

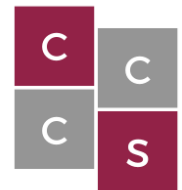
COMPARING SURVEY RESULTS FROM NON-PROBABILITY ONLINE SAMPLES OF A SUB-NATIONAL POPULATION

David Doherty and Dana Garbarski



CCCS: BACKGROUND

- Annual survey started Winter, 2021
- Goals:
 - Measure public attitudes about (primarily) local issues in **Cook County** & inform public debate
 - Engage students in original research (survey design, analysis, presenting findings, scholarly work)
- First 3 years: N = 1,200, provided by Dynata aiming to approximate **Cook County** demographics

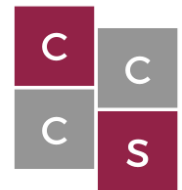


RESEARCH QUESTIONS

- Is choice of (convenience) sample provider consequential when surveying sub-national populations?
 - Some better at hitting demographic targets?
 - Do conclusions about attitudes/participation rates depend on sample? Correlates thereof?
Treatment effects in survey experiments?
- If so, are weights a “fix”?



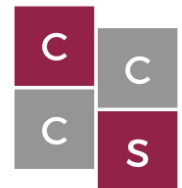
SAMPLE PROVIDERS / QUALITY CONTROL



COOK COUNTY
COMMUNITY SURVEY

DATA SOURCES

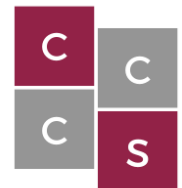
- Contracted with three providers
 - All asked to do their best to hit demographic targets on gender, race, and age; launched 1/18/2024
 - Dynata (N = 1,000)
 - Qualtrics (N = 1,000)
 - Cint/Lucid (N = 500; indicated 1,000 not feasible)
 - We programmed survey in Qualtrics (basic protections against duplicate respondents implemented)
- Cook County respondents to 2023 Cooperative Election Study (CES; YouGov)
 - Survey designed to be nationally representative



ATTRITION

	Cint	Dynata	Qualtrics
Consented (N)	1042	2096	2907
Cook County ZIP Not Entered (N)	54	100	231
Initial Speeder Check (N)	17	35	0

Completed consent page, entered ZIP, completed page asking which neighborhood they lived in + what nearest cross-streets were in less than 25 seconds



ATTENTION CHECK

This is a simple question. You don't need to have any feelings at all about any of the drinks below. When we ask what your favorite drink is, please select prune juice.

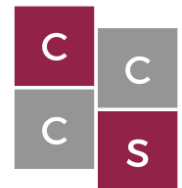
Based on the text above, what is your favorite drink?

- Wine
- Beer
- Water
- Prune juice
- Apple juice
- Orange juice



ATTRITION

	Cint	Dynata	Qualtrics
Consented (N)	1042	2096	2907
Cook County ZIP Not Entered (N)	5.18% 54	4.77% 100	7.95% 231
Initial Speeder Check (N)	1.72% 17	1.75% 35	0.00% 0
Failed Attention Check (N)	40.68% 395	41.56% 815	54.93% 1470



ATTRITION

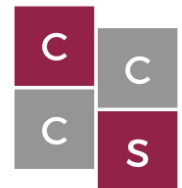
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Initial Speeder Check (N)	54	100	231
Initial Speeder Check (N)	1.72%	1.75%	0.00%
Failed Attention Check (N)	40.68%	41.56%	54.93%
Failed Attention Check (N)	395	815	1470
Final Speeder Check (N)	11.28%	9.25%	2.32%
Final Speeder Check (N)	65	106	28

Completed survey in < 6 minutes
 Median completion times
 “Non-speeders” = 673 seconds
 “Speeders” = 294 seconds

