UMass Lowell
Survey of Massachusetts Democratic Senate Primary Likely Voters
Methodology Statement

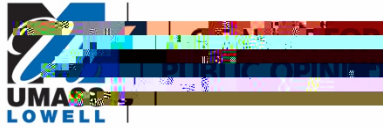|	
Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	August 13-21, 2020
Release Date:	August 26, 2020
Target Population:	Likely Democratic Senate Primary Voters in Massachusetts
Sample Size:	800 Massachusetts Democratic Primary Likely Voters
Margin of Error:	+/-4.1% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered
Sampling Method:	YouGov interviewed 847 eligible respondents who were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education based on known characteristics of Democratic Party primary voters from the Massachusetts voter

the frame. The proper
race/ethnicity, years of
scores were grouped i
score in the frame and

The weights were the
well as the age by ger

voters from the Massachusetts voter file to produce the final weight.

Likely Voter Criterion: Voters are included in the frame after passing a behavioral screen based on vote intention. Variables measuring past primary behavior, strength of vote intention, and reported attention to the campaign are then used to weight the data with those reporting greater attention, more frequent past behavior, and a greater certainty of voting receiving greater weight in the final model disposition.

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