

Appendix: Methodology of the Times/Siena Poll

The Times/Siena poll aims to assess the perspectives of registered U.S. voters on key electoral topics. Conducted from June 28 to July 2, 2024, this telephone survey included responses from 1,532 registered voters, with 93% reached on cell phones to capture a representative sample. The survey's frame relied on a list of registered voters, adjusted demographically to ensure balance across variables such as party affiliation, race, region, and more, thereby approximating the characteristics of the voting population.

Population, Frame, and Sample

The survey targets registered voters across the United States, using a stratified random sample from the L2 voter file. This stratification included state, party, race, age, and other demographic and socio-political characteristics, ensuring that subgroups were proportionally represented. Each state's share of records was adjusted based on prior response models to reduce nonresponse bias.

Sample Recruitment and Sampling Approach

The sample was recruited via telephone, leveraging both live English and Spanish interviews to cater to linguistic diversity. Weighting adjustments were applied to ensure that underrepresented groups, such as non-college-educated individuals, were accurately reflected in the results. This stratified sampling approach aims to counter biases inherent in voluntary surveys but introduces complexities in weight calibration, particularly across demographic and behavioral variables.

Non-Response Handling

The poll employs various adjustments to address nonresponse, including modeling selection weights based on expected response rates by demographic strata. This approach mitigates some nonresponse bias by assigning higher weights to demographic groups typically less responsive in surveys. However, the methodology acknowledges residual nonresponse error, an unavoidable aspect in polling.

Questionnaire Design: Strengths and Weaknesses

The questionnaire was comprehensive, covering key demographic and electoral questions. The translation into Spanish and use of bilingual interviewers reduced language barriers. However, the reliance on self-reported data, particularly for sensitive demographic information, may

introduce response bias. Additionally, weighting adjustments for party affiliation, education, and other variables help align the sample with the voting population but can complicate comparisons across polls with different methodologies.

Strengths and Limitations

The poll's methodology enhances representativeness through stratified sampling and robust weighting. However, it remains vulnerable to sampling error (± 2.8 points) and design effects due to weighting adjustments. While the methodology captures a broad spectrum of voter demographics, potential biases may still arise from response variability and the limits of telephone-based recruitment, especially in reaching younger, more mobile populations.

Overall, the Times/Siena poll's approach is rigorous, with explicit adjustments to counter demographic disparities. Still, like any survey, it carries limitations in sample coverage and nonresponse adjustment, which must be considered when interpreting its findings.