Minnesota Community Survey

January 2026 Wave methodology (1/22-2/4)

The following methodological details refer to the January wave of the Minnesota Community Survey (MCS). The survey was conducted from January 22 to February 4. A total of 914 panelists responded to the survey out of 2,941 sampled, for a response rate[1] of 31%. The margin of sampling error for all respondents is plus or minus 4.6 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 details on the MCS recruitment, click here.

Incentives for completing the survey

All respondents were offered $5 for completion of the survey. Respondents can choose from over 100 companies to receive either a gift card or a check in the mail.

How the data was collected

All respondents to the initial Minnesota Community Survey who had agreed to take future surveys were contacted to complete this one. First, respondents received an email with a link to take the survey. Second, respondents received an SMS message with a link to take the survey. Respondents also received one reminder via email and SMS, respectively. Respondents could take the survey in English or in Spanish.

[1] 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: ±4.6 percentage points
- Design effect: 2.01
- Effective sample size: 455
- Unweighted sample size: 914

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
Urban, Suburban, Rural	2022 ACS
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

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.