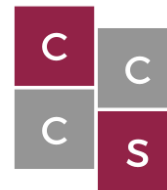


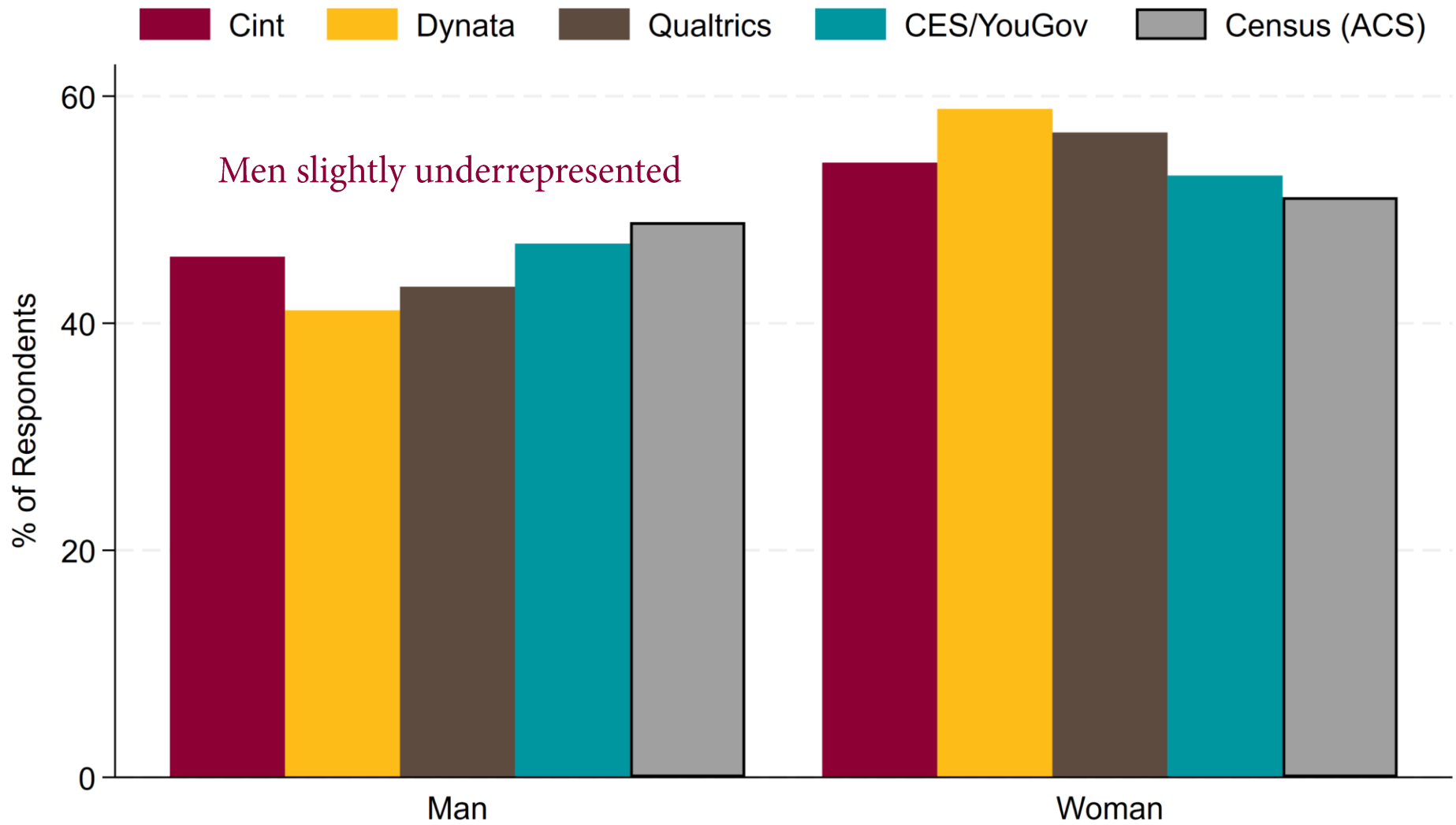
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Final Speeder Check (N)	11.28% 65	9.25% 106	2.32% 28
Qualtrics Scrubbed (N)	0.00% 0	0.00% 0	6.39% 73
Missing Demographics for Weights (N)	2.35% 12	2.50% 26	3.35% 37
Final Sample (N)	499	1014	1068
% of Consenting Rs in Sample	47.89%	48.38%	36.74%

