A P M
R E S E A R C H
L A B

The McCourtney Institute
for Democracy
Mood of the Nation Poll

PennState
College of the Liberal Arts

Survey transparency disclosures[1]

Mood of the Nation Poll, conducted October 20-27, 2021

1. What survey firm conducted the poll? [TI, RC]	The survey was conducted by Penn State's McCourtney Institute for Democracy and YouGov, which conducted the fieldwork.
2. How were respondents interviewed – by live interviewers on the phone, interactive voice response (IVR), online, self-administered questionnaire, or another method? Selected via Random Digit Dial (RDD), opt-in or some other method? [TI, RC] Where possible/applicable, include information about use of incentives (amount and type).	Online
3. Who paid for the survey (both sponsor and original source of funding if different) and why was it done? [TI, RC]	Mood of the Nation Polls are an ongoing research program of Penn State's McCourtney Institute of Democracy, which pays for the survey. Mood of the Nation Polls survey a representative sample of the US adult population several times each year to assess what is on their minds, through a series of open-ended questions, and to probe current topics in the news.

---

[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 "CNN's transparency questionnaire for polling standards" (released July 9, 2019; https://www.cnn.com/2019/07/09/politics/read-cnn-transparency-questionnaire-polling/index.html), adapted to include all requirements of the American Association for Public Opinion Research's Transparency Initiative related to surveys (noted [TI]; released October 4, 2017 (https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/TI-Terms-and-Conditions-10-4-17.pdf), as well as the Roper Center's Transparency and Acquisition Policy (noted [RC]; https://ropercenter.cornell.edu/roper-center-transparency-and-acquisitions-policy).

A P M R E S E A R C H L A B

1

McCourtney Institute for Democracy
Mood of the Nation Poll   PennState
College of the Liberal Arts

4.	How many people (unweighted) were interviewed for this survey? [RC]	1,200
5.	In what language(s) were respondents interviewed? [TI, RC]	English
6.	Please provide a copy of the full text and interviewer instructions/programming for all questions included in this survey release. Include preceding interviewer or respondent instructions and any preceding questions that might reasonably be expected to influence responses to the reported results. [TI, RC]	Complete question wording is included with the research briefs that summarize survey findings.
7.	When was the survey conducted? [TI, RC]	October 20-27, 2021
8.	What is the source of your sample for this survey (named provider, if relevant), and by what method were respondents selected? Please be as specific as possible, and if via web panel(s), please include a description of how the panelists were recruited, including any within-household procedures. If your study was conducted online and included respondents chosen via routers, approximately what percentage of respondents were directed to the survey via routers? The description of the sampling frame and sample design should include sufficient detail to determine whether the respondents were selected using probability or non-probability methods. [TI, RC]	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. 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). 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 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 same criterion variables (age, gender, race/ethnicity, years of education, and region) to produce the final dataset.
9. If any quotas were applied to sampling or interviewing, at what stage were they applied, what variables and targets were used, and what is the source of your estimate of the target quota? ^{TI}	No quotas were applied, but see comments above concerning propensity scoring.
10. What is the universe of people you are trying to survey, and what makes you confident that the sample source represents that universe? Include both a definition of the population under study and its geographic location. ^{TI, RC}	The universe for this survey is all adult citizens, age 18 years and older. YouGov's track record of producing nationally representative results based on the methodology noted in response to question 8 makes us confident that the sample source represents the intended universe.
11. A description of the sampling frame(s) and its coverage of the target population, including mention of any segment of the target population that is not covered by the design. This many include, for example, exclusion of Alaska and Hawaii in U.S. surveys; exclusion of specific provinces or rural areas in international surveys; and exclusion of non-panel members in panel surveys. If possible, the estimated size of non-covered segments will be provided. If a size estimate cannot be provided, this will be explained. If no frame or list was utilized, this will be indicated. Include sample size (by frame if more than one was used). ^{TI, RC}	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 8, attempts to correct for these biases.
12. If surveys were conducted by telephone, what percentage of interviews were conducted via calls to cellphones? If surveys were conducted online, were respondents allowed to complete the survey via mobile browsers, and approximately what share of your respondents did so? ^{RC}	The survey was conducted online; 53% completed via desktop, 47% completed via mobile phone or tablet.
13. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired?	NA

A P M R E S E A R C H L A B

3

McCourtney Institute for Democracy
Mood of the Nation Poll   PennState
College of the Liberal Arts

