The sample for the study was recruited from YouGov's proprietary panel, and all responses were collected through YouGov's survey platform. The study was commissioned by AJP-Action in collaboration with independent researchers. The panel utilized is an opt-in panel, and panelists have given prior consent to be contacted for surveys. Respondents to the survey were invited by sending e-mail invitations to those who are active on the panel and who were previously pre-profiled as registered voters in one of 5 states of interest (PA, MN, WI, AZ, MI) and who identify as either Democrats or Independents. After completing the study, qualified respondents were compensated with redeemable points to their YouGov accounts.

Following data collection, YouGov performed various quality control measures to ensure that all respondents were attentive. These measures included removing respondents for skipping excessive numbers of questions, for answering open-ended questions poorly or illegibly, and for completing the survey in a significantly shorter time than the median length of interview for the sample as a whole, among other methods. The remaining respondents (n=557 in AZ, n=547 in MI, n=543 in MN, n=544 in PA, and n=550 in WI) were then matched and weighted to state-level sampling frames constructed using data from the 2022 Cooperative Election Study (CES).

YouGov employed a proprietary "matching" technique to each sample to ensure that a representative sample was selected from a non-random set of data, which consisted first of drawing a random sample of n=500 from each sample's frame from the CES (e.g., n=500 random respondents were chosen from the available CES data in Arizona). This random sample is viewed as the "target sample" as it represents a true random sample. The survey's respondents are then compared to this target sample, and the n=500 with the closest matching demographic information are selected from the survey's pool. The purpose of matching is to find an available respondent who is as similar as possible to the selected member of the target sample. The result is a sample of respondents who have the same measured characteristics as the target sample, making the sample as-representative-as-possible to a truly random sample.

The matched samples for each state were then weighted to their sampling frames using propensity scores. The matched cases and the frames were combined and a logistic regression was estimated for inclusion in each frame. The propensity score functions included age, gender, race/ethnicity, and education. The propensity scores were grouped into deciles of the estimated propensity score in the frames and post-stratified according to these deciles. The weights were then post-stratified on 2020 presidential vote choice as well as gender, age, race, and education to produce the final weight.