YouGov Survey Data Analysis

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Introduction

In this document, I describe the analysis I have run on the YouGov survey investigating the effects of "woke" framings on support for congressional action on an a set of issues.

Respondents to the survey were shown one of the following 6 statements:

- Congress is negotiating a bill to address issues raised by Latinx communities.
- Congress is negotiating a bill to address issues raised by Hispanic/Latino communities.
- Congress is negotiating a bill to address issues raised by communities of color.
- Congress is negotiating a bill to address issues raised by racial minorities.
- Congress is negotiating a bill to address issues raised by the Black Lives Matter movement.
- Congress is negotiating a bill to address issues raised by recent protests for racial equality.

Respondents were then asked to respond to the following three statements on a scale of "strongly disagree" to "strongly agree."

1. I would support Congress passing a bill to address these issues.
2. These issues are important to me.
3. These issues are important for American society.

I give a breakdown for the answers to these questions below. The columns in the table show the question being asked, and the rows give the response. Each cell value gives the fraction of respondents who answered with the given response to the question. Tables 2 and 3 show this same information for respondents exposed to woke and non-woke framings respectively.

Table 1: Table of responses to survey questions for respondents exposed to all framings

Response	Personally Important	Nationally Important	Support
Strongly Disagree	10.65%	13.42%	13.34%
Disagree	4.84%	5.78%	4.99%
Somewhat Disagree	5.02%	5.58%	4.97%
Neutral	22.81%	25.28%	24.78%
Somewhat Agree	11.32%	11.49%	9.49%
Agree	16.56%	15.81%	16.01%
Strongly Agree	28.81%	22.63%	26.41%

Table 2: Table of responses to survey questions for respondents exposed to woke framings

Response	Personally Important	Nationally Important	Support
Strongly Disagree	11.76%	15%	14.13%
Disagree	5.32%	5.18%	4.98%
Somewhat Disagree	4.35%	5.37%	4.89%
Neutral	23.51%	26.46%	25.59%
Somewhat Agree	11.22%	11.51%	9.53%
Agree	15.38%	14.08%	15.09%
Strongly Agree	28.45%	22.4%	25.79%

Table 3: Table of responses to survey questions for respondents exposed to non-woke framings

Response	Personally Important	Nationally Important	Support
Strongly Disagree	9.49%	11.77%	12.53%
Disagree	4.34%	6.41%	5%
Somewhat Disagree	5.71%	5.81%	5.05%
Neutral	22.07%	24.04%	23.94%
Somewhat Agree	11.41%	11.46%	9.44%
Agree	17.78%	17.63%	16.97%
Strongly Agree	29.19%	22.88%	27.07%

I also give summary statistics for each question, showing the mean answer on a scale of -3 to 3 (positive = agree), as well as the standard deviation, and 25^{th} and 75^{th} percentile responses.

