



## UMass Lowell Survey of Likely Voters in the 2020 US Presidential Election (National Sample) Methodology Statement

Sponsoring Organization: UMass Lowell Center for Public Opinion

-12, 2020

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Target Population: Likely Voters in the 2020 United States Presidential Election

Sample Size: 819 Likely Voters

Margin of Error: +/-4.3%; Margin of error estimates

YouGov interviewed 1,598 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 2017 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

