



**UMass Lowell**  
**Survey of Massachusetts Democratic Senate 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:	June 7-15, 2022
Release Date:	June 22, 2022
Target Population:	Likely Voters in Massachusetts Fall 2022 General Election
Sample Size:	1000 Massachusetts Primary Likely Voters
Margin of Error:	+/-4.0% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 1,144 Massachusetts Registered Voters who were then matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame of MA Registered Voters was constructed by stratified sampling from a combined frame of the 2019 American Community Survey (ACS) and the 2020 Current Population Survey (CPS), with selection within strata by weighted sampling with replacement.
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 gender, race, age, and education to produce the final weight for the registered voter frame.

Likely Voter Model:

All voters included in the sample are registered to vote and the initial weight is constructed to generate a sample representative of the registered voter frame. The weight is then adjusted based on a 3-question likely voter screen based on past primary voting behavior, strength of vote intention, and reported attention to the campaign. Those reporting greater attention, more frequent past behavior, and a greater certainty of voting receive greater weight in the final model disposition. This second weight is used in all public models.

Transparency:

The University of Massachusetts Lowell is a member of the American Association of Public Opinion Research Transparency Initiative and is 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).