

Survey transparency disclosures¹

Mood of the Nation Poll, conducted May 2023

1. Data Collection Strategy.	Survey.
2. Who Sponsored the Research and Who Conducted It.	The survey was conducted by Penn State’s McCourtney Institute for Democracy, which has the primary responsibility for question construction and also paid for the survey, and YouGov, which conducted the fieldwork.
3. Measurement Tools/Instruments.	Exact question wording is presented in the report associated with each section of the findings.
4. Population Under Study.	Adult residents of the United States.
5. Method Used to Generate and Recruit the Sample.	<p>All Mood of the Nation Polls are fielded by YouGov and each is based on a unique sampling frame drawn from YouGov’s internet panel.</p> <p>The frame was constructed by stratified sampling from the most recent American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacement (using the person weights on the public use file).</p> <p>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.</p> <p>The target sample size for MOTN polls is typically N=1000, but occasionally N=1200 or N=1500. YouGov completes interviews with approximately 115% of the desired sample size and then who were</p>

¹ For additional background on the McCourtney Institute and its Mood of the Nation Poll, see

<https://democracy.psu.edu/>

For findings from this survey and others, see <https://www.apmresearchlab.org/collections/surveys>

Transparency questions are from the American Association for Public Opinion Research’s Transparency Initiative (as revised April 2021; <https://aapor.org/standards-and-ethics/transparency-initiative/#where-can-i-get-more-info>).

	then “matched down” using a propensity score model using the same criterion variables (age, gender, race/ethnicity, years of education, and region) to produce the final dataset.
6. Method(s) and Mode(s) of Data Collection.	Self-administered survey conducted online.
7. Dates of Data Collection.	May 12-18, 2023
8. Sample Sizes (by sampling frame if more than one frame was used) and (if applicable) Discussion of the Precision of the Results.	The target sample size for MOTN polls is typically N=1000, but occasionally N=1200 or N=1500. YouGov completes interviews with approximately 115% of the desired sample size and then who were then “matched down” using a propensity score model using the criterion variables (age, gender, race/ethnicity, years of education, and region) to produce the final dataset.
9. How the Data Were Weighted.	<p>Analysis weights are post-stratification weights based on the most recent Presidential vote choice, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), as taken from the U.S. Census Bureau’s American Community Survey.</p> <p>The maximum estimated Margin of Sampling Error, which are calculated including design effects due to weighting, are reported along with the findings.</p> <p>Although the YouGov sample is not a probability sample, its empirical margin of error is accurately calculated by a design- effect-adjusted application of the central limit theorem.* Specifically, the variance of any poll estimate = $d^2 \times (p(1-p)/n)$, where p is the survey estimate expressed as a proportion and d² is the design effect (DEFF), which averages 1.5 for this survey.</p> <p>* Ansolabehere, S. and Rivers, D., 2013. Cooperative survey research. Annual Review of Political Science, 16, pp.307-329.</p>
10. How the Data Were Processed and Procedures to Ensure Data Quality.	<p>YouGov screens the data to exclude those completing the survey rapidly without considering the questions (“speeders”) and multiple completions from the same IP address. In addition, MOTN surveys include several open-ended questions that require respondents to engage with the survey beyond simply clicking boxes.</p> <p>Open-ended coding is typically conducted manually, with some assistance from key word searches.</p>
11. A General Statement Acknowledging Limitations of the Design and Data Collection.	Limitations of the sampling frame include English language only, internet access, and biases inherent to self-selection into YouGov’s paid panel. Note that YouGov’s approach, as outlined in question 5, attempts to correct for these limitations.

Frequencies for key variables used in the analysis

Weighted data are used in the analysis. Unweighted data are shown here as a measure of transparency.

Gender

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Male	468	46.8	487	48.7
2 Female	532	53.2	513	51.3
Total	1000	100.0	1000	100.0

Generations

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Generation Z (age 18-26)	102	10.2	138	13.8
2 Millennial (age 27-42)	255	25.5	281	28.1
3 Generation X (age 43-58)	259	25.9	232	23.2
4 Baby boom (age 59-77)	325	32.5	300	30.0
5 Silent generation (age 78+)	59	5.9	48	4.8
Total	1000	100.0	1000	100.0

Parental status

“Are you the parent or guardian of any children under the age of 18?”

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
No	741	74.1	736	73.6
Yes	259	25.9	264	26.4
Total	1000	100.0	1000	100.0

Race and ethnicity

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1.00 White	662	66.2	628	62.8
2.00 Black	115	11.5	125	12.5
3.00 Hispanic	139	13.9	160	16.0
4.00 Other	84	8.4	87	8.7
Total	1000	100.0	1000	100.0

Educational attainment

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1. High school or less	331	33.1	360	36.0
2. Some college	296	29.6	294	29.4
3. College degree or more	373	37.3	346	34.6
Total	1000	100.0	1000	100.0

Annual family income

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Less than \$30,000	222	25.0	228	25.7
\$30,000 to \$59,999	221	24.9	231	26.0
\$60,000 to \$99,999	212	23.9	206	23.3
\$100,000 or more	233	26.2	221	24.9
Total	888	100.0	887	100.0

Born again Christian

“Would you describe yourself as a born again or evangelical Christian?”

		Unweighted		Weighted	
		Frequency	Percent	Frequency	Percent
Yes		323	32.3	322	32.2
No		677	67.7	678	67.8
Total		1000	100.0	1000	100.0

Leaned party ID

		Unweighted		Weighted	
		Frequency	Percent	Frequency	Percent
1 Democrats		423	43.3	428	43.8
2 Independents		191	19.6	197	20.1
3 Republicans		362	37.1	352	36.1
Total		976	100.0	976	100.0

Note: Leaned Party ID is based on the respondents self-identified placement on the scale below.

Party ID

		Unweighted		Weighted	
		Frequency	Percent	Frequency	Percent
1 Strong Democrat		223	22.8	217	22.2
2 Not very strong Democrat		122	12.5	133	13.6
3 Lean Democrat		78	8.0	78	8.0
4 Independent		191	19.6	197	20.1
5 Lean Republican		85	8.7	76	7.8
6 Not very strong Republican		97	9.9	92	9.4
7 Strong Republican		180	18.4	184	18.8
Total		976	100.0	976	100.0