UMass Lowell
Survey of Massachusetts Democratic Senate Primary Likely Voters
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	April 2-11, 2020
Release Date:	April 19, 2022
Target Population:	Likely Primary Voters in Massachusetts Fall 2022 Democratic Primary Election
Sample Size:	800 Massachusetts Democratic Primary Likely Voters
Margin of Error:	+/-3.9% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 854 eligible respondents, who were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education based on known characteristics of Democratic Party primary voters from the 2018 Cooperative Congressional Election Study.
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 gender, race, age, and education to produce the final weight. |

Likely Voter Criterion: Voters are included in the frame after passing a behavioral screen based on vote intention before the data are preprocessed and post-stratified.

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.