

UMass Lowell
Questionnaire Design:
Fieldwork
Interview Dates:
Release Date:

UMass Lowell Center for Public Opinion
UMass Lowell Center for Public Opinion
YUC
Jan. 2 - 3
2018

Target Population:

American adults

Sample Size:

American adults

Margin of Error:

±

Sampling Method:

YUC interviewed 1 respondents who were then matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race and education. The frame was constructed by stratified sampling from the full American Community Survey (ACS) one-year sample with selection within strata by weighted sampling with replacements (using the person weights on the pulse file).

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 and 2020 presidential vote choice, a four-way stratification of gender, age (4-categories), race (4-categories) and education (4-categories) and then raked on multiple combinations of gender, age (4-categories), race (4-categories) and education (4-categories) to produce the final weight.

Transparency:

The University of Massachusetts Lowell is a member of the American Association of Public Opinion Research Transparency Initiative and is committed to methodological transparency in the reporting of results. If you have any questions, please contact us at publicopinion@umasslowell.edu.