



UMass Lowell
Survey of American Adults with Age 18-39 Oversample, October 2020
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	October 5-12, 2020
Release Date:	October 21, 2020
Target Population:	American Adults
Sample Size:	1503 American Adults (includes an N=503 oversample of Adults under the age of 40) 864 American Adults Aged 18-39
Margin of Error:	+/-3.2% on the full sample of all American Adults +/-3.4% on sample of those aged 18-39 Margin of error estimates have been adjusted for design effects
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 1,598 respondents who were then matched down to a sample of 1000 to produce the initial national sample. 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).



Sample Matching and
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).

Oversample:

YouGov interviewed an additional 503 respondents under the age of 40. These cases were weighted using iterative proportional fitting, added to the national sample, and the combined sample was post-stratified on a four-way stratification of gender, age (4-categories), race (4 categories), and education (4-categories), to produce the general population 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.

Survey Notes:

Part of this survey that did not include the youth oversample and included questions related to the 2020 Presidential Election horse race was released on October 15, 2020.