



UMass Lowell Survey of American Adults Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	August 20-25, 2020
Release Date:	September 22, 2020
Target Population:	American Adults, 18+
Sample Size:	1,000 American Adults
Margin of Error:	+/-4.0%; Margin of error estimates have been adjusted for design effects
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 1154 respondents who were then matched down to a sample of 1000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2017 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).
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, 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.

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 or john.cluverius@uml.edu.