

# Survey transparency disclosures<sup>1</sup>

## Mood of the Nation Poll, conducted January 2024

<b>1. Data Collection Strategy.</b>	Survey.
<b>2. Who Sponsored the Research and Who Conducted It.</b>	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.
<b>3. Measurement Tools/Instruments.</b>	Exact question wording is presented in the report associated with each section of the findings.
<b>4. Population Under Study.</b>	Adult residents of the United States.
<b>5. Method Used to Generate and Recruit the Sample.</b>	<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>

<sup>1</sup> 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.
<b>6. Method(s) and Mode(s) of Data Collection.</b>	Self-administered survey conducted online.
<b>7. Dates of Data Collection.</b>	January 11-17, 2024
<b>8. Sample Sizes (by sampling frame if more than one frame was used) and (if applicable) Discussion of the Precision of the Results.</b>	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.
<b>9. How the Data Were Weighted.</b>	<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 = <math>d^2 \times (p(1-p)/n)</math>, where p is the survey estimate expressed as a proportion and d<sup>2</sup> 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>
<b>10. How the Data Were Processed and Procedures to Ensure Data Quality.</b>	<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>
<b>11. A General Statement Acknowledging Limitations of the Design and Data Collection.</b>	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.

*Note: the January 2024 poll was a survey of 2,000 respondents, but respondents were randomly assigned to one of four panels. We are reporting on one set of questions relying on those in panels A and C (these are related to experiences with severe weather and policy preferences for both drought and flooding), and those in panels A and B (questions on “what makes you proud” and “what makes you angry”). The frequencies for these overlapping samples are reported separately below.*

## 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.

### Panels A & C

#### Gender

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Male	469	46.7	489	48.8
Female	536	53.3	512	51.2
Total	1005	100.0	1001	100.0

#### Generations

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Generation Z (age 18-27)	133	13.2	145	14.5
Millennial (age 28-43)	275	27.4	273	27.2
Generation X (age 44-59)	257	25.6	241	24.0
Baby boom (age 60-78)	294	29.3	295	29.4
Silent generation (age 79+)	46	4.6	48	4.8
Total	1005	100.0	1001	100.0

### Race and ethnicity

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
White	655	65.2	620	61.9
Black	126	12.5	116	11.6
Hispanic	136	13.5	171	17.1
Other	88	8.8	95	9.4
Total	1005	100.0	1001	100.0

### Educational attainment

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
High school or less	368	36.6	388	38.7
Some college	289	28.8	289	28.8
College degree or more	348	34.6	325	32.4
Total	1005	100.0	1001	100.0

### Annual family income

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Less than \$30,000	238	25.8	241	26.5
\$30,000 to \$59,999	232	25.2	235	25.9
\$60,000 to \$99,999	209	22.7	208	22.9
\$100,000 or more	242	26.3	225	24.8
Total	921	100.0	909	100.0

### Leaned party ID

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Democrats	435	45.0	435	45.2
2 Independents	162	16.8	172	17.8
3 Republicans	369	38.2	356	37.0
Total	966	100.0	963	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
Strong Democrat	241	24.0	238	23.7
Not very strong Democrat	121	12.0	124	12.4
Lean Democrat	73	7.3	73	7.3
Independent	162	16.1	172	17.1
Lean Republican	84	8.4	84	8.4
Not very strong Republican	91	9.1	88	8.8
Strong Republican	194	19.3	184	18.4
Not sure	39	3.9	39	3.9
Total	1005	100.0	1001	100.0

## Ten Across states

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Other state	639	63.6	644	64.3
Ten Across state	366	36.4	358	35.7
Total	1005	100.0	1001	100.0

Ten Across states (those connected by the Interstate-10 corridor): Alabama, Arizona, California, Florida, Louisiana, Mississippi, New Mexico, and Texas.

## Southwest states

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Not SW	709	70.5	707	70.6
Southwest state	296	29.5	294	29.4
Total	1005	100.0	1001	100.0

Southwestern states defined here as: Arizona, California, Colorado, Nevada, New Mexico, Oklahoma, Texas, and Utah.

## Panels A & B

### Gender

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Male	476	47.3	492	49.4
Female	531	52.7	505	50.6
Total	1007	100.0	997	100.0

### Generations

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Generation Z (age 18-27)	132	13.1	142	14.2
Millennial (age 28-43)	283	28.1	267	26.8
Generation X (age 44-59)	247	24.5	241	24.1
Baby boom (age 60-78)	301	29.9	304	30.5
Silent generation (age 79+)	44	4.4	43	4.3
Total	1007	100.0	997	100.0

### Race and ethnicity

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
White	661	65.6	630	63.2
Black	139	13.8	132	13.2
Hispanic	134	13.3	164	16.5
Other	73	7.2	71	7.2
Total	1007	100.0	997	100.0

### Educational attainment

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
High school or less	374	37.1	388	38.9
Some college	283	28.1	279	28.0
College degree or more	350	34.8	330	33.1
Total	1007	100.0	997	100.0



### Annual family income

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Less than \$30,000	242	26.0	255	27.7
\$30,000 to \$59,999	244	26.2	237	25.8
\$60,000 to \$99,999	204	21.9	202	22.0
\$100,000 or more	240	25.8	225	24.5
Total	930	100.0	918	100.0

### Leaned party ID

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Democrats	461	47.4	469	48.5
2 Independents	154	15.8	157	16.2
3 Republicans	357	36.7	341	35.3
Total	972	100.0	967	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
Strong Democrat	247	24.5	246	24.7
Not very strong Democrat	127	12.6	137	13.8
Lean Democrat	87	8.6	85	8.5
Independent	154	15.3	157	15.7
Lean Republican	81	8.0	83	8.3
Not very strong Republican	86	8.5	79	8.0
Strong Republican	190	18.9	179	17.9
Not sure	35	3.5	31	3.1
Total	1007	100.0	997	100.0



### Ten Across states

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Other state	657	65.2	645	64.7
Ten Across state	350	34.8	352	35.3
Total	1007	100.0	997	100.0

Ten Across states (those connected by the Interstate-10 corridor): Alabama, Arizona, California, Florida, Louisiana, Mississippi, New Mexico, and Texas.

### Southwest states

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
Not SW	728	72.3	717	71.9
Southwest state	279	27.7	280	28.1
Total	1007	100.0	997	100.0

Southwestern states defined here as: Arizona, California, Colorado, Nevada, New Mexico, Oklahoma, Texas, and Utah.