

Univision Latino Voter Survey

August 2024

This survey is based on 1,100 interviews conducted by YouGov on the internet of Latino registered voters. The sample was weighted according to gender, age, race, education, past Presidential vote, and U.S. Census region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote. Respondents were selected from YouGov to be representative of Latino registered voters. The weights range from 0.24 to 5.42 with a mean of 1 and a standard deviation of 0.52.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetted sample is approximately 3.3%. It is calculated using the formula:

$$\hat{p} \pm 100 \sqrt{\frac{1+CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.