



UMass Lowell Survey on Sports Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	Jan. 25-30, 2023
Release Date:	Feb. 8, 2023
Target Population:	American adults
Sample Size:	1,000 American adults
Margin of Error:	+/-3.6% (adjusted for design effects)
Survey Mode:	Online, self-administered web-based survey
Sampling Method:	YouGov interviewed 1,034 respondents 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 was constructed by stratified sampling from the full 2019 American Community Survey (ACS) one-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).
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.



CENTER FOR
PUBLIC OPINION

The weights were then post-stratified on 2016 and 2020 presidential vote choice, a four-way stratification of gender, age (4-categories), race (4-categories) and education (4-categories) and then raked on multiple combinations 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 is committed to methodological transparency in the reporting of results. If you have any questions, please email joshua_dyck@uml.edu.