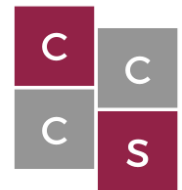


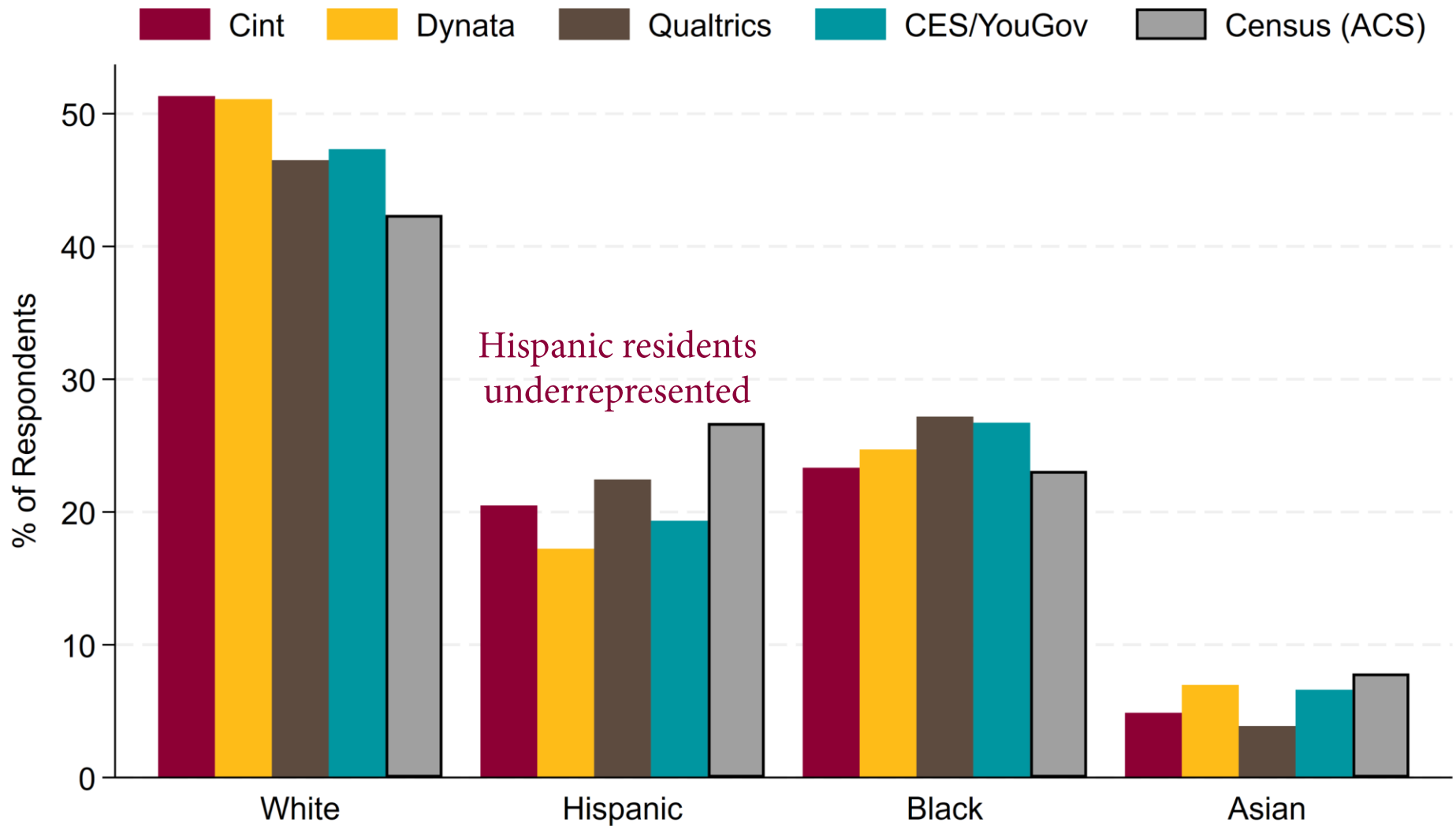
DEMOGRAPHICS



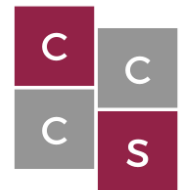


GENDER (21 TOTAL IDENTIFIED IN SOME OTHER WAY)





ETHNORACIAL ID (39 TOTAL OTHER)



OTHER DEMOGRAPHICS

- Dynata sample a bit older than others
- Cint, YouGov, and esp. Qualtrics underrepresent 25+ w/college degree
- Suburban residents underrepresented across providers



WEIGHTS (CALCULATED SEPARATELY FOR EACH PROVIDER)

Census targets: ethnoracial identity x gender
(treating non-binary as separate group); age groups;
college degree; Chicago v. suburbs

ipfweight (raking) in Stata 18.0

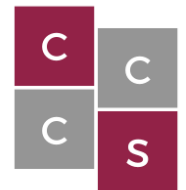
Michael Bergmann, University of Mannheim, michael.bergmann@uni-mannheim.de



COOK COUNTY
COMMUNITY SURVEY

COMPARING ATTITUDES

All comparisons pre-registered; CIs/p-values not adjusted for multiple comparisons

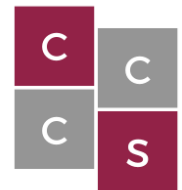


COOK COUNTY
COMMUNITY SURVEY

PARTY IDENTIFICATION

(STANDARD BRANCHING FORMAT)

- Some differences across providers in reported *strength* of identities
 - E.g., 30.1% of Cint respondents identified as “Strong” Democrats, compared to 37.1% in CES
- ~75% Democrats if we exclude pure independents; Biden (actually) won 74% of vote in Cook County in 2020
- Weighting inconsequential

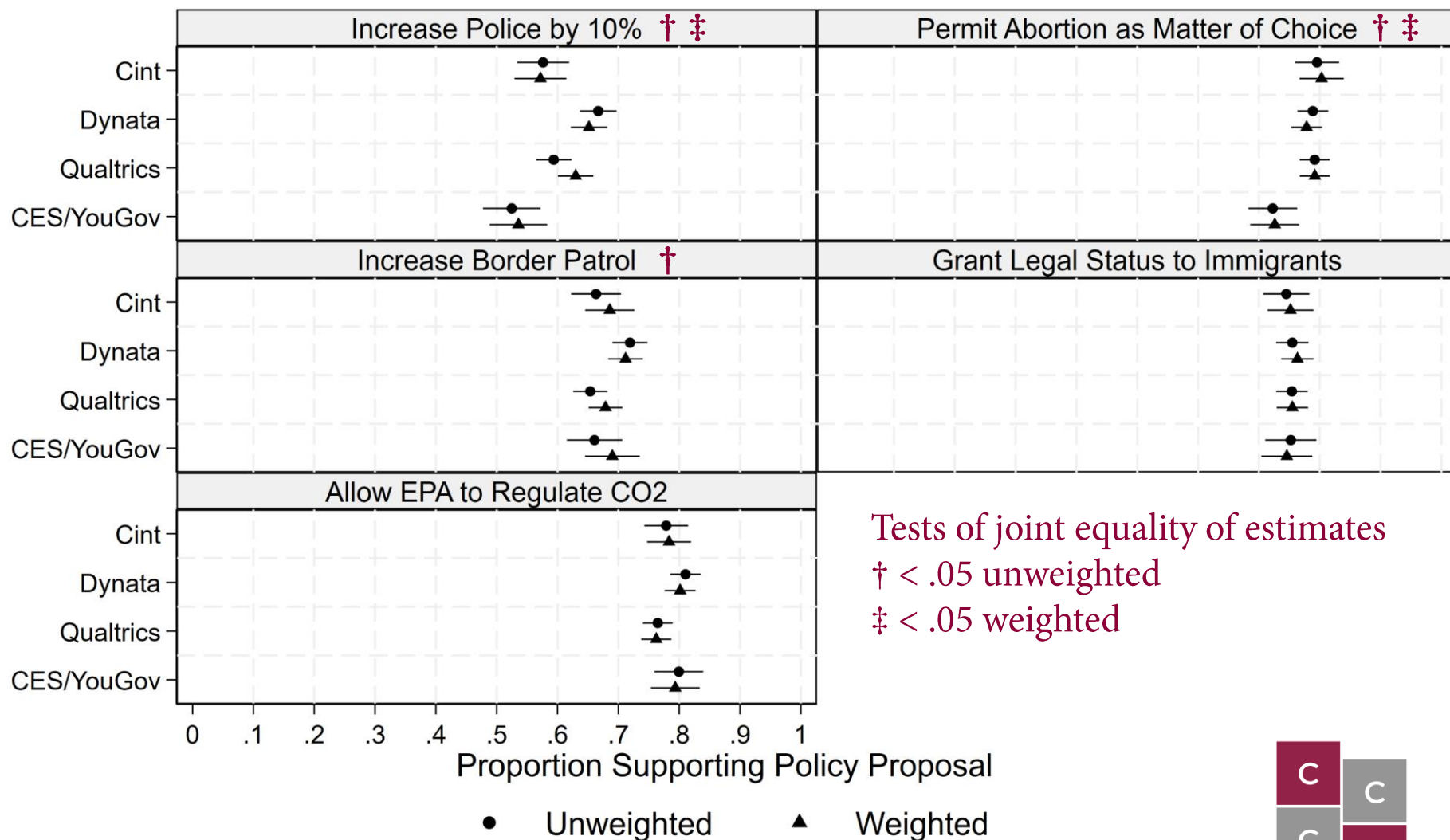


POLICY QUESTIONS (SUPPORT/OPPOSE)

