

Methodology

2004 New Mexico Caucus Voter Survey

We received a random sample of New Mexico caucus voters from the Democratic Party of New Mexico. We sent an initial letter to approximately 4,275 sample respondents explaining the survey, its purpose and each respondent's importance to the success of our project. Included in the initial letter was a URL (vote.unm.edu) where respondents could complete the internet survey. Respondents could also request a mail survey. After the initial letter, we sent two additional postcard reminders that included the URL and reminded voters they could request a mail survey. In addition, we sent 248 additional initial letters that included a mail survey and a return self-addressed stamped envelope. This gave us a total sample size of 4,523. We received 1,058 completed surveys for a response rate of 23.4%. The margin of error is plus or minus 3%.