UMass Lowell / YouGov
Survey of Michigan Likely General Election Voters
Methodology Statement

Sponsoring Organization:	UMass Lowell Center for Public Opinion
Questionnaire Design:	UMass Lowell Center for Public Opinion
Fieldwork:	YouGov
Interview Dates:	Sept. 11-19, 2024
Release Date:	Sept. 26, 2024
Target Population:	Michigan likely voters in the 2024 General Election
Sample Size:	650
Margin of Error:	+/- 4.37% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered with online panels
Sampling Method:	YouGov interviewed 867 Pennsylvania residents who were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a Pennsylvania, registered voter subset, of 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, and years of education. The propensity scores

were grouped into deciles of the estimated propensity score in the frame, and then post-stratified according to these deciles.

Likely Voter Model: Then, likely voter profiles were given slightly more weight than their unlikely voter counterparts, based on behavioral questions.

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.