Methodology

The 2019 VOTER Survey was conducted by the survey firm YouGov. In total, 6,779 adults (ages 18 and up) with internet access took the survey online between November 17, 2018 and January 7, 2019. The reported margin of error is plus or minus 1.8 percent.

Of this group, 5,948 respondents are long-term participants ("panelists") in the VOTER Survey, 326 are young Americans (ages 18 to 24) introduced as an oversample in the May 2018 wave of the survey, 291 are Hispanic Americans also introduced as an oversample in that same wave, and 214 are part of an oversample of Asian Americans introduced in the January 2019 wave.

The earlier waves of the VOTER Survey proceeded as follows: Panelists were first interviewed by YouGov in 2011–2012 as part of the 2012 Cooperative Campaign Analysis Project (CCAP). In that survey, 45,000 respondents were first interviewed in December 2011 and were interviewed a second time in one of the 45 weekly surveys between January 1 and November 8, 2012. After the 2012 election, 35,408 respondents were interviewed a third time.

In December 2016, 11,168 panelists from the 2012 CCAP were invited to respond and 8,637 of them (77 percent) completed the survey. YouGov also supplied measures of primary voting behavior from the end of the primary period (July 2016), when these respondents had been contacted as part of a different survey project. This December 2016 survey (N=8,000) constitutes the first VOTER Survey. The July 2017 survey was the second VOTER Survey (N=5000). The third VOTER Survey (N=6,005) took place in May 2018. This January 2019 survey is thus the fourth VOTER Survey.

The table below shows how many respondents were interviewed in various combinations of these surveys. Shaded areas indicate a completed interview:

Number of respondents	December 2011 & November 2012 (CCAP)	December 2016 (VOTER)	July 2017 (VOTER)	May 2018 (VOTER)	January 2019 (VOTER)
3,691	�\	▤	▤	▤	▤
1,176	▤	▤			▤
551	▤	▤	▤		▤
530	▤	▤		▤	▤
617				▤	▤
214					▤

The 2012 CCAP was constructed using YouGov's sample matching procedure. A stratified sample is drawn from YouGov's panel, which consists of people who have agreed to take occasional surveys. The strata are defined by the combination of age, gender, race, and education, and each stratum is sampled in proportion to its size in the U.S. population. Then, each element of this sample is matched to a synthetic sampling frame that is constructed from the U.S. Census Bureau's American Community Survey, the Current Population Survey Voting and Registration Supplement, and other databases. The matching procedure finds the observation in the sample from YouGov's panel that most closely matches each observation in the synthetic sampling frame on a set of demographic characteristics. The resulting sample is then weighted by a set of demographic and non-demographic variables (in the dataset, this is the variable "weight").

On average, YouGov's methodology produces less bias across a series of benchmarks than do other methodologies using online samples. For more information on the process see:

- Stephen Ansolabehere and Douglas Rivers, "Cooperative Survey Research," *Annual Review of Political Science*, 2013, Vol. 21: 1-23. Print.

- Courtney Kennedy, et al. "Evaluating Online Nonprobability Surveys," Pew Research Center, May 2, 2016. Available at: http://www.pewresearch.org/methods/2016/05/02/evaluating-online-nonprobability-surveys.

- Doug Rivers, "Pew Research: YouGov consistently outperforms competitors on accuracy," YouGov, May 13, 2016. Available at: https://today.yougov.com/news/2016/05/13/pew-research-yougov.