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Poll of Millennial Registered Voters in the United States

N=1,000, Adjusted Margin of Error: 3.4%

The poll was sponsored by the University of Massachusetts Lowell. Between November 30, 2018 and December 10, 2018, YouGov interviewed 1166 respondents online who were then matched to a sample of 1,000 to produce the final dataset of Americans 18 to 37 years old.

The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2016 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

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, and a four-way stratification of gender, age (4-categories), race (4- categories), and education (4-categories), to produce the final weight.

The UMass Lowell Center for Public Opinion and YouGov are both members of the American Association of Public Opinion Research (AAPOR) Transparency Initiative.

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