Center for Public Opinion

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UMass Lowell/Odyssey
Millennials Poll

Survey instrument produced by:
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Field Dates: October 10-13, 2016

N=1247 American Adults Age 18-35
N=966 Registered Voters (RVs) & N=680 Likely Voters (LVs)
Credibility Interval: +/- 3.2% for full sample; +/-3.6% for RVs; +/-4.2% for LVs
The credibility interval has been adjusted to include design effects resulting from weighting.

Methodology in Brief

Data was collected via an online sample by Qualtrics. Quota targets were set to balance the sample by 2-year increments of age, race/ethnicity and gender for those born in 1981 or later. Data were then weighted by age, gender X race, highest level of education and region to ensure a representative sample. Targets were based on demographic data available from Current Population Survey 2016 Annual Social and Economic Supplement, http://www.census.gov/cps/data/cpstablecreator.html. Full details of the weighting procedure used and calculation and description of credibility intervals is available in our methodology report. All surveys are subject to various kinds of error, including bias from sampling, coverage bias, and non-response bias.

UMass Lowell is a public institution and releases surveys as a source of public information. We report our questionnaire in our topline document which includes likely voter model questions and wording. We offer a complete methodology report, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something here you don't see, but would like to, please contact Professor Joshua J. Dyck (joshua_dyck@uml.edu; @drjjdyck).

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