UMass Lowell
Survey of Massachusetts Likely Voters
Methodology Statement

Sponsoring Organization: UMass Lowell Center for Public Opinion

Questionnaire Design: UMass Lowell Center for Public Opinion

race/ethnicity, years of education, presvote20 and ownhome. 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 a four-way stratification of gender, age (four categories), race (two categories), and education (four categories), to produce the registered voter weight.

Likely Voter Model: YouGov also provided a separate weight to estimate likely voters. Likely voter weights were post-stratified on a two-way stratification of gender and age (four categories), using benchmarks obtained from the voter file for 2018 midterm voters. In addition, several likely voter profiles were given slightly more weight than their unlikely voter counterparts.

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 email joshua_dyck@uml.edu.