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

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| Sponsoring Organization: | The University of Massachusetts Lowell sponsored the research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Questionnaire Design:    | Design by John Cluverius and Rodrigo Castro Cornejo, University of Massachusetts Lowell                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Fieldwork:               | YouGov                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Interview Dates:         | 2026-10-02 to 2026-10-04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Release Date:            | Oct. 22, 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Target Population:       | U.S. residents 18+ who are likely voters in the 2026 general election.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Sample Size:             | 1,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Margin of Error:         | +/-3.84 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 everyone, and members of the public can join the panel by signing up through the YouGov website or mobile app, available on both Android and iOS. For this study, YouGov used its sample-matching procedure to create a group of panelists representative of the U.S. population of registered voters by education, age, race, gender, and partisanship, as measured by 2024 presidential vote. |



Weighting:

YouGov interviewed 1,045 respondents, who were then matched down to a final sample of 1,000. Respondents were matched to a sampling frame based on gender, age, race, education, and 2024 presidential vote. The sampling frame was constructed through stratified sampling from the 2024 Current Population Survey Voting and Registration supplements and the 2024 AP VoteCast exit poll. All data were weighted to the CPS-VRS person weights in the public-use file, with Hur and Achen reweighting adjustments to account for missing data in voter-registration and turnout fields. The matched cases were then iteratively proportionally fitted (IPF) on 2024 presidential vote choice. Weighted results were also compared with expected proportions for likely-voter profiles based on three measures: how closely respondents followed news about candidates during the 2024 election, how often they reported voting in midterm elections and how likely they were to vote in the November election. Cases with lower-than-expected values were upweighted. The final IPF component used a four-way stratification of gender, age (four categories), race (four categories), and education (four categories), along with the associated demographic marginals, region and home ownership, to produce the final weights

Transparency:

The University of Massachusetts Lowell Center for Public Opinion and The Scientific Research Group at YouGov are signatories to the AAPOR Transparency Initiative. Transparency in research methods is essential to building and maintaining public trust in survey research. Complete datasets of public polls are available upon request. Address all questions to [John.Cluverius@uml.edu](mailto:John.Cluverius@uml.edu).

Data Quality checks:

Eligible survey panelists had been members of the YouGov panel for at least 30 days and had passed a series of quality checks. The survey also included attention-check items and open-ended responses were reviewed to ensure that respondents remained on task. Completion times were evaluated as well, and respondents who completed the survey unusually quickly were excluded. Of the 1,554 respondents who began the survey, 124 did not complete it, 128 were screened out for eligibility reasons, and none were terminated for failing an initial attention check. Of the 1,302 completed cases, 257 were removed for data-quality



reasons, and an additional 45 were removed during the matching process, resulting in a final sample of 1,000 respondents.

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 750 points to participate. Respondents can redeem points for gift cards after accruing a fixed amount (depending on their location).