UMass Lowell / YouGov
Survey of U.S. 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: April 3 – 8, 2024

Release Date: April 18, 2024

Target Population: Likely Voters in the 2024 General Election

Sample Size: 1,688

Margin of Error: 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 2020ude only 1688 registered voters and then 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