Table 4: Summary Statistics: Responses By Question Asked

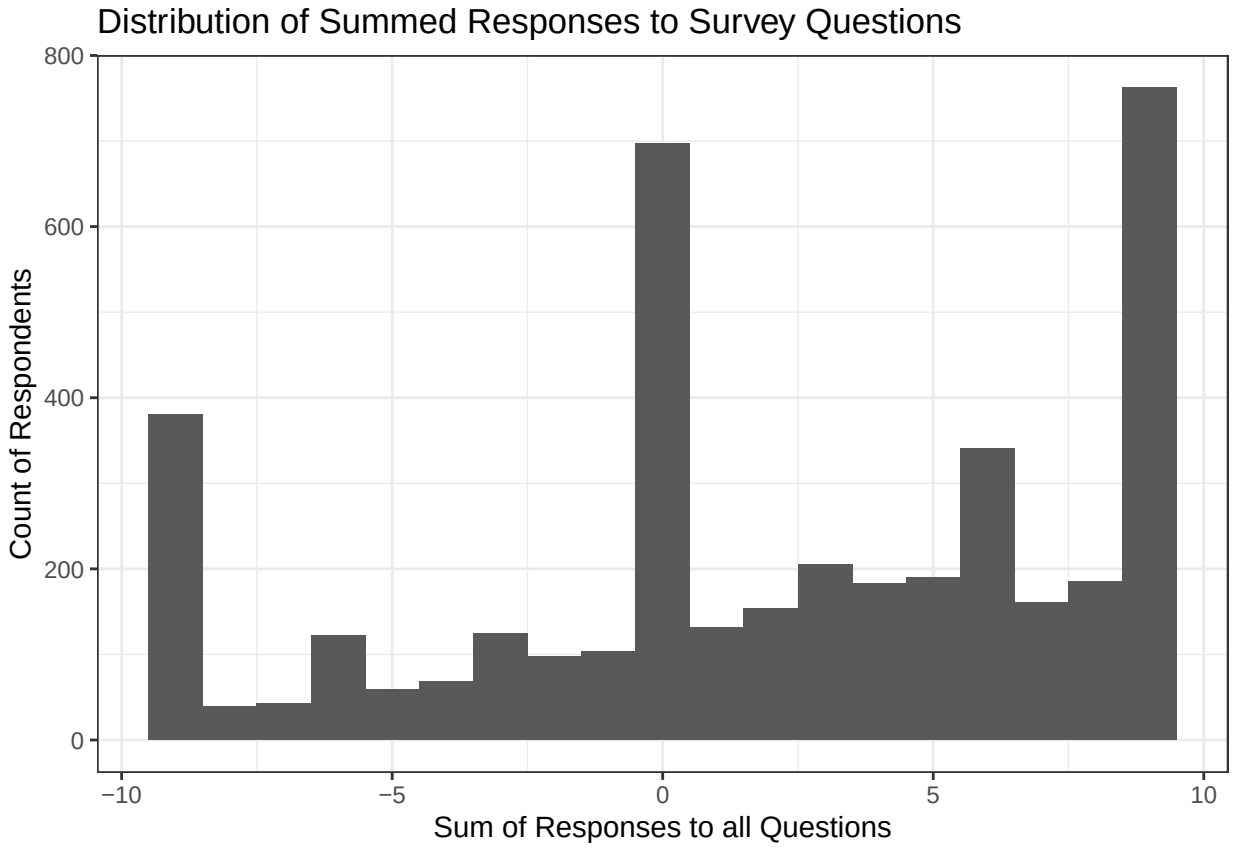
Statistic	N	Mean	St. Dev.	Min	Pctl(25)	Pctl(75)	Max
Personally Important	4,047	0.536	1.998	−3	0	2	3
Nationally Important	4,047	0.842	1.965	−3	0	3	3
Support	4,047	0.658	2.033	−3	0	3	3

For the main models in the paper, I summed responses these three questions into a single variable encoding general support. This variable ranges from -9 to 9, and has a mean of 2.03 and standard deviation of 5.694. I provide this information in a tabular format in table 2:

Table 5: Summary Statistics: Sum of Responses

Statistic	N	Mean	St. Dev.	Min	Pctl(25)	Pctl(75)	Max
Summed Responses	4,047	2.036	5.694	−9	−1	7	9

I also provide a histogram showing the overall distribution of this outcome variable:



Assessing the Attentive

As was the case with the Palestine survey, a subset of respondents appear to not be reading the vignettes / questions before they respond. This would decrease the observable treatment effect, and make it more likely that a significant result is due to chance alone. I run all models discussed in this analysis on all respondents, and on the subset of respondents who took more than 10 seconds to respond to the survey, to ensure that the results are not dependent on the inclusion of respondents who were not exposed to the treatment.

