

New Hampshire Tracking Likely Voter Model

Computation of Scale

The likely voter model relies on responses to a series of questions that predict voting behavior, including self-reports of past voting behavior and interest in the current election.

It is an additive scale where respondents get points for any “correct” answers they give. Adjustments are made for people who were not old enough to vote in the last presidential election.

Question	Question #	Qualifying score(s)
Interest in politics	1a	1-2
How often vote	1b	1-2
Know where to vote	1c	1
Voted in polling place	1d	1
Thought given to election	1e	1-2
Ladder scale	D8	7-10
Voted in 2006	D9	1 (or D9b=4 and Q1b=1,2)
Voted in party primary	D10a-c	1 to any of the three

The scores are summed, and the scale ranges from 0 to 8.

*If a voter is between the ages of 18 and 21, their score will be adjusted as follows.

Score	Adjusted score
0	0
1	2
2	4
3	6
4-8	8

Turnout Estimates

The scores are used to break the sample down close to what expected turnout will be. The respondents' demographic weight will be multiplied by a factor so that the weighted number of likely voters equals the expected proportion of likely voters – 55% to 70% of those who say they plan to vote in the Republican or Democratic primary [which translates to roughly half of New Hampshire adults]. The turnout estimates above are taken as a percentage of registered Democrats and Republicans who plan to vote in the primary, not all New Hampshire adults. On national general election polls, it is usually the percentage of national adults.

Those who get a perfect score of 8 will all be included in the likely voter sample, usually getting a weight factor of 1 (i.e., their full demographic weight is used). If needed, those who score 7 will be added with their demographic weight multiplied by a fraction between 0 and 1 to produce their likely voter weights.

Turnout Estimate	Weight for 8's	Weight for 7	Weight for 6	Weight for 0-5
55%	~1	Fraction bet. 0-1	0 or fraction bet. 0-1	0
60%	~1	Fraction bet. 0-1	0 or fraction bet. 0-1	0
65%	1	Fraction bet. 0-1	0 or fraction bet. 0-1	0
70%	1	Fraction bet. 0-1	0 or fraction bet. 0-1	0

Turnout has been fairly high in recent primaries, roughly 20-25% of New Hampshire adults have voted in the Democratic primary and 25% have voted in the Republican Primary.

Given the usual incidence in our polls of 40% of New Hampshire adults saying they will vote in the Democratic primary and 40% saying they will vote in the Republican primary, the typical turnout assumptions are that 50%-55% of self-reported Democratic primary voters and 60% of self-reported Republican primary voters should turnout (roughly half of New Hampshire residents).

The net effect of the likely voter weight will be to produce a weighted sample size that is equivalent to expected turnout. So if we interview 2000 adults and 800 say they plan to vote in the Republican primary, the weighted sample size of likely voters would be 480.

Given a higher proportion of Democrats scoring as likely voters this year than in previous years, the expected turnout for Democrats was increased to 60%.

Questions

1A. Generally speaking, how much interest would you say you have in politics -- a great deal, a fair amount, or only a little?

- 1 A great deal,
- 2 A fair amount
- 3 Only a little
- 4 NONE (VOL.)
- 5 DON'T KNOW
- 6 REFUSED

1B. How often would you say you vote -- always, nearly always, part of the time, or seldom?

- 1 Always,
- 2 Nearly always,
- 3 Part of the time
- 4 Seldom
- 5 NEVER (vol.)
- 6 DON'T KNOW
- 7 REFUSED

1C. Do you happen to know where people who live in your neighborhood go to vote?

- 1 Yes (ANY RESPONSE)
- 2 No
- 3 DON'T KNOW
- 4 REFUSED

1D. Have you ever voted in the polling place or ward where you now live?

- 1 Yes
- 2 No
- 3 DON'T KNOW
- 4 REFUSED

1E. How much thought have you given to the coming primary election for president –
[READ 1-4]?

- 1 A great deal,
- 2 A moderate amount,
- 3 Not much, or
- 4 None at all
- 5 DON'T KNOW
- 6 REFUSED

D8. Next, I'd like you to rate your chances of voting in the primary election for president on a scale of ten to one. If '10' represents a person who definitely will vote and '1' represents a person who definitely will not vote, where on this scale of ten to one would you place yourself?

- 10 Ten (Definitely will vote)
- 09 Nine
- 08 Eight
- 07 Seven
- 06 Six
- 05 Five
- 04 Four
- 03 Three
- 02 Two
- 01 One (Definitely will not vote)

- 11 DON'T KNOW
- 12 REFUSED

D9. Thinking back to the election in November of 2006 -- when John Lynch ran against Jim Coburn for governor of New Hampshire -- did things come up that kept you from voting, or did you happen to vote in that election?

- 1 Yes, voted
- 2 No, did not vote
- 3 NO, TOO YOUNG TO VOTE (vol.)
- 4 NO, DIDN'T LIVE IN NEW HAMPSHIRE (vol.)
- 5 DON'T KNOW
- 6 REFUSED

D10. Please tell me whether you, yourself, ever voted in each of the following kinds of elections. How about ... **[READ AND ROTATE A-C]**?

- 1 Yes
- 2 No
- 3 DON'T KNOW
- 4 REFUSED

- A. A Republican or Democratic primary for president
- B. A Republican or Democratic primary for U.S. Senator or Congressman
- C. A Republican or Democratic primary for Governor