

# **IOP@FSU/YouGov Fall 2020 Florida Survey**

## **Sampling and Weighting Methodology for the Fall 2020 Florida Statewide Study**

The IOP@FSU Fall 2020 Florida Survey was conducted in collaboration with YouGov. The survey was in the field from Friday, October 16, 2020, to Monday, October 26, 2020.

YouGov interviewed 1,496 respondents in Florida who were then matched down to a sample of 1,376 registered voters and then subset on 1,200 likely voters to produce the final dataset. The full set of survey stats were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the registered voter portion of the 2016 Current Population Survey sample with selection within strata by weighted sampling with replacements (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, and years of education. According to these deciles, the propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified.

The weights were then post-stratified on 2016 Presidential vote choice, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories). Finally, the weights were subset on likely voters and trimmed and recentered to produce the final weight.

The weight-adjusted margin of error for the survey is 3.2%.

### **Survey Panel Data**

The YouGov panel, a proprietary opt-in survey panel, comprises 1.2 million U.S. residents who have agreed to participate in YouGov Web surveys. At any given time, YouGov maintains a minimum of five recruitment campaigns based on salient current events.

Panel members are recruited by several methods and on various topics to help ensure diversity in the panel population. Recruiting methods include Web advertising campaigns (public surveys), permission-based email campaigns, partner sponsored solicitations, telephone-to-Web recruitment (RDD based sampling), and mail-to-Web recruitment (Voter Registration Based Sampling).

The primary method of recruitment for the YouGov Panel is Web advertising campaigns that appear based on keyword searches. In practice, a search in Google may prompt an active YouGov advertisement soliciting opinion on the search topic. After the short survey concludes, respondents are invited to join the YouGov panel to receive and participate in additional surveys. After a double opt-in procedure, where respondents must confirm their consent by responding to an email, the database checks to ensure the newly recruited panelist is new and that the address information provided is valid.

## Sampling and Sample Matching

Sample matching is a methodology for selecting “representative” samples from non-randomly selected pools of respondents. It is ideally suited for Web access panels but could also be used for other types of surveys, such as phone surveys. Sample matching starts with an enumeration of the target population. For general population studies, the target population is all adults and can be enumerated through the decennial Census or a high-quality survey, such as the American Community Survey. In other contexts, this is known as the sampling frame, though, unlike conventional sampling, the sample is not drawn from the frame. Traditional sampling, then, selects individuals from the sampling frame at random for participation in the study. This may not be feasible or economical as the contact information, especially email addresses, is not available for all individuals in the frame. Refusals to participate increase sampling costs in this way.

Second, we select one or more matching members from our pool of opt-in respondents for each member of the target sample. This is called the matched sample. Matching is accomplished using a large set of available variables in consumer and voter databases for both the target population and the opt-in panel.

Second, for each member of the target sample, we select one or more matching members from our pool of opt-in respondents. This is called the matched sample. Matching is accomplished using a large set of variables that are available in consumer and voter databases for both the target population and the opt-in panel.

The purpose of matching is to find an available respondent similar to the selected member of the target sample. The result is a sample of respondents who have the same measured characteristics as the target sample. Under certain conditions described below, the matched sample will have similar properties to a true random sample. That is, the matched sample mimics the characteristics of the target sample.

When choosing the matched sample, it is necessary to find the closest matching respondent in the panel of opt-ins to each member of the target sample. YouGov employs the proximity matching method to find the closest matching respondent. For each variable used for matching, we define a distance function,  $d(x,y)$ , which describes how "close" the values  $x$  and  $y$  are on a particular attribute. The overall distance between a member of the target sample and a member of the panel is a weighted sum of each attribute's individual distance functions. The weights can be adjusted for each study based upon which variables are thought to be important for that study, though, for the most part, we have not found the matching procedure to be sensitive to small adjustments of the weights. On the other hand, a large weight forces the algorithm toward an exact match on that dimension.

