UMass Lowell
Survey of Texas Likely Voters
Methodology Statement

Sponsoring Organization: UMass Lowell Center for Public Opinion

Questionnaire Design: UMass Lowell Center for Public Opinion

Fieldwork: YouGov

Interview Dates: October 20-26, 2020

Release Date: October 29, 2020

Target Population: Texas Likely Voters

Sample Size: 873 Likely Voters

Margin of Error: +/-4.2%; Margin of error estimates have been adjusted for design effects

Survey Mode: Online, web-based survey, self-administered

Sampling Method: YouGov interviewed 1031 who were then matched down to a sample of 950 to produce the final dataset of registered voters. The respondents were matched to a sampling frame on gender, age, race, and education. The frame of TX Registered Voters was constructed by stratified sampling from the full 2016 Current Population Survey (CPS) Voting and Registration Supplement, 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, born again status, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight. The benchmarks for born again were obtained from the 2014 Pew Religious Life survey.

Likely Voter Criterion:

873 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. The model does not treat voters who say indicate will "definitely vote" any different from those who indicate they have "already voted."

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.