- Increase the number of police on the street by 10 percent, even if it means fewer funds for other public services
- Always allow a woman to obtain an abortion as a matter of choice
- Give the Environmental Protection Agency power to regulate carbon dioxide emissions
- Increase the number of border patrols on the US-Mexican border
- Grant legal status to all illegal immigrants who have held jobs and paid taxes for at least 3 years, and not been convicted of any felony crimes



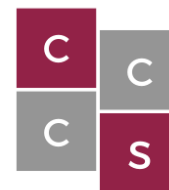
ATTITUDE COMPARISONS



Tests of joint equality of estimates

† < .05 unweighted

‡ < .05 weighted

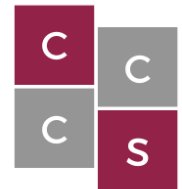
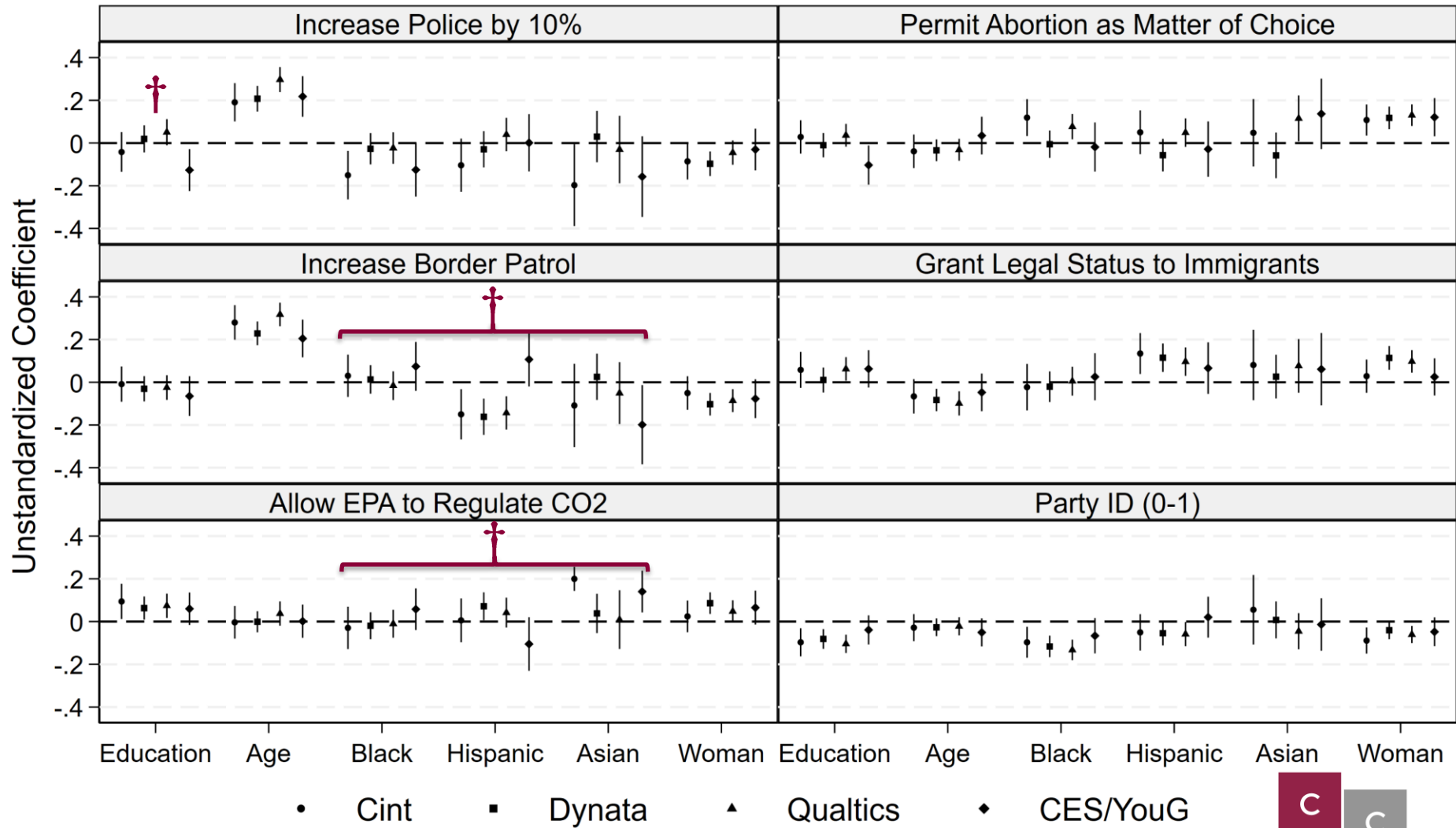


