

# Minnesota Community Survey

## *October Wave methodology*

The following methodological details refer to the October wave of the Minnesota Community Survey (MCS). The survey was conducted from Sept. 25 to Nov. 6, 2025. A total of 1,173 panelists responded to this survey out of 2,821 sampled, resulting in a response rate<sup>1</sup> of 42%. The margin of sampling error for all respondents is plus or minus 3.86 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**

Anoka County residents were offered \$10 to complete the survey; all other respondents were offered \$5. 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 have agreed to take future surveys were contacted to take the survey. First, respondents received an email with a link to take the survey. Second, Anoka County respondents received a postcard in the mail with a link to take the survey. Third, respondents received a SMS message with a link to take the survey. Respondents also received two 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.

## Weighting dimensions

### BENCHMARK SOURCE

#### Core demographics

Age (5 categories)	2022 ACS
Gender	2022 ACS
Race/ethnicity	2022 ACS
Education	2022 ACS

#### Demographic interactions

Gender x Age (3)	2022 ACS
Education (3) x Age (3)	2022 ACS
Education (3) x Gender	2022 ACS
Race/ethnicity x Education (3)	2022 ACS

#### Additional demographics

Metropolitan status	2021 CPS ASEC
Volunteer status	2021 CPS Volunteer supplement
2024 presidential vote	2024 election results

Note: 2024 election results adjusted for ACS population of citizens.



Source: Minnesota Community Survey, 2024

## Margin of error and variance

- Overall margin of error:  $\pm 3.86$  percentage points
- Design effect: 1.82
- Effective sample size: 645
- Unweighted sample size: 1,173

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.