



**UMass Lowell / YouGov
Survey of Texas Likely Voters
Methodology Statement**

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:	2026-09-18 - 2026-09-28
Release Date:	Oct. 8, 2026
Target Population:	Texas residents 18+ who are likely voters in the 2026 general election.
Sample Size:	850
Margin of Error:	+/-4.5 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 the Texas registered voter population, 18+, by gender, age, race, education and partisanship (2024 vote).
Weighting:	



How the data were weighted: YouGov interviewed 910 respondents who were then matched down to a sample of 850 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 2024 Current Population Survey (CPS) Voting and Registration supplements and the 2024 AP Votecast exit poll, including demographics and 2024 presidential vote. All data were weighted to the CPS-VRS person weights on the public use file, with Hur & Achen reweighting adjustments to account for missing data within the voter registration and turnout fields. The matched cases were then iteratively proportionally fitted (IPF) on 2024 presidential vote choice. Additionally, weighted results were then compared to expected proportions for likely voter profiles given a battery of three items in order to slightly increase weights for likely voters 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 final component of the IPF consisted of a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), and these demographics' associated marginals, to produce the final weight.

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.

Data Quality checks: Panelists eligible for participation in our surveys have been members of the YouGov panel for at least 15 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 3,848



respondents who started the survey, 2,329 did not complete the survey, 233 were screened out for eligibility purposes and 0 were terminated for failing to pass an initial attention check. Of the remaining 1,286 complete cases, 376 were removed for data quality reasons. An additional 60 cases were removed in our matching process, resulting in a final sample size of 850.

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).