CORRELATES OF ATTITUDES

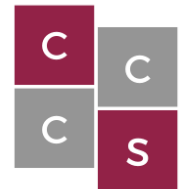
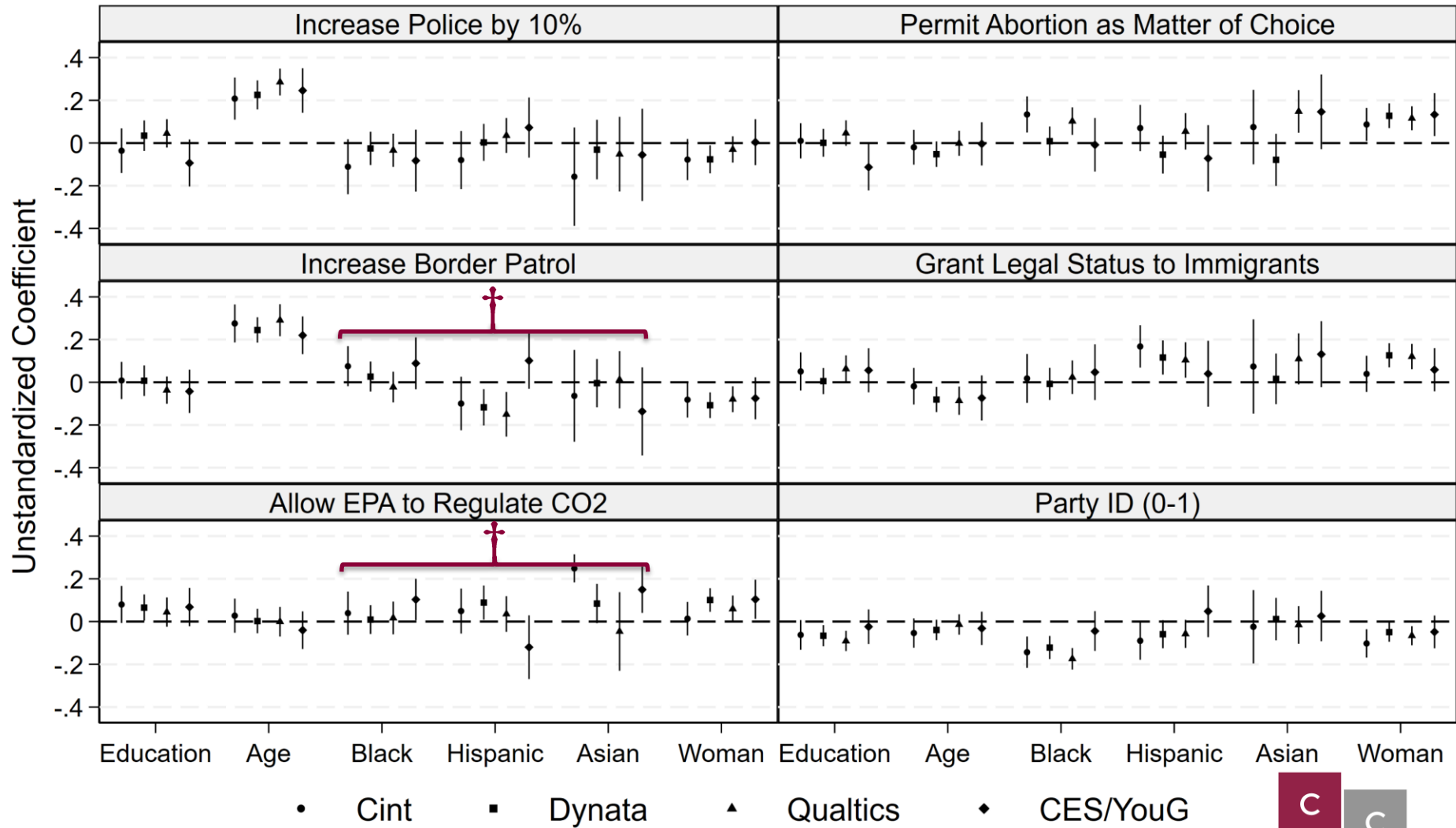
- OLS regression models predicting each attitude with:
 - 1) education [$M = 0$, $SD=1$], 2) age [$M = 0$, $SD=1$], 3) race, 4) gender
 - Indicators for sample source
 - Source x demographic interactions (*test joint significance of interactions for each of four demographics*)
- Unweighted & weighted



CORRELATES OF ATTITUDES (UNWEIGHTED)



CORRELATES OF ATTITUDES (WEIGHTED)

