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PUBLIC OPINION

UMass Lowell
Survey of Likely Voters in the 2020 US Presidential Election (National Sample)
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	October 5-12, 2020
Release Date:	October 15, 2020
Target Population:	Likely Voters in the 2020 United States Presidential Election
Sample Size:	819 Likely Voters
Margin of Error:	+/-4.3%; Margin of error estimates have been adjusted for design effects
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 1,598 respondents who were then matched down to a sample of 1000 to produce the national sample. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2017 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).
Sample Matching and Weighting:	The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined, and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into



deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2016 Presidential vote choice and a four-way stratification of gender, age (4-categories), race (4-categories) and education (4-categories).

Likely Voter Criterion:

819 likely voters were selected from the registered voter population after passing a behavioral screen based on vote intention (probably vote/definitively vote/already voted). Variables measuring past primary behavior, strength of vote intention, and reported attention to the campaign are then used to create an additional weight, with those reporting greater attention, more frequent past behavior, and a greater certainty of voting receiving greater weight in the final model disposition.

Transparency:

The University of Massachusetts Lowell is a member of the American Association of Public Opinion Research Transparency Initiative and we are committed to methodological transparency in the reporting of our results. If you have any questions, please email joshua_dyck@uml.edu or john_cluverius@uml.edu.