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PUBLIC OPINION

**UMass Lowell / YouGov
Survey of New York City 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:	Tuesday, Aug. 19 to Tuesday, Sept. 2, 2025
Release Date:	Sept. 10, 2025
Target Population:	New York City voters in the 2025 general election
Sample Size:	800
Margin of Error:	+/-4.6% (adjusted for design effects)
Survey Mode:	Online, web-based survey, self-administered with online panels
Sampling Method:	YouGov interviewed 890 registered voters from New York City 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 politically representative “modeled frame” of registered voters from New York City, based upon the 2024 Current Population Survey (CPS) Voting and Registration supplements.
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 weights were then post-stratified on 2020 and 2024 presidential vote choice as well as a four-way stratification of gender, age (four categories), race (four categories), and



education (four categories), to produce a registered voter interim weight.

Likely Voter Model:

Finally, registered voter weights were re-weighted to create likely voter profiles given a battery of three items: 1) how closely a respondent follows news about the election; 2) reported frequency in voting for mayoral elections; and 3) reported likelihood of voting in the mayoral election. The likely voter weights were then trimmed and centered to produce the final weight.

Transparency:

The University of Massachusetts Lowell is a member of the American Association of Public Opinion Research Transparency Initiative and is committed to methodological transparency in the reporting of results. If you have any questions, please email joshua_dyck@uml.edu or john_cluverius@uml.edu.

Data Quality checks:

We used three attention checks, one open end, one grid item and one single select. We used all three in combination when cleaning the data, removing anyone who failed two 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.