## IOP@FSU/YouGov Fall 2020 Florida Survey

**Overall, how would you say efforts to deal with the coronavirus/COVID-19 are going in the U.S.?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	Race					Party ID			Gender		Education		Age					
	Total	White	Black	Hispanic	Other	Rep	Dem	Ind	M	F	HS or Less	College +	18-24	25-34	35-44	45-54	55-64	65+
Very well	16%	17%	2%	21%	9%	32%	3%	10%	14%	17%	16%	14%	3%	12%	15%	14%	20%	17%
Somewhat well	27%	31%	13%	24%	23%	45%	8%	29%	31%	24%	30%	28%	15%	22%	23%	29%	25%	33%
Somewhat badly	17%	15%	30%	13%	23%	15%	19%	17%	16%	18%	21%	14%	26%	23%	12%	19%	17%	15%
Very badly	38%	36%	51%	38%	45%	6%	68%	42%	37%	39%	30%	41%	54%	41%	44%	37%	37%	34%
Don't Know/No Opinion	2%	2%	3%	3%	1%	2%	2%	2%	2%	2%	3%	1%	3%	2%	5%	1%	1%	2%

**Overall, how would you say efforts to deal with the coronavirus/COVID-19 are going in the Florida?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	Race					Party ID			Gender		Education		Age					
	Total	White	Black	Hispanic	Other	Rep	Dem	Ind	M	F	HS or Less	College +	18-24	25-34	35-44	45-54	55-64	65+
Very well	22%	25%	5%	20%	15%	42%	4%	17%	22%	21%	20%	21%	5%	19%	17%	20%	24%	26%
Somewhat well	28%	29%	26%	29%	18%	42%	11%	31%	31%	25%	31%	27%	25%	23%	24%	29%	27%	32%
Somewhat badly	21%	18%	25%	26%	26%	11%	32%	18%	17%	24%	23%	21%	39%	26%	22%	19%	19%	17%
Very badly	28%	26%	38%	21%	36%	4%	50%	30%	29%	26%	23%	31%	28%	28%	33%	29%	29%	23%
Don't Know/No Opinion	3%	2%	6%	4%	6%	2%	3%	4%	2%	4%	3%	1%	4%	4%	5%	3%	2%	2%

**Do you approve or disapprove of how each of the following is handling the coronavirus/COVID-19?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	President Donald Trump	Governor Ron DeSantis	Federal Government	Florida State Government	Your Local Government	The News Media	Healthcare Professionals
Approve strongly	30%	27%	13%	21%	19%	11%	49%
Approve somewhat	15%	18%	26%	24%	37%	21%	33%
Neither approve/disapprove	5%	8%	15%	12%	18%	18%	11%
Disapprove somewhat	5%	10%	16%	15%	14%	16%	4%
Disapprove strongly	46%	37%	30%	28%	13%	35%	2%

**How would you rate the federal government's response to the coronavirus/COVID-19 in the following areas?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	Providing the American people with clear information	Preventing the spread of the virus	Taking steps to reduce economic harm	Ensuring healthcare workers have necessary equipment	Working cooperatively with state and local elected officials
Excellent	13%	14%	17%	27%	21%
Good	22%	24%	22%	23%	24%
Fair	20%	17%	22%	20%	20%
Poor	45%	45%	39%	30%	35%

**How would you rate the Florida state government's response to the coronavirus/COVID-19 in the following areas?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	Providing Floridians with clear information	Preventing the spread of the virus	Taking steps to reduce economic harm	Ensuring healthcare workers have necessary equipment	Working cooperatively with county/local elected officials
Excellent	17%	16%	18%	27%	19%
Good	27%	26%	25%	26%	29%
Fair	20%	17%	25%	24%	24%
Poor	37%	41%	32%	24%	28%

**How concerned are you about each of the following?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	You or someone you know getting infected with the coronavirus	Being able to pay your utility and other bills	Losing your job	Interruption of education for you or a family member	Loss of your savings or retirement funds	Being able to pay your rent or house payment	Finding or maintaining childcare you can afford
Extremely concerned	28%	17%	16%	15%	23%	17%	8%
Very concerned	25%	12%	10%	14%	17%	13%	8%
Somewhat concerned	24%	19%	13%	19%	26%	15%	8%
Not very concerned	14%	21%	14%	11%	16%	19%	8%
Not at all concerned	9%	30%	47%	41%	19%	36%	68%

