Weighting

Using iterative proportional fitting, Verasight calculated three sets of survey weights for each state sample:

1. `weight_genpop`: This weight can be applied to the general population samples to replicate the statewide adult populations. This weight is recommended to be used in combination with `weight_lv` when calculating descriptive statistics for the general population and/or likely primary voters.

   This weight is benchmarked to the following dimensions:
   - Sex: male/female
   - Age: 18-29/30-49/50-64/65+
   - Education: college/non-college
   - Race/ethnicity: White/Black/Hispanic/Other
   - Metropolitan status: metropolitan area/non-metropolitan area
   - Party identification: Democrat/Republican/Independent
   - Voter registration: registered/unregistered
   - 2022 primary turnout: voted/did not vote

2. `weight_lv`: This weight can be applied to the likely voter oversamples to replicate the likely voter populations in each state. This weight is recommended to be used in combination with `weight_genpop` when calculating descriptive statistics for the general population and/or likely primary voters.

   This weight is benchmarked to the following dimensions:
   - Sex: male/female
   - Age: 18-29/30-49/50-64/65+
   - Education: college/non-college
   - Race/ethnicity:
     i. California: White/Black/Hispanic/Other
     ii. Nevada: White/Hispanic/Other[1]
     iii. Michigan: White/Black/Other[2]
   - Metropolitan status metropolitan area/non-metropolitan area

[1] The Nevada likely voter population did not contain a large enough proportion of Black individuals to include Black as a separate weighting category.
[2] The Michigan likely voter population did not contain a large enough proportion of Hispanic individuals to include Hispanic as a separate weighting category.

- Party identification:
    i. California: Democrat/Republican/Independent
    ii. Nevada: Republican/non-Republican[3]
    iii. Michigan: Democrat/Republican/Independent

3. `weight_comb`: This weight can be applied to the full combined sample from each state to replicate the statewide adult populations. This weight is recommended when an analysis requires analyzing all respondents together, or when researchers want to compare likely voters to unlikely voters.

   This weight is benchmarked to the following dimensions:
   - Sex: male/female
   - Age: 18-29/30-49/50-64/65+
   - Education: college/non-college
   - Race/ethnicity: White/Black/Hispanic/Other
   - Metropolitan status: metropolitan area/non-metropolitan area
   - Party identification: Democrat/Republican/Independent
   - Voter registration: registered/unregistered
   - 2022 primary turnout: voted/did not vote
   - Likely primary voter status: likely primary voter/unlikely primary voter

General population sex, age, education, race/ethnicity, metropolitan status, and voter registration benchmarks were calculated using U.S. Census data. General population benchmarks of partisanship and primary turnout were calculated from Catalist data. Likely voter benchmarks were calculated using Catalist data.

The margins of sampling error, which account for the design effects and are calculated using the classical random sampling formula, are listed in Table 1 below along with those design effects:

[3] Because the Nevada likely voter oversample did not include likely Democratic primary voters, Democrats and other non-Republicans were collapsed into a single category for weighting purposes.

Table 1. Margins of Error and Design Effects

State	Sample (weight)	Margin of Error	Design Effect[4]
CA	General population (`weight_genpop`)	+/- 4.2%	1.83
CA	Likely voters oversample (`weight_lv`)	+/- 2.5%	1.34
CA	Combined samples (`weight_comb`)	+/- 3.4%	3.84
NV	General population (`weight_genpop`)	+/- 3.6%	1.39
NV	Likely voters oversample (`weight_lv`)	+/- 3.8%	1.53
NV	Combined samples (`weight_comb`)	+/- 3.6%	2.74
MI	General population (`weight_genpop`)	+/- 4.5%	2.07
MI	Likely voters oversample (`weight_lv`)	+/- 2.5%	1.31
MI	Combined samples (`weight_comb`)	+/- 3.7%	4.28

III. Voter Validation

After the voter files in each surveyed state were updated with 2024 primary election returns, Verasight attempted to match each respondent back to these updated voter file records in order to validate whether each respondent participated in their state's primary election or not. For respondents sampled from the Catalist voter file, Verasight used the data contained in the original recruitment sample file. For respondents sampled from the Verasight community, after the survey was complete, Verasight asked respondents to provide information such as name and address. Using this information, Verasight attempted to match these respondents back to the voter file database. Table 2 shows the match rates for each of the three sampled states:

Table 2. Post-survey Voter File Match Rates

State	Percent Matched
California	87.3%
Nevada	88.2%
Michigan	96.8%

In each state sample, the matched date indicates whether a respondent participated in that state's 2024 primary election. Table 3 below shows the percent unmatched, the percent who were matched and did not vote, and the percent who were matched and did vote:

[4] Design effects are higher for the combined samples (`weight_comb`), reflecting the fact that the design effect increases when the large partisan oversamples are re-weighted back to general population benchmarks.

Table 3. Matching and Turnout Designations by Predicted Status

State	Predicted Status	Unmatched	Matched, did not vote	Matched, voted
CA	Likely voter	8.3%	17.1%	74.6%
CA	Unlikely voter	30.4%	38.5%	31.1%
NV	Likely voter	6.9%	31.8%	61.3%
NV	Unlikely voter	20.3%	61.9%	17.8%
MI	Likely voter	2.6%	29.1%	68.2%
MI	Unlikely voter	5.2%	62.9%	31.9%

IV. Data Quality Assurance

All Verasight community members are verified via multi-step authentication, including providing an SMS response from a mobile phone registered with a major U.S. carrier (e.g., no VOIP or internet phones) as well as within-survey technology, including verifying the absence of non-human responses with technologies such as Google reCAPTCHA v3. Those who exhibit low-quality response behaviors over time, such as straight-lining or speeding, are also removed and prohibited from further participation in the community. Verasight Community members receive points for taking surveys that can be redeemed for Venmo or PayPal payments, gift cards, or charitable donations. Respondents are never routed from one survey to another and receive compensation for every invited survey, so there is never an incentive to respond strategically to survey qualification screener questions.

To further ensure data quality, the Verasight data team implements a number of post-data collection quality assurance procedures, including confirming that all responses correspond with U.S. IP addresses, confirming no duplicate respondents (including deduplicating both within and across data sources), verifying the absence of non-human responses, and removing any respondents who failed in-survey attention and/or straight-lining checks. Respondents that completed the survey in less than 30% of the median completion time for their assigned module were removed.

Unmeasured error in this or any other survey may exist. Verasight is a member of the American Association for Public Opinion Research Transparency Initiative.