



UMass Lowell / YouGov Survey of Maine Likely Voters Methodology Statement

Sponsoring Organization: University of Massachusetts Lowell sponsored the research which was conducted by YouGov.

Questionnaire Design: We delivered a comprehensive code book that includes the wordings and response options for all questions included in the survey.

Fieldwork: YouGov

Interview Dates: 2026-05-13 - 2026-05-26

Release Date: June 4, 2026

Target Population: Maine residents 18+ who are registered voters or plan to register on or before Election Day this year

Sample Size: 650. This survey has an estimated design effect of 1.29.

Margin of Error: +/-4.9 percentage points (adjusted for design effects)

Survey Mode: All interviews were conducted via self-administered web questionnaire with YouGov's survey platform.

Sampling Method: Non-probability sampling. Panelists were notified about their eligibility for the survey either through an email or a notification in the YouGov app. Members of YouGov's panel were invited to participate in the survey. YouGov's recruitment process is open to all, and members of the public can join our panel by signing up via the YouGov website or app (both Android & iOS). For this study, YouGov's sample matching procedure was used to create a sample of panelists that was representative of Maine residents 18+ who are registered voters or plan to register on or before Election Day this year on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of Maine registered voters, based upon the 2024 Current Population Survey (CPS) Voting and Registration supplements, and the 2024



National Election Pool (NEP) exit poll, including demographics and 2024 presidential vote.

Weighting:

How the data were weighted: YouGov interviewed 669 respondents who were registered voters or plan to register to vote on or prior to Election Day this year in Maine. These respondents were then matched down to a sample of 650 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race and education. The sampling frame is a politically representative "modeled frame" of Maine registered voters, based upon the 2024 Current Population Survey (CPS) Voting and Registration supplements, and the 2024 National Election Pool (NEP) exit poll, including demographics and 2024 presidential vote. The matched cases were weighted to the sampling frame iterative proportional fitting (IPF) on the combinations of marginal 2024 presidential vote gender, age (4-categories), race (2-categories), and education (4-categories), to produce a registered voter weight. Finally, registered voter weights were then compared to expected proportions for likely voter profiles given a battery of three items to weight those likely voters slightly more than their unlikely voter counterparts. These included: 1) How closely they follow news about candidates running for the senate; 2) How often they say that they vote when there is a midterm election; and 3) How likely they are to vote in the election in November. Where the data were lower than expected, they were upweighted. The likely voter weights were then trimmed and centered.

Transparency:

The Scientific Research Group is a signatory to the AAPOR Transparency Initiative. Transparency in research methods is essential to building and maintaining public trust in survey research. As you release reports using this data, please include the following information in your methodology statements.

Data Quality checks:

Panelists eligible for participation in our surveys have been members of the YouGov panel for at least 30 days and have passed a series of quality checks. In addition to the original screening, the survey included a set of items meant to ensure respondents were paying attention. Open-ended questions were reviewed to ensure that respondents were on task as well. Respondents were also evaluated on the basis of the time it took them to complete the survey with those who responded too



quickly excluded from the final data. Ultimately, out of the 4,339 respondents who started the survey, 200 did not complete the survey, 1,075 were screened out for eligibility purposes and 2,134 were terminated for failing to pass an initial attention check. Of the remaining 930 complete cases, 261 were removed for data quality reasons. An additional 19 cases were removed in our matching process to result in the final sample size of 650.

Limitations

In addition to sampling error, surveys are subject to other kinds of error. Care should be taken in the interpretation of the results.

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

Members of YouGov's panel were invited to participate in the survey. YouGov's recruitment process is open to all, and members of the public can join our panel by signing up via the YouGov website or app (both Android and iOS). Respondents were offered 500 points to participate. Respondents can redeem points for gift cards after accruing a fixed amount (depending on their location).