

# **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.

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**If the 2020 presidential election were held today, would you vote for Donald Trump or Joe Biden, or are you undecided?**

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+
Donald Trump	46%	55%	5%	44%	31%	91%	4%	43%	49%	44%	52%	43%	21%	33%	35%	47%	49%	57%
Joe Biden	48%	41%	76%	51%	64%	6%	94%	46%	47%	49%	42%	51%	72%	57%	57%	49%	44%	39%
Undecided	6%	4%	19%	5%	5%	3%	2%	11%	4%	7%	5%	6%	6%	10%	8%	3%	7%	4%

	Trump's Handling COVID			Presidential Vote 2016		
	Approve Strongly	Neither Approve/Disapprove	Disapprove Strongly	Clinton	Trump	Other
Donald Trump	97%	53%	1%	4%	90%	24%
Joe Biden	2%	32%	94%	91%	6%	47%
Undecided	2%	15%	5%	5%	4%	29%

**How would you rate the job Donald Trump is doing as president?**

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+
Approve strongly	36%	42%	3%	34%	28%	72%	4%	29%	37%	35%	43%	32%	12%	23%	25%	28%	39%	49%
Approve somewhat	14%	15%	8%	15%	6%	20%	3%	18%	14%	14%	13%	15%	14%	18%	16%	21%	13%	9%
Neither approve/disapprove	3%	2%	12%	4%	1%	2%	3%	4%	2%	3%	4%	3%	4%	8%	6%	3%	1%	1%
Disapprove somewhat	5%	3%	16%	6%	7%	3%	6%	6%	3%	6%	4%	4%	12%	6%	4%	6%	6%	2%
Disapprove strongly	43%	39%	61%	41%	58%	4%	84%	43%	44%	42%	37%	46%	57%	45%	49%	42%	41%	39%

	Trump's Handling COVID			Presidential Vote 2016		
	Approve Strongly	Neither Approve/Disapprove	Disapprove Strongly	Clinton	Trump	Other
Approve strongly	92%	19%	1%	1%	73%	11%
Approve somewhat	8%	37%	2%	5%	20%	27%
Neither approve/disapprove	0%	26%	1%	3%	1%	16%
Disapprove somewhat	0%	10%	5%	4%	3%	7%
Disapprove strongly	0%	8%	92%	87%	3%	39%

**Please tell us whether you have a very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, or very unfavorable opinion of Joe Biden.**

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 favorable	26%	21%	38%	36%	36%	6%	57%	14%	24%	29%	28%	26%	14%	24%	26%	21%	31%	28%
Somewhat favorable	19%	16%	36%	17%	27%	4%	31%	23%	20%	18%	14%	23%	40%	26%	28%	23%	14%	12%
Neither favorable/unfavorable	6%	4%	16%	8%	8%	3%	6%	10%	5%	7%	5%	5%	8%	16%	8%	6%	4%	4%
Somewhat unfavorable	8%	9%	4%	8%	0%	10%	3%	13%	9%	7%	8%	7%	15%	10%	10%	10%	5%	5%
Very unfavorable	40%	49%	4%	31%	28%	78%	2%	39%	42%	39%	46%	37%	21%	23%	27%	40%	46%	52%
DK/No opinion	1%	0%	3%	1%	1%	0%	0%	2%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%

	Trump's Handling COVID			Presidential Vote 2016		
	Approve Strongly	Neither Approve/Disapprove	Disapprove Strongly	Clinton	Trump	Other
Very favorable	4%	9%	51%	55%	4%	8%
Somewhat favorable	1%	12%	35%	33%	3%	29%
Neither favorable/unfavorable	2%	24%	7%	6%	4%	8%
Somewhat unfavorable	6%	14%	4%	5%	9%	17%
Very unfavorable	86%	39%	3%	2%	80%	33%
DK/No opinion	1%	2%	0%	0%	1%	5%