Table 6: Summary Statistics: Seconds spent on the survey

Statistic	N	Mean	St. Dev.	Min	Pctl(25)	Pctl(75)	Max
seconds_spent	4,028	32.527	33.567	3	17	36	578

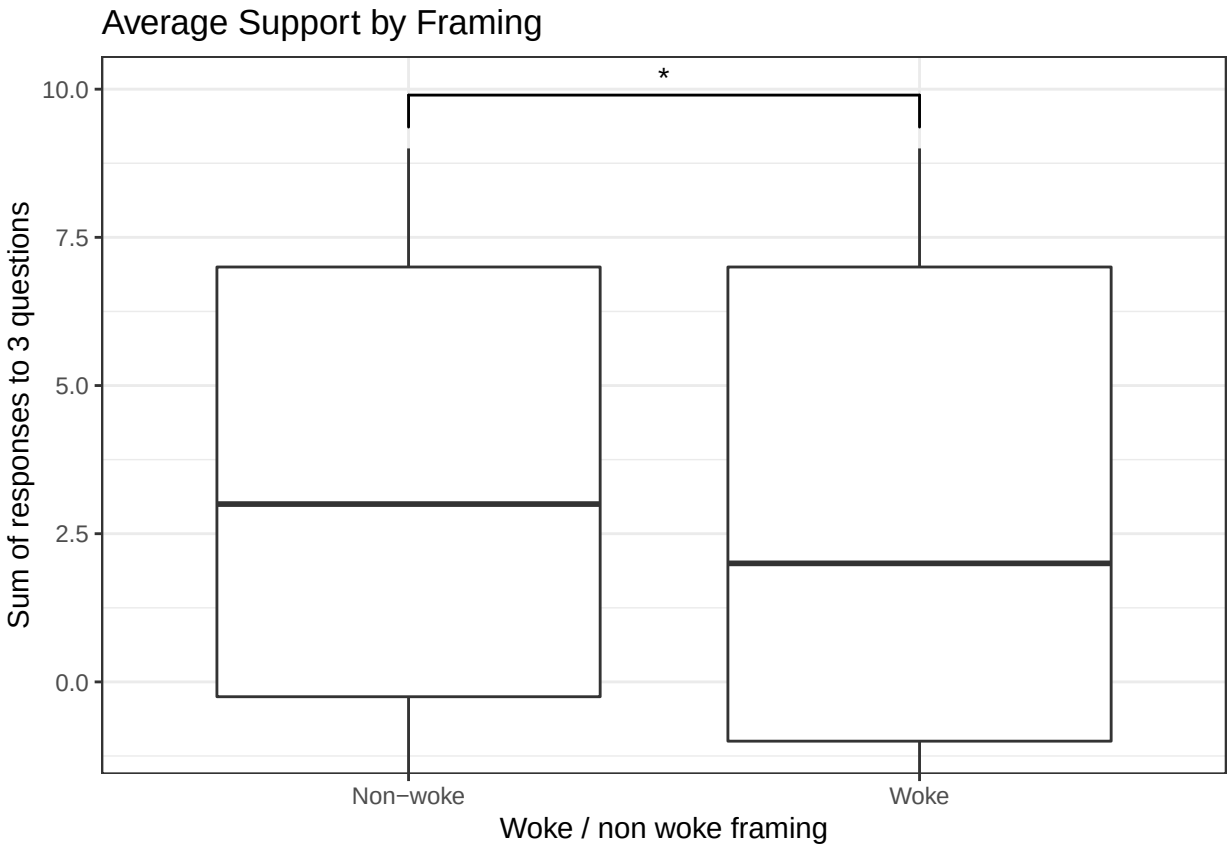
Analysis

I first analyze the effects of changing a framing from "non-woke" to "woke" across all respondents. The coefficient for "woke" is uniformly negative among both all and attentive respondents. This suggests that changing the framing of an issue from "non-woke" to "woke" is associated with a significant decrease in support across all questions. This effect is also present when examining responses to the three questions individually. Across all questions, changing a framing from "non-woke" to "woke" significantly decreases support and perceptions of the bill as important.

