

Appendix A: What is MRP?

Multilevel regression and poststratification (MRP) is a statistical technique for estimating public opinion in small geographic areas or sub-groups using national opinion surveys. The MRP technique has two main elements. The first is to use a survey to build a multi-level regression model that predicts opinion (or any quantity of interest) from certain variables, normally demographics. The second is to weight (post-stratify) your results by the relevant population frequency, to get population level (or constituency level) estimates. At the end of this process, you yield more accurate, more granular (thus more actionable) estimates of public opinion than traditional polling.