



**UMass Lowell**  
**Survey of American Adults, March 2022 (National Sample)**  
**Methodology Statement**

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	March 15-21, 2022
Release Date:	March 24, 2022
Target Population:	American Adults
Sample Size:	1000 American adults; 873 Registered Voters
Margin of Error:	+/-3.4% for All Adults; +/-3.7% for Registered Voters Margin of error estimates have been adjusted for design effects
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 1,339 respondents who were then matched down to a sample of 1000 to produce the 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 2019 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 and 2020 Presidential vote choice and a four-way stratification of gender, age (4-categories), race (4-categories) and education (4-categories), to produce the final 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](mailto:joshua_dyck@uml.edu) or [john\\_cluverius@uml.edu](mailto:john_cluverius@uml.edu).