



UMass Lowell
Survey of Massachusetts Registered Voters
(w/ Dem Senate Likely Voter Subsample)
Methodology Statement

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| Sponsoring Organization: | UMass Lowell Center for Public Opinion |
| Questionnaire Design: | UMass Lowell Center for Public Opinion |
| Fieldwork: | YouGov |
| Interview Dates: | April 27 – May 1, 2020 |
| Release Date: | May 7, 2020 |
| Target Population: Primary | Registered Voters in Massachusetts and Likely Democratic Voters in the September 2020 U.S. Senate Election |
| Sample Size: | 1,000 Massachusetts Registered Voters/531 Dem Likely Voters |
| Margin of Error: | +/-3.6% (registered voters); +/-7.8% (likely voters) Margin of error estimates have been adjusted for design effects |
| Survey Mode: | Online, web-based survey, self-administered |
| Sampling Method: of | YouGov interviewed 1,479 eligible respondents, 1,412 were then matched down to a sample of 1,000 to produce the final dataset of registered voters. The respondents were matched to a sampling frame on gender, age, race and education. The sampling frame was constructed from the 2016 Current Population Survey Massachusetts registered voter sample, by stratified sampling with replacements (using the person weight on the public use file). |
| 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 and years of education. 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 vote choice, past turnout behavior and a four-way stratification of gender, (four-category), race (four-category), and education (four-category), to produce the Mass. registered voter weight.

Likely Voter Criterion: Voters are included in a subset of questions on the Massachusetts 2020 Senate primary after passing a behavioral screen based on vote intention. Variables measuring past primary behavior, strength of vote intention and reported attention to the campaign are then used to weight the data with those reporting greater attention, more frequent past behavior and a greater certainty of voting receiving greater weight into a likely voter model.

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.