

UMass Lowell/Odyssey
Millennials Poll
Methodology Report

October 10-13, 2016

Survey Type: Online/Convenience Sample
Field Dates: October 10-13, 2016
Sample Size: 1247 American Adults Age 18-35 (+/- 3.2% credibility interval)
966 Registered Voters (+/-3.6%)
680 Likely Voters (+/4.2%)

Data were collected via an online sample by the Qualtrics Panels team from multiple existing online panels. Quota targets were set to balance the sample by 2-year increments of age, race/ethnicity and gender for those born in 1981 or later. Data were then weighted by age, gender X race, highest level of education, and region to achieve representativeness. Targets were based on demographic data available from Current Population Survey 2016 Annual Social and Economic Supplement, <http://www.census.gov/cps/data/cpstablecreator.html>.

We report Bayesian credibility intervals in lieu of traditional margins of error because online convenience samples are susceptible to bias from multiple sources including sampling error, coverage bias, and non-response bias. To be sure, we are less concerned about coverage bias with a younger sample as Pew estimated in 2015 that 75% of 18-29 year olds have broadband in the home,¹ 86% have a smart phone,² and only 2% say that they “do not go online.”³ That said, less is known about who and who does not join online panels and therefore we need another metric to assess confidence that does not make assumptions about coverage or response bias. For more information on credibility intervals, we suggest reading this [note](#). Credibility intervals are adjusted for a design effects.

¹ <http://www.pewinternet.org/2015/12/21/home-broadband-2015/>

² <http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015/>

³ <http://www.pewinternet.org/data-trend/internet-use/offline-adults/>

Center for Public Opinion

Weights were calculated using iterated proportional fitting/raking. The weight range from .39 to 3.69, with a mean of 1. The design effect, or the weighted average of the weight variable, is 1.33.

Weighting targets and sample frequency distributions with and without weights.

Age	CPS Target	Weighted Sample	Un-weighted Sample
18-24	38.3%	38.3	37.6
25-29	28.8%	28.8	29.4
30-35	32.9%	32.9	32.9
Gender X Race			
Male, White/not Hispanic	28.3%	28.3	36.9
Female, White/not Hispanic	27.5%	27.5	18.9
Male, Black only/not Hispanic	6.4%	6.4	4.1
Female, Black only/not Hispanic	7.0%	7.0	9.6
Male, Hispanic	10.8%	10.8	5.8
Female, Hispanic	10.2%	10.2	14.2
Male, Other/multiple races	4.8%	4.8	3.6
Female, Other/multiple races	5.0%	5.0	6.8
Education			
High school or less	39.3%	39.3	23.6
Some College	33.6%	33.6	35.8
College Degree and up	27.1%	27.1	40.6
Census Region			
Northeast	17.6%	17.6	22.4
Midwest	20.4%	20.4	17.4
South	37.4%	37.4	35.2
West	24.6%	24.6	25.0