UMass Lowell
Survey of Georgia Runoff Likely Voters
Methodology Statement

Sponsoring Organization: UMass Lowell Center for Public Opinion

Questionnaire Design: UMass Lowell Center for Public Opinion

Fieldwork: YouGov

Interview Dates: Nov. 18-28, 2022

Release Date: Dec. 5, 2022

Target Population: Likely Voters in Georgia Dec. 6, 2022, Runoff Election

Sample Size: 1,300 Georgia Likely Voters

Margin of Error: +/- 3.2% (adjusted for design effects)

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

Sampling Method: YouGov interviewed 1,322 Georgia-registered voters who were then matched down to a sample of 1,300 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race and education. The sampling frame is a politically representative "modeled frame" of Georgia-registered voters, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

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, presidential vote choice and home tenure. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified

according to these deciles. The sample was post-stratified on political interest based on the 2020 CES validated voter sample. The November midterm voter portion of the dataset was post-stratified on Senate vote choice, and a two-way stratification of gender and age (4-categories), using benchmarks obtained from the voter file for 2018 midterm voters. For the registered voter weight, the full sample was post-stratified on a four-way stratification of gender, age (4-categories), race (4-categories) and education (4-categories) to produce the final weight. For the likely voter model weight, several likely voter profiles were given slightly more weight than their unlikely voter counterparts to produce the final likely voter model weight.

Likely Voter Criterion: Voters are weighted up or down based on likelihood to vote based on self-reported previous vote-in-runoff elections, attention to the campaign and candidates, and intention to vote.

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