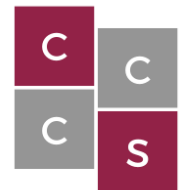
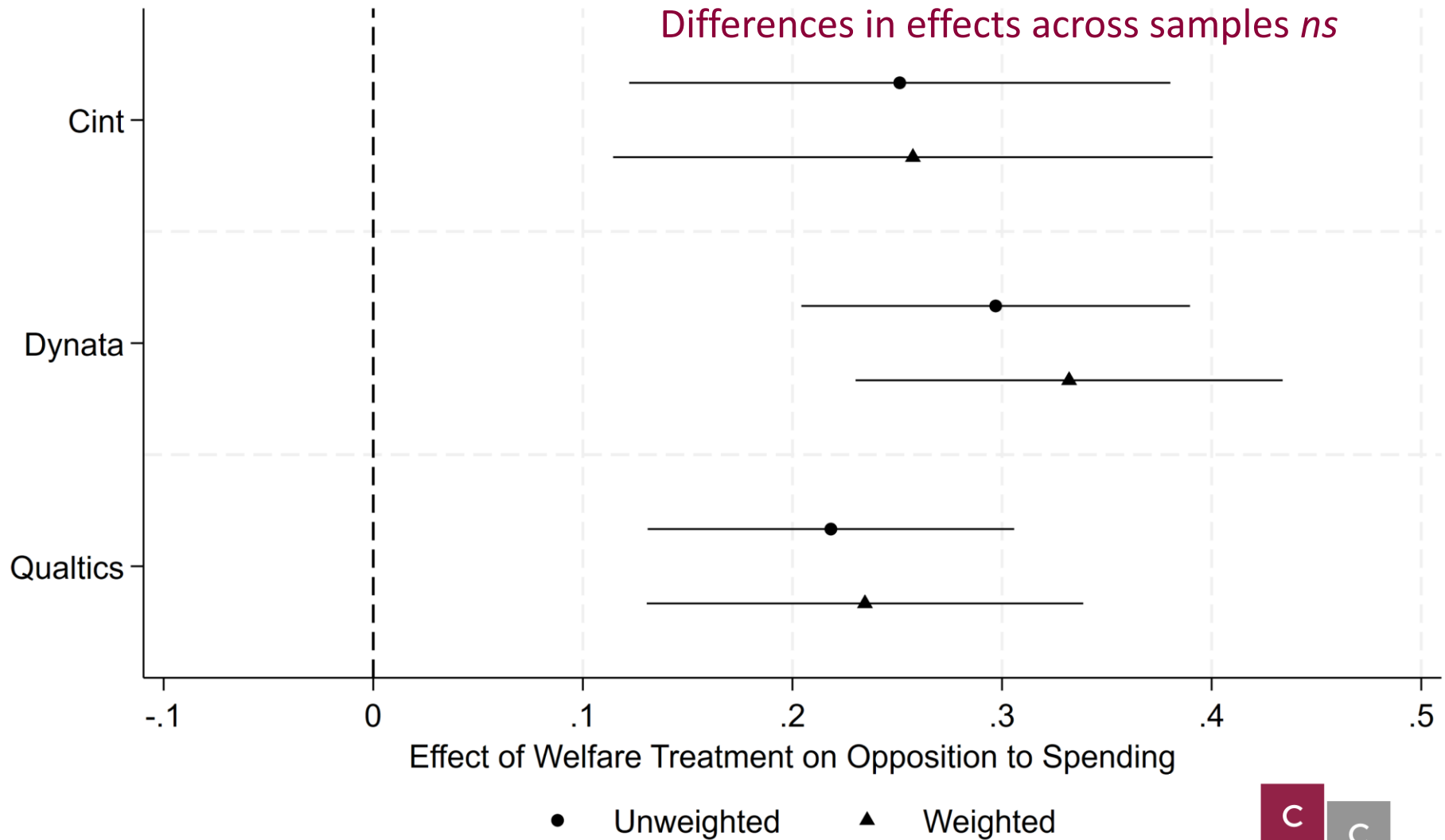


WE ARE FACED WITH MANY PROBLEMS IN THIS COUNTRY, NONE OF WHICH CAN BE SOLVED EASILY OR INEXPENSIVELY. DO YOU THINK WE ARE SPENDING TOO MUCH, TOO LITTLE, OR ABOUT THE RIGHT AMOUNT ON [WELFARE/ASSISTANCE TO THE POOR]?

- 1) TOO LITTLE**
- 2) ABOUT THE RIGHT AMOUNT**
- 3) TOO MUCH**

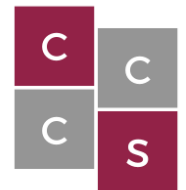


EXPERIMENT (WELFARE V. AID TO POOR)



LOCAL PARTICIPATION

All comparisons pre-registered; CIs/p-values not adjusted for multiple comparisons