**How do you plan on voting in the presidential election this year?**

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+
In person on Election Day	24%	24%	19%	30%	23%	37%	15%	19%	26%	23%	26%	22%	27%	31%	27%	30%	21%	20%
In person before Election Day	30%	31%	32%	27%	26%	34%	24%	33%	27%	31%	26%	36%	12%	26%	33%	33%	32%	30%
By mail	44%	44%	48%	40%	49%	29%	59%	45%	44%	44%	47%	40%	61%	37%	38%	35%	45%	50%
Unsure	2%	2%	1%	3%	3%	2%	2%	3%	1%	3%	2%	2%	0%	6%	2%	3%	2%	1%

**How confident are you that votes for president cast by the following methods will be accurately counted in this year's election?**

N=1,200; Weight Adjusted Margin of Error = ±3.0%

	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 confident	27%	26%	16%	34%	35%	18%	35%	29%	28%	25%	24%	29%	32%	27%	33%	24%	26%	25%
Somewhat confident	39%	39%	51%	32%	33%	37%	39%	40%	39%	38%	38%	39%	24%	45%	43%	44%	41%	33%
Not too confident	22%	24%	16%	22%	23%	30%	13%	25%	20%	24%	24%	22%	18%	20%	12%	22%	25%	27%
Not at all confident	9%	9%	11%	6%	8%	12%	6%	6%	9%	8%	9%	8%	14%	5%	6%	9%	7%	11%
DK/No opinion	3%	3%	6%	7%	1%	3%	5%	1%	3%	4%	6%	2%	12%	4%	6%	2%	2%	3%

**How confident are you that votes for president cast by the following methods will be accurately counted in this year's election?**

**Method = In person on Election Day**

N=1,200; Weight Adjusted Margin of Error = ±3.0%

	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 confident	62%	63%	46%	63%	67%	64%	60%	61%	68%	56%	58%	68%	46%	61%	57%	59%	65%	65%
Somewhat confident	28%	30%	33%	24%	22%	28%	28%	30%	25%	32%	31%	27%	31%	28%	27%	29%	30%	27%
Not too confident	5%	5%	8%	6%	6%	3%	7%	7%	4%	6%	5%	4%	11%	8%	6%	6%	5%	4%
Not at all confident	2%	2%	7%	2%	2%	3%	3%	1%	2%	3%	3%	1%	7%	2%	5%	4%	1%	2%
DK/No opinion	2%	1%	6%	5%	3%	2%	3%	1%	1%	3%	3%	1%	6%	2%	5%	2%	0%	2%

**How confident are you that votes for president cast by the following methods will be accurately counted in this year's election?**

**Method = In person before Election Day**

N=1,200; Weight Adjusted Margin of Error = ±3.0%

	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 confident	56%	55%	43%	54%	64%	50%	58%	56%	59%	51%	52%	58%	46%	54%	53%	50%	56%	58%
Somewhat confident	34%	36%	37%	28%	22%	37%	29%	35%	31%	36%	34%	33%	33%	37%	30%	37%	33%	33%
Not too confident	7%	6%	3%	7%	7%	8%	5%	6%	6%	6%	6%	6%	6%	4%	6%	6%	8%	6%
Not at all confident	3%	1%	7%	7%	5%	3%	5%	1%	2%	4%	5%	1%	8%	1%	5%	6%	2%	2%
DK/No opinion	3%	1%	9%	4%	3%	2%	3%	2%	2%	3%	3%	1%	6%	4%	7%	0%	1%	2%

**How confident are you that votes for president cast by the following methods will be accurately counted in this year's election?**

**Method = By Mail**

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 confident	23%	23%	14%	26%	30%	13%	35%	21%	24%	22%	21%	24%	39%	28%	29%	15%	19%	22%
Somewhat confident	31%	29%	44%	25%	35%	23%	37%	31%	32%	29%	33%	32%	14%	34%	30%	32%	37%	27%
Not too confident	22%	24%	18%	17%	16%	26%	16%	27%	20%	24%	20%	21%	25%	18%	19%	26%	22%	23%
Not at all confident	22%	23%	18%	28%	17%	37%	10%	19%	23%	22%	24%	21%	17%	20%	17%	24%	21%	26%
DK/No opinion	2%	1%	4%	5%	2%	2%	2%	2%	2%	2%	2%	1%	6%	0%	5%	2%	1%	2%