



UMass Lowell
Survey of Massachusetts Likely Voters
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	Oct. 18 – 25, 2022
Release Date:	Nov. 3, 2022
Target Population:	Likely voters in Massachusetts fall 2022 general election
Sample Size:	1,000 Massachusetts Likely Voters
Margin of Error:	+/-4.1% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 1,068 registered voters who were then matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, education and party affiliation. The sampling frame is a politically representative "modeled frame" of Massachusetts adults 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, presvote20 and ownhome. 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 a four-way stratification of gender, age (four categories), race (two categories), and education (four categories), to produce the registered voter weight.

Likely Voter Model:

YouGov also provided a separate weight to estimate likely voters. Likely voter weights were post-stratified on a two-way stratification of gender and age (four categories), using benchmarks obtained from the voter file for 2018 midterm voters. In addition, several likely voter profiles were given slightly more weight than their unlikely voter counterparts.

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.