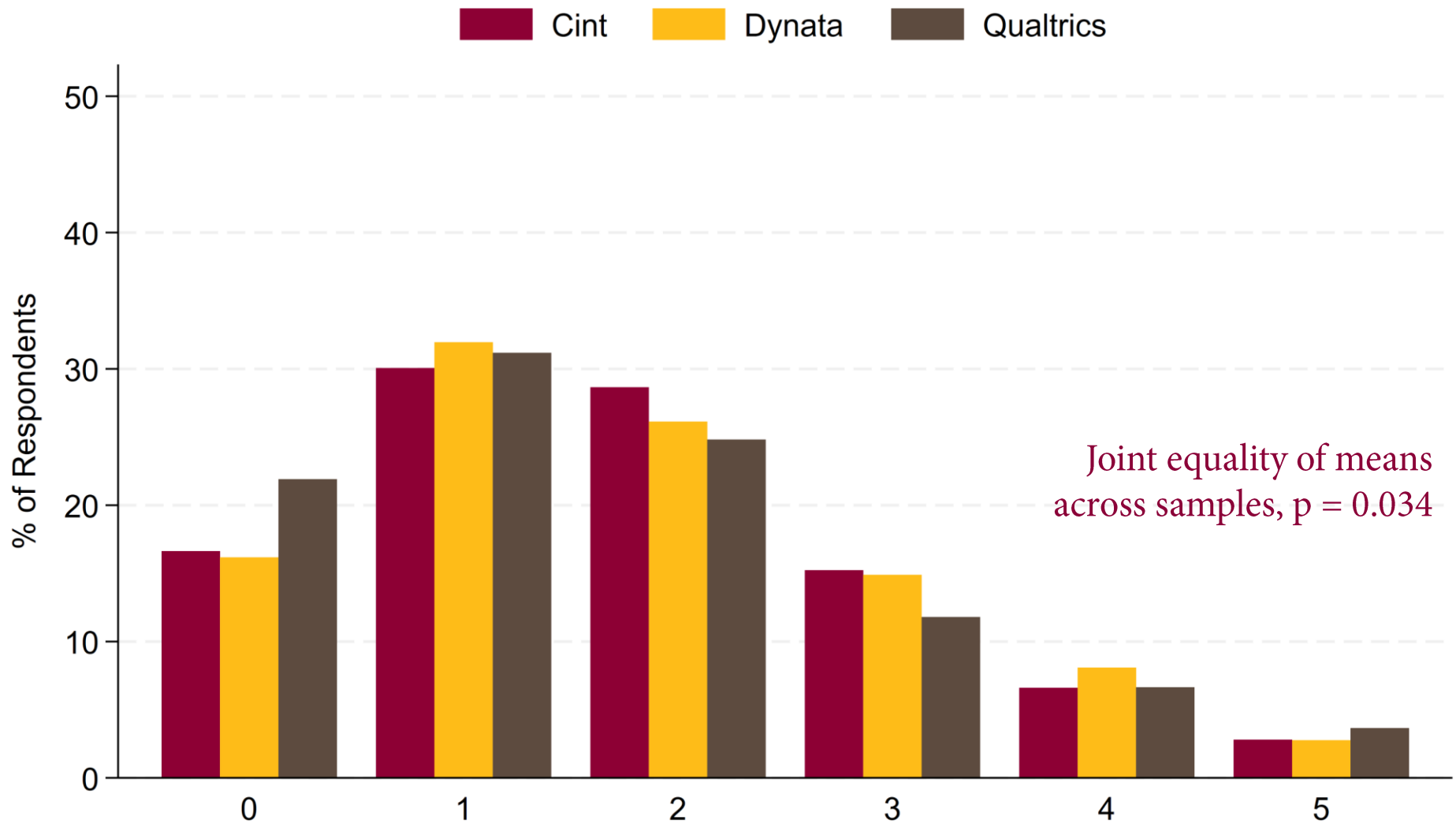


COOK COUNTY
COMMUNITY SURVEY

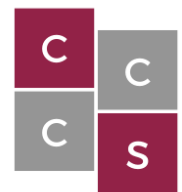
LOCAL POLITICAL PARTICIPATION (0-5)

- Thinking about **local** (city or county) political issues. During the past 12 months, have you...
 - ...joined in a protest march, rally, or demonstration about a **local** political issue.
 - ...discussed a **local** political issue with someone in your neighborhood (either in person or online).
 - ...contacted or tried to contact a **local** political official.
 - ...attended a public meeting about a **local** political issue.
- ... Thinking back specifically to the last **local** election where you live (e.g., election for mayor or city council), which of the following statements best describes you?
 - 0 = I am not eligible to vote; I did not vote; I thought about voting this time, but didn't; I usually vote, but didn't this time; 1 = I am sure I voted

