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UMass Lowell Survey of North Carolina Democratic Primary Likely Voters Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	February 12-18, 2020
Release Date:	February 20, 2020
Target Population:	Likely Democratic Primary Voters in North Carolina
Sample Size:	450 North Carolina Democratic Primary Likely Voters
Margin of Error:	+/-6.5%
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 600 eligible respondents, who were then matched down to a sample of 450 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education based on known characteristics of Democratic Party primary voters from the North Carolina voter file and the 2018 Cooperative Congressional Election Study.
Weighting:	<p>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.</p> <p>The weights were then post-stratified on past primary election behavior, and age x gender stratification of Democratic Primary</p>



voters from the North Carolina voter file to produce the final weight.

Likely Voter Criterion:

Voters are included in the frame 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 in the final model disposition.

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.