



UMass Lowell
Survey of American Adults with Age 18-39 Oversample, October 2020
Methodology Statement

Sponsoring Organization: UMass Lowell Center for Public Opinion

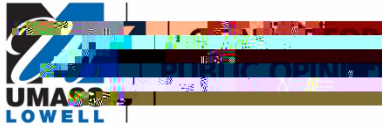
Questionnaire Design: UMass Lowell Center for Public Opinion

Fieldwork: YouGov

Interview Dates: October 5-12, 2020

Release Date: October 21, 2020

Target Population:



Sample Matching and Weighting:

The matched cases were weighted to the sample 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 and a fourway stratification of gender, age (4 categories), race (4 categories) and education (4 categories).

Oversample:

YouGov interviewed an additional 503 respondents under the age of 40. These cases were weighted using iterative proportional fitting, added to the national sample, and the combined sample was post-stratified on a fourway stratification of gender (4 categories), race (4 categories), and education (4 categories), to produce the general population weight.

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 or john_cluverius@uml.edu

Survey Notes:

Part of this survey that did not include the youth oversample and included questions related to the 2020 Presidential Election horse race was released on October 15, 2020.