Methodology Details — 2024 Presidential Primaries

Fox News Voter Analysis is a survey of the American electorate conducted by NORC at the University of Chicago for The Associated Press and Fox News. In 2024, FNVA is covering Republican presidential caucuses and primaries.

FNVA is based on interviews with a random sample of registered voters eligible to vote in the primary election or caucus, drawn from state voter files. These probability-based interviews are combined with self-identified registered voters selected from nonprobability online panels. Interviews are conducted in English and Spanish. Respondents receive a small monetary incentive of up to $10 for completing the survey. Participants selected from state voter files can be contacted by phone and mail and can take the survey by phone or online. All interviews from the nonprobability sample are completed online. FNVA features interviews with both likely and unlikely voters.

Interviews begin approximately six days before the day of the primary election or caucus and are conducted until polls close. Respondents who complete the survey during the first four days of the field period and consent to be re-contacted in the final three days of the field period and are sent a follow-up survey via email, text message or phone call that includes vote intent and vote choice. For respondents that complete both waves of the survey, their most recent vote choice is used for estimation.

Sampling & Data Collection

In each state, FNVA is comprised of probability-based interviews conducted online and by telephone with at least 2,000 registered voters. The survey will also include nonprobability interviews with approximately 200 to 1,000 self-identified registered voters recruited by Cint, Dynata, or Prodege. These interviews will be conducted in English or Spanish. RelevantID is used to screen duplicate entries, in the event a registered voter is recruited by multiple nonprobability sample providers.

NORC obtains the sample of registered voters from Catalist LLC's registered voter database. This database includes demographic information, as well as addresses for all records and phone numbers for some records, allowing potential respondents to be contacted via mail and landline and mobile telephone. In addition, NORC attempts to match sampled records to a registered voter database maintained by L2, which provides additional phone numbers.

The sample is further defined based on the type of primary election each state conducts. In a "closed" primary, only voters registered with a party may cast a ballot in that party's primary. In a "semi-closed" primary, unaffiliated voters and voters registered with a party may cast a ballot in that party's primary. In an "open" primary, any registered voter may cast a ballot in a party primary. In some cases, states are counted as open even though the event is technically limited to party members because voters can easily change their party affiliation at the polls.

All probability sample records are mailed a postcard or letter inviting them to complete the survey either online using a unique PIN or via telephone by calling a toll-free number

to complete the interview with an NORC interviewer. Mailings are addressed by name to the sampled registered voter if that individual is under age 35; mailings are addressed to "registered voter" in all other cases. A subset of non-respondents may be dialed to complete the survey by telephone. Telephone interviews are conducted with the adult that answers the phone following confirmation of registered voter status in the state.

The margin of sampling error, including the design effect, will be approximately plus or minus 3.4 percentage points for states with 2,000 probability interviews. As with all surveys, FNVA is subject to multiple sources of error, including from sampling, question wording and order and nonresponse.

Weighting

FNVA employs a four-step weighting approach that combines the probability sample with the nonprobability sample and refines estimates at a subregional level within each state. Each of the state surveys are weighted separately. An additional weight is provided for the eleven Super Tuesday states to allow for estimation across the covered states.

First, weights are constructed separately for the probability sample and the nonprobability sample for each state survey. These weights are adjusted to population totals to correct for demographic imbalances of the responding sample compared to the target population of registered voters in each state. In 2024, the adjustment targets are derived from a combination of data from the U.S. Census Bureau's November 2022 Current Population Survey Voting and Registration Supplement, Catalist's voter file, and the Census Bureau's 2022 American Community Survey. Prior to adjusting to population totals, the probability-based registered voter list sample weights are adjusted for differential non-response related to factors such as availability of phone numbers, age, race/ethnicity, and education.

The sample is further weighted based on the type of primary election each state conducts.

- In states where only registered members of each party can participate, the sample is weighted to the population of registered voters of the Republican Party.

- In states where only registered or unaffiliated voters can participate, the sample is weighted to the population of registered voters of the Republican Party and unaffiliated voters who are not registered to any other party. In New Hampshire, the sample is also weighted to the population of registered Democrats.

- In states where any registered voter can participate, the sample is weighted to the population of registered voters.

Second, the nonprobability sample respondents receive a calibration weight. The calibration weight is designed to ensure the nonprobability sample is similar to the probability sample in regard to variables that are predictive of vote choice, such as ideology, which cannot be fully captured through the prior demographic adjustments. The calibration benchmarks are based on the probability sample estimates.

Third, all respondents in each state are weighted to improve estimates for substate geographic regions. This weight combines the weighted probability sample and the calibrated nonprobability sample, and then uses a small area model to improve the estimate within subregions of a state.

Fourth, the survey results are weighted to the actual vote count following the completion of the election. This weighting is done in 5 to 20 subregions within each state.