**As you may know, many Americans have been told to stay home if they can because of the coronavirus pandemic. Which of these best describes you these days?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	Race					Party ID			Gender		Education		Age					
	Total	White	Black	Hispanic	Other	Rep	Dem	Ind	M	F	HS or Less	College +	18-24	25-34	35-44	45-54	55-64	65+
Living normally, coming and going as usual	21%	24%	9%	20%	15%	36%	6%	20%	22%	20%	19%	22%	17%	29%	20%	20%	23%	18%
Still leaving my residence, being careful when I do	38%	39%	37%	34%	38%	38%	38%	38%	41%	35%	38%	39%	47%	38%	37%	43%	38%	36%
Only leaving my residence when I absolutely have to	39%	35%	49%	45%	44%	24%	53%	40%	35%	42%	41%	38%	30%	33%	42%	33%	38%	44%
Not leaving home	2%	2%	5%	1%	4%	2%	4%	2%	1%	3%	2%	2%	6%	1%	2%	4%	1%	3%

**Who do you trust and not trust to give you accurate information about the coronavirus/COVID-19?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	President Donald Trump	Governor Ron DeSantis	Your local elected officials	Religious leaders and clergy	The Center for Disease Control (CDC)	Medical and health professionals	The news media	Social media and online sources	Your friends and family	Your employer
Trust	41%	43%	41%	36%	57%	84%	32%	12%	65%	33%
Don't trust	55%	51%	44%	40%	35%	10%	59%	77%	20%	23%
Don't Know/Unfamiliar	5%	6%	16%	24%	8%	6%	9%	11%	15%	44%

**Do you favor or oppose the following measures taken by Florida's state and local governments to address the coronavirus/COVID-19?**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

	Requiring Floridians to stay at home except for essential activities	Suspending the operation of businesses determined to be "non-essential"	Prohibiting the size of gatherings to 10 people or less	Restricting in-person religious services of more than 10 people	Closing public schools	Requiring the use of masks in public spaces	Closing state parks and recreational facilities
Favor	55%	45%	64%	55%	50%	77%	41%
Oppose	40%	46%	32%	39%	40%	21%	53%
Don't Know/Unfamiliar	5%	9%	5%	6%	11%	3%	6%

**Sample Characteristic**

N=1,200; Weight Adjusted Margin of Error = ±3.2%

Interview Language	
English	96%
Spanish	3%

Hispanic	
Yes	19%
No	81%

Race (All Categories)	
American Indian or Alaska Native	1%
Asian or Asian American	1%
Black or African American	12%
Caucasian or White	81%
Pacific Islander	<1%
Mixed	3%
Other	4%

Age	
18-24	6%
25-34	11%
35-44	13%
45-54	15%
55-64	24%
65+	33%

Gender (All Categories)	
Female/Woman	53%
Male/Man	46%
Transgender Female/Woman	<1%
Transgender Male/Man	<1%
Gender Variant/Non-conforming	<1%
Prefer Not to Answer	<1%

Education	
No High School	4%
High School Grad	26%
Some College	20%
2-Year Degree	13%
4-Year Degree	24%
Post-Grad	14%

Media Market	
Ft. Myers	6%
Gainesville	2%
Jacksonville	8%
Miami	15%
Orlando	25%
Panama City	1%
Pensacola	3%
Tallahassee	3%
Tampa	30%
West Palm Beach	8%

2020 Vote Preference	
Joseph Biden	48%
Donald Trump	46%
Undecided	6%

Party Identification	
Strong Democrat	27%
Not Very Strong Democrat	10%
Lean Democrat	7%
Independent	12%
Lean Republican	9%
Not Very Strong Republican	9%
Strong Republican	26%
Not Sure	1%