



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.