14. If surveys were not conducted by a live interviewer, what do you do to ensure your respondents are real people and are paying attention to the survey?	In addition to YouGov identification of speeders, multiple completions from the same IP address, MOTN surveys include several open-ended questions that require respondents to engage with the survey beyond simply clicking boxes.
15. What is your estimate of this survey's error, how is it calculated, and why is this an appropriate error estimation for your survey? If you are reporting a margin of sampling error, has it been adjusted for design effects? For probability samples, the estimates of sampling error will be reported, and the discussion will state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, or other factors. Disclosure requirements for non-probability samples are different because the precision of estimates from such samples is a model-based measure (rather than the average deviation from the population value over all possible samples). Reports of non-probability samples will only provide measures of precision if they are accompanied by a detailed description of how the underlying model was specified, its assumptions validated and the measure(s) calculated. To avoid confusion, it is best to avoid using the term "margin of error" or "margin of sampling error" in conjunction with non-probability samples. [TI]	The maximum estimated Margin of Sampling Error for this survey ± 3.4 percentage points. This accounts for design effects due to weighting. 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 = $d2 \times (p (1-p)/n)$, where p is the survey estimate expressed as a proportion and d2 is the design effect (DEFF), which averages 1.5 for this survey. * Ansolabehere, S. and Rivers, D., 2013. Cooperative survey research. Annual Review of Political Science, 16, pp.307-329.
16. If your survey has been weighted, please list the weighting variables and the source of the weighting parameters. If your survey has not been adjusted for education, please explain why and provide an unweighted frequency for education distribution among your respondents. [TI, RC]	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).
17. Is there a minimum unweighted sample size you require before releasing any subset estimates, and if so, what is it?	N=30 (however most estimates are based on Ns of over 200).

18. Does this report rely on multiple samples or multiple modes? (If the results reported are based on multiple samples or multiple modes, the preceding items will be disclosed for each.) [TI]	1 mode: online.
19. Response Rate/Participation Rate: Response rate calculated to AAPOR standards, or sample disposition data adequate for the calculation of AAPOR-standard response rates. When AAPOR-standard response rates or sample disposition data cannot be calculated or provided, completion or participation rates shall be provided using another method that is fully disclosed. [RC] Where possible, also include Breakoff Rate (i.e., the percent of respondents who start the survey but do not finish it).	NA, survey conducted online.
20. Contact for obtaining more information about the study. [TI]	Professor Eric Plutzer, Director of Polling, McCourtney Institute of Democracy, Penn State University, exp12@psu.edu

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	561	46.8	584	48.6
2 Female	639	53.3	616	51.4
Total	1200	100.0	1200	100.0

Age

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 18 to 29	201	16.8	252	21.0
2 30 to 44	311	25.9	303	25.2
3 45 to 64	439	36.6	391	32.6
4 65 & older	249	20.8	254	21.2
Total	1200	100.0	1200	100.0

Race and ethnicity

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1.00 White	815	67.9	756	63.0
2.00 Black	145	12.1	145	12.1
3.00 Hispanic	129	10.8	194	16.2
4.00 Other	111	9.2	105	8.7
Total	1200	100.0	1200	100.0

Educational attainment

		Unweighted		Weighted	
		Frequency	Percent	Frequency	Percent
Valid	1.00 High school or less	416	34.7	467	38.9
	2.00 Some college	377	31.4	365	30.4
	3.00 College degree or more	407	33.9	367	30.6
	Total	1200	100.0	1200	100.0

Importance of religion

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Very important	433	36.1	456	38.0
2 Somewhat important	289	24.1	292	24.4
3 Not too important	167	13.9	159	13.3
4 Not at all important	311	25.9	293	24.4
Total	1200	100.0	1200	100.0

Region

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Northeast	193	16.1	211	17.6
2 Midwest	266	22.2	228	19.0
3 South	473	39.4	468	39.0
4 West	268	22.3	293	24.4
Total	1200	100.0	1200	100.0

Regions of the country used in this analysis

Northeast	Midwest	South	West
Connecticut	Illinois	Alabama	Alaska
Maine	Indiana	Arkansas	Arizona
Massachusetts	Iowa	Delaware	California
New Hampshire	Kansas	Florida	Colorado
New Jersey	Michigan	Georgia	Hawaii
New York	Minnesota	Kentucky	Idaho
Pennsylvania	Missouri	Louisiana	Montana
Rhode Island	Nebraska	Maryland	Nevada
Vermont	North Dakota	Mississippi	New Mexico
	Ohio	North Carolina	Oregon
	South Dakota	Oklahoma	Utah
	Wisconsin	South Carolina	Washington
		Tennessee	Wyoming
		Texas	
		Virginia	
		Washington DC	
		West Virginia	

Leaned party ID

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Democrats	554	46.2	554	46.1
2 Independents	184	15.3	171	14.2
3 Republicans	443	36.9	457	38.0
Total	1181	98.4	1181	98.4
Missing	19	1.6	19	1.6
Total	1200	100.0	1200	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	299	24.9	299	24.9
2 Not very strong Democrat	112	9.3	123	10.3
3 Lean Democrat	143	11.9	131	10.9
4 Independent	184	15.3	171	14.2
5 Lean Republican	109	9.1	108	9.0
6 Not very strong Republican	99	8.3	100	8.3
7 Strong Republican	235	19.6	249	20.7
Total	1181	98.4	1181	98.4
Missing	19	1.6	19	1.6
Total	1200	100.0	1200	1200