UMass Lowell
Survey of Texas Likely Voters
Methodology Statement

Sponsoring Organization: UMass Lowell Center for Public Opinion

Questionnaire Design: UMass Lowell Center for Public Opinion

Fieldwork: YouGov

Interview Dates: September 18-25, 2020

Release Date: September 29, 2020

Target Population:

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
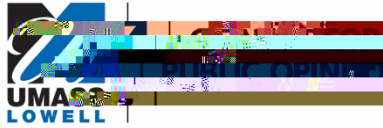
deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2016 Presidential vote choice, born again status, ideology, and a four-way stratification of gender, age (4-categories), race (4-