Poll of Registered Voters in Massachusetts Congressional District 3 Methodology Report

The poll was sponsored by the University of Massachusetts Lowell, in conjunction with its media partner, The Boston Globe. Between August 14th and August 21st 2018. Issues & Answers Network Inc. interviewed 849 registered Independent and Democratic voters in the Massachusetts 3rd Congressional District; 553 of these were classified as likely Democratic primary voters. The likely voter sample size provides a maximum adjusted sampling error of +/- 5.2% on survey results. This includes a design effect of 1.57 to adjust for additional uncertainty introduced through the usage of sampling weights.

The details of the study are as follows:

- **Sample source and coverage**: The list of registered voters was provided by L2, a nonpartisan broker of these lists based in Washington State. L2 had a total of 150,000 names with either landline or cellphone numbers for the district, of which 136,000 were accessed for this study. This represents a random subset of all registered voters as there is no apparent systematic bias in which voters report phone numbers.
  - Based on sample performance, after the second day of interviewing, voters identified as "Inactive" by L2 were omitted from the sample frame. In many cases, these records represented people who no longer lived in the district.

- **Interviewing**: Interviewing was conducted in English and Spanish and used staff from all six of the Issues and Answers call centers located around the US.
  - The survey interviews had an average duration of 13.01 minutes.
  - The survey contained questions about voting registration and behavior. The full survey was only administered to a subset of households contacted in which an adult respondent confirmed registration and likelihood of voting in the upcoming Democratic primary. The 553 completed interviews were those households passing that screen.
  - Interviewers asked for the registered voter listed in the L2 file. If the voter was no longer there or the number had been reassigned, interviewers were allowed to speak to another registered voter at that phone number. Approximately 25% of interviews were conducted with these "substitute" registered voters.

- **Response and Cooperation rates:** Using the AAPOR formulae and calculator version 4.0,

- o Response Rate 1/2 = 21.0%
- o Response Rate 3/4 = 35.4%
- o Cooperation Rate 1/2 = 84.7%
- o Cooperation Rate 3/4 = 86.0%

- **Weighting:** L2 provided a demographic profile of registered Democrats and Unaffiliated voters in the Congressional District which was used for calculating weights. The variables used in weighting included
  - o Party registration
  - o Gender
  - o Age
  - o Ethnicity/Race
  - o Education

  Weights were calculated using an iterated proportional fitting algorithm/raking. Initial weights were trimmed at the 97th and 3rd percentiles to prevent individual cases from exerting excessive leverage on the final outcome of the survey. The final weights ranged between .2 and 4. The design effect for the survey was 1.57.

The UMass Lowell Center of for Public Opinion and Issues & Answers Network, Inc. are both members of the American Association of Public Opinion Research (AAPOR) Transparency Initiative.

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