



## 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: April 21, 2020

Release Date: April 9, 2022

Target Population: Likely Primary Voters in Massachusetts for the Fall 2022 Democratic Primary Election

Sample Size: 800 Massachusetts Democratic Primary Likely Voters

Margin of Error: +/-3.9% (adjusted for design effects)

Survey Mode: Online, web-based survey, self-administered

Sampling Method: YouGov interviewed 854 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 2018 Cooperative Congressional Election Study.

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



Likely Voter Criterion: Voters are included in the frame after ~~passing a~~ screen based on vote intention ~~before~~ the data are preprocessed and poststratified.

Transparency: The ~~University of Massachusetts Lowell is~~ 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](mailto:joshua_dyck@uml.edu).