



**UMass Lowell**  
**Survey of South 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 19, 2020
Target Population:	Likely Democratic Primary Voters in South Carolina
Sample Size:	400 South Carolina Democratic Primary Likely Voters
Margin of Error:	+/-7.5%
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 411 eligible respondents, who were then matched down to a sample of 400 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 South 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 South 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](mailto:joshua_dyck@uml.edu).