



## UMass Lowell / YouGov Survey of American Adults Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	March 26-30, 2026
Release Date:	April 9, 2026
Target Population:	American Adults
Sample Size:	1,000
Margin of Error:	+/-4.05% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered with online panels
Sampling Method:	YouGov interviewed 1,092 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 is a politically representative “modeled frame” of U.S. adults, based upon the American Community Survey (ACS) public use microdata file, the 2024 Current Population Survey (CPS) Voting and Registration supplements, and the 2024 National Election Pool (NEP) exit poll.
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. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to



these deciles. The weights were then post-stratified on 2024 presidential vote choice as well as a four-way stratification of gender, age (four categories), race (four categories), and education (four 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 [John\\_Cluverius@uml.edu](mailto:John_Cluverius@uml.edu).

Data 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 1,999 respondents who started the survey, 85 did not complete the survey, 452 were screened out for eligibility purposes and 176 were terminated for failing to pass an initial attention check. Of the remaining 1,286 complete cases, 194 were removed for data quality reasons. An additional 92 cases were removed in our matching process to result in the final sample size of 1,000.

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.