UMass Lowell / Marie Claire
Survey of U.S. Likely General Election Voters
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion and Marie Claire Magazine
Questionnaire Design:	UMass Lowell Center for Public Opinion and Marie Claire Magazine
Fieldwork:	YouGov
Interview Dates:	Aug. 9-17
Release Date:	Oct. 9, 2024
Target Population:	Likely Voters in the 2024 General Election
Sample Size:	1,000 nationally representative likely voters plus an over sample of 500 women likely voters aged 40-60. Total: 1500.
Margin of Error:	+/-3.22% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered with online panels
Sampling Method:	YouGov interviewed three samples which consisted of: 1) 1144 US registered voters 2) 437 US registered voters referred through a special panel of verified respondents (plus panel), and an oversample of 585 registered voters who were women between the ages of 40 and 60 years old. The first two samples were pooled and matched down to a sample of 1000, with 850 from the first and 150 from the plus sample. The oversample was matched down to a sample of 500. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the

2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

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, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The main sample weights were then post-stratified on 2020 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 within sample weights. For the oversample, results were post-stratified on 2020 presidential vote choice and a three-way stratification of age (2-categories), race (4-categories), and education (4-categories). After weighting separately, the samples were combined (1500 cases) and then poststratified on each group's prevalence within the population, as determined through the modeled frame. The weights were then trimmed and centered to produce the weight for registered voters.
Likely Voter Model:	Finally, registered voter weights were then weighted to give likely voter profiles given a battery of three items in order slightly more weight than their unlikely voter counterparts. The likely voter weights were then trimmed and centered.
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 3 attention checks, one open end, one grid item and one single select. We used all 3 in combination when cleaning the data removing anyone who failed 2 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.