APM RESEARCH LAB

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 November 14-18, 2022

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-

[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).

	ended questions, and to probe current topics in the news.
4. How many people (unweighted) were interviewed for this survey? [RC]	1,000
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]	November 14-18, 2022
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; 46% completed via desktop, 54% 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

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 ± 3.6 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 x (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	473	47.3	488	48.8
2 Female	527	52.7	512	51.2
Total	1000	100.0	1000	100.0

Generations

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Generation Z (age 18-25)	99	9.9	133	13.3
2 Millennial (age 26-41)	225	22.5	275	27.5
3 Generation X (age 42-57)	253	25.3	227	22.7
4 Baby boom (age 58-76)	368	36.8	314	31.4
5 Silent generation (age 77+)	48	4.8	41	4.1
Total	993	99.3	990	99.0

Race and ethnicity

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1.00 White	710	71.0	627	62.7
2.00 Black	119	11.9	118	11.8
3.00 Hispanic	96	9.6	166	16.6
4.00 Other	75	7.5	89	8.9
Total	1000	100.0	1000	100.0

Educational attainment

		Unweighted		Weighted	
		Frequency	Percent	Frequency	Percent
Valid	1. High school or less	374	37.4	389	38.9
	2. Some college	303	30.3	304	30.4
	3. College degree or more	323	32.3	307	30.7
	Total	1000	100.0	1000	100.0

Leaned party ID

	Unweighted		Weighted	
	Frequency	Percent	Frequency	Percent
1 Democrats	485	48.5	453	45.3
2 Independents	162	16.2	164	16.4
3 Republicans	337	33.7	359	35.9
Total	984	98.4	975	97.5
Missing	16	1.6	25	2.5
Total	1000	100.0	100.0	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	250	25.0	221	22.1
2 Not very strong Democrat	133	13.3	139	13.9
3 Lean Democrat	102	10.2	93	9.3
4 Independent	162	16.2	164	16.4
5 Lean Republican	90	9.0	99	9.9
6 Not very strong Republican	84	8.4	86	8.6
7 Strong Republican	163	16.3	174	17.4
Total	984	98.4	975	97.5
Missing	16	1.6	25	2.5
Total	1000	1000	100.0	100.0