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PUBLIC OPINION

**UMass Lowell / YouGov
Survey of U.S. Likely General Election Voters
Methodology Statement**

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	Oct. 16-20, 2025
Release Date:	Oct 29, 2025
Target Population:	American Adults
Sample Size:	1000
Margin of Error:	+/-3.47% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered with online panels
Sampling Method:	YouGov interviewed 1,165 respondents who were then matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame was constructed by stratified sampling from the full 2023 American Community Survey (ACS) 1-year sample, with selection within strata by weighted sampling with replacements (using the person weights on the public use file).
Weighting:	The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, region, and home ownership status. The propensity scores were grouped into deciles of the estimated propensity score in the frame, and post-stratified



according to these deciles. The demographic marginals and their interlocking frequencies were based on the sample frame. The marginal distribution of 2024 vote choice was based on official ballot counts compiled by the University of Florida Election Labs and CNN. Demographic interlocking frequencies for 2024 vote choice were based on CNN's 2024 Exit Polls. The weights were then post-stratified on 2024 presidential vote choice, as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

Transparency:

The University of Massachusetts Lowell is a member of the American Association of Public Opinion Research Transparency Initiative and we are committed to methodological transparency in the reporting of our results. If you have any questions, please email joshua_dyck@uml.edu.

Data Quality checks:

We used three attention checks, one open end, one grid item and one single select. We used all three in combination when cleaning the data removing anyone who failed two or more attention checks. We also removed the top 2% of speeders and skippers from the data.

Limitations

All survey research includes some unmeasured error despite the best efforts of accurate analysis and data collection. While we strive for reliable inference and accuracy, no poll is perfect. Error can result from coverage error, question wording effects, and priming of the order of the questionnaire.

Critical Mass for Crosstabs

All crosstabs must have at least 50 (preferably 100) unweighted respondents per column in order to report their results. Every crosstab result reported in the release appears in the crosstabs.

Panelists

This poll utilizes a non-probability sample. All respondents are YouGov panelists who have been active panelists for 30 days or longer.