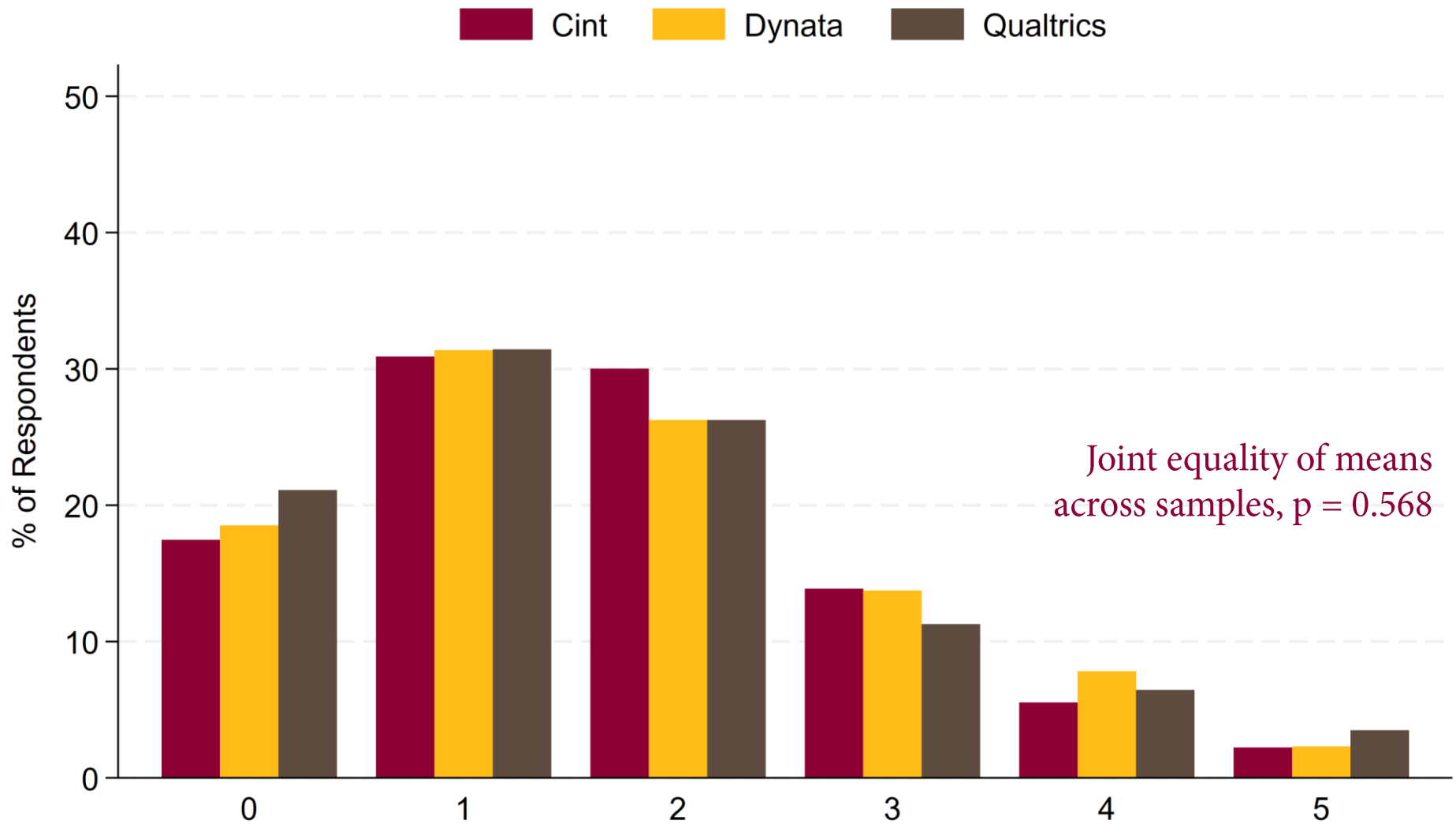




**# OF PARTICIPATORY ACTS
(UNWEIGHTED)**



COOK COUNTY
COMMUNITY SURVEY

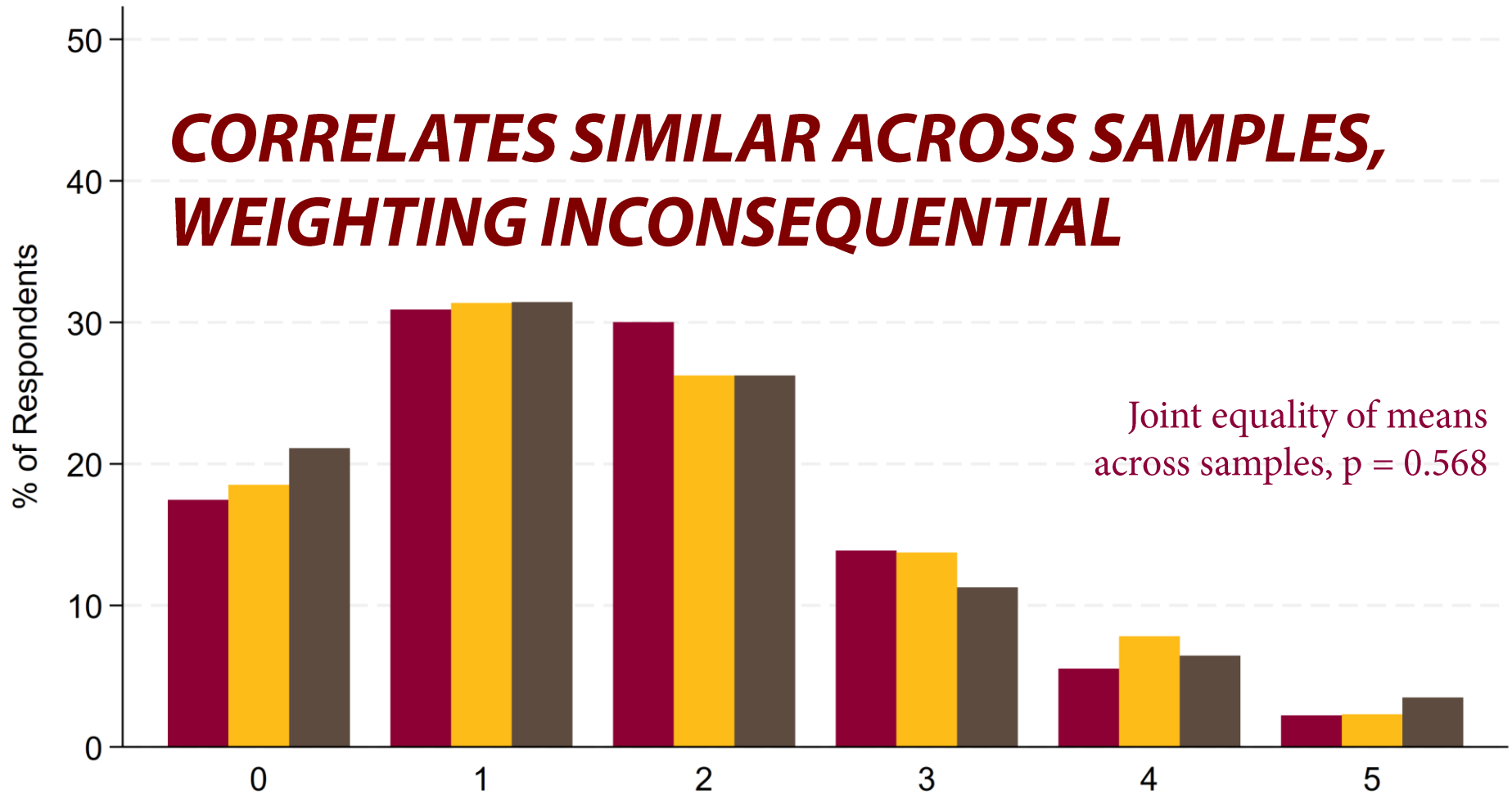


**# OF PARTICIPATORY ACTS
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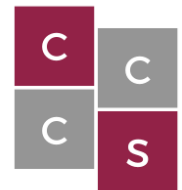


Cint Dynata Qualtrics

***CORRELATES SIMILAR ACROSS SAMPLES,
WEIGHTING INCONSEQUENTIAL***



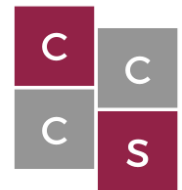
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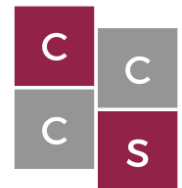
TAKEAWAYS

- Modest variation in demographics delivered
 - YouGov sample (not designed to be representative of Cook County) similar
 - No Party ID quota, but samples capture party leanings of the county well
- Substantive conclusions about attitudes, participation, correlates of each, and survey exp. treatment effects similar across providers
 - Very few differences would survive adjustments for multiple comparisons
- Consequences of weighting trivial



CAVEATS

- No “gold standard” benchmarks for outcomes of interest, so decent demographics, consistency across samples not necessarily proof of accuracy
- Focus on Cook County
 - Useful test case—diverse population, second largest county (~same pop. as median U.S. state)
 - But context decidedly urban





Preparing people to lead extraordinary lives