

# Minnesota Community Survey

## *December 2024 Wave methodology*

The following methodological details refer to the December wave of the Minnesota Community Survey (MCS). The survey was conducted from Dec. 4, 2024, to Jan. 20, 2025. A total of 1,477 panelists responded to this survey out of 2,893 sampled, resulting in a response rate<sup>1</sup> of 51%. The margin of sampling error for all respondents is plus or minus 3.35 percentage points.

## Recruitment

Lumaris Research conducted the initial Minnesota Community Survey (MCS) in summer 2024 using an address-based sampling methodology to survey Minnesota residents. This survey serves as the randomly selected recruitment method for subsequent Minnesota Community Surveys. The MCS recruitment was conducted in English, Spanish, Hmong and Somali with a response rate of 9%. For more detail on the MCS recruitment, click [here](#).

## Incentives for completing the survey

All respondents were offered \$5 for completion of the survey. Respondents were also offered an additional \$2 for completing the survey in the first 2 days after the initial email invitation. Respondents can choose from over 100 companies to receive a gift card or to receive a check in the mail.

## How the data was collected

All respondents to the initial Minnesota Community Survey that agreed to take future surveys were contacted to take the survey. First, respondents received a postcard in the mail with a link to take the survey. Second, respondents received an email with a link to take the survey. Third, respondents received a SMS message with a link to take the survey. Respondents also received three reminders via email and SMS, respectively. Respondents could take the survey in English or in Spanish.

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<sup>1</sup> AAPOR RR3

# Weighting methodology

Lumaris Research weighted the survey to adjust the sample to the target population of Minnesota adults. The weighting process employed a two-step approach to adjust for differential probabilities of selection at the recruitment stage and to calibrate to known population benchmarks.

## Margin of error and variance

- Overall margin of error: ±3.35 percentage points
- Design effect: 1.7
- Effective sample size: 855
- Unweighted sample size: 1,477

These estimates incorporate all design features and weighting adjustments. The overall design effect for a survey is commonly approximated as 1 plus the squared coefficient of variation of the weights. While sampling error represents one source of potential variance, additional factors such as question wording and response accuracy may contribute to total survey error.

| Weighting dimensions                                                                                                                                                       |                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| RAKING                                                                                                                                                                     | BENCHMARK SOURCE              |
| Core Demographics                                                                                                                                                          |                               |
| Age (5 categories)                                                                                                                                                         | 2021 ACS                      |
| Gender                                                                                                                                                                     | 2021 ACS                      |
| Race/ethnicity                                                                                                                                                             | 2021 ACS                      |
| Education                                                                                                                                                                  | 2021 ACS                      |
| Demographic interactions                                                                                                                                                   |                               |
| Gender × Age (3)                                                                                                                                                           | 2021 ACS                      |
| Education (3) × Age (3)                                                                                                                                                    | 2021 ACS                      |
| Education (3) × Gender                                                                                                                                                     | 2021 ACS                      |
| Race/ethnicity x Education (3)                                                                                                                                             | 2021 ACS                      |
| Additional demographics                                                                                                                                                    |                               |
| Metropolitan status                                                                                                                                                        | 2021 CPS ASEC                 |
| Volunteer status                                                                                                                                                           | 2021 CPS Volunteer supplement |
| 2020 presidential vote                                                                                                                                                     | 2020 election results         |
| Note: 2020 election results adjusted for ACS population of citizens.                                                                                                       |                               |
| <div> <b>lumaris research</b></div> <div>Source: Minnesota Community Survey, 2024</div> |                               |