Table 7: Sum of answers of questions on woke framing

	Dependent variable:	
	Sum of Answers	
	(1)	(2)
Woke	-0.406^{**}	-0.396^{**}
	(0.178)	(0.181)
Intercept	2.236^{***}	2.188^{***}
	(0.127)	(0.129)
Observations	4,047	3,943
R^2	0.001	0.001
Adjusted R^2	0.001	0.001
Residual Std. Error	5.656 (df = 4045)	5.692 (df = 3941)
F Statistic	5.210^{**} (df = 1; 4045)	4.779^{**} (df = 1; 3941)
Note:		*p<0.1; **p<0.05; ***p<0.01

I also display this information in a boxplot, showing the sum of answers to the survey questions for respondents exposed to the woke and non-woke framings.



I then include an effect for a respondent's ideology, and allow the effect of "woke" framing to vary between respondents of different ideologies. A significant negative coefficient for a respondents' ideology indicates that liberal respondents view all congressional actions more favorably. The coefficient for the interaction between

woke and a respondents' ideology is positive, but not significant at conventional levels (p<.1), suggesting that liberal respondents may respond more positively to woke framing, but the evidence is ambivalent.

Table 8: Sum of responses to survey questions on woke framing

	Dependent variable:	
	Sum of Responses	
	All Respondents	Attentive Respondents
	(1)	(2)
Woke	-0.488^{***}	-0.491^{***}
	(0.160)	(0.163)
Ideology	-2.473^{***}	-2.500^{***}
	(0.092)	(0.093)
Woke X Ideology	-0.238^{*}	-0.241^{*}
	(0.130)	(0.131)
Intercept	2.272^{***}	2.225^{***}
	(0.114)	(0.115)
Observations	3,610	3,520
R^2	0.308	0.313
Adjusted R^2	0.307	0.312
Residual Std. Error	4.800 (df = 3606)	4.815 (df = 3516)
F Statistic	533.818^{***} (df = 3; 3606)	533.570^{***} (df = 3; 3516)
Note:		*p<0.1; **p<0.05; ***p<0.01

Similar to the results from the Palestine survey experiment, interactions between treatment and respondents' ideology and past voting are not significant at conventional significance levels. This result is consistent across all measures of ideology and party affiliation, indicating that a respondents' party, ideology, and past voting had no effect on how they responded to a framing being "woke" or not.

Appendix:

Models for Effect of Woke Framing Among Respondents Exposed to Each Condition

Finally, I provide models showing the effect of the woke framing among respondents exposed to each individual condition. Table 3 shows the effect of a woke framing on support for only respondents exposed to questions about Latino communities. Tables 4 and 5 show the effects of a woke framing on respondents only exposed to the BLM questions or racial equality questions, respectively.

Table 9: Support among respondents exposed to Latino communities question

	Dependent variable:		
	Sum of Responses		
	(1)	(2)	(3)
Woke	−0.693**	−0.799***	−0.793***
	(0.273)	(0.254)	(0.255)
Ideology		−2.017***	−2.049***
		(0.103)	(0.140)
Woke X Ideology			0.071
			(0.208)
Intercept	2.172***	2.155***	2.153***
	(0.190)	(0.176)	(0.176)
Observations	1,285	1,159	1,159
R^2	0.005	0.251	0.251
Adjusted R^2	0.004	0.250	0.249
Residual Std. Error	4.870 (df = 1283)	4.306 (df = 1156)	4.307 (df = 1155)
F Statistic	6.448** (df = 1; 1283)	193.646*** (df = 2; 1156)	129.038*** (df = 3; 1155)
Note:			*p<0.1; **p<0.05; ***p<0.01

Table 10: Support among respondents exposed to BLM question

	Dependent variable:		
	Sum of Responses		
	(1)	(2)	(3)
Woke	−0.485	−0.585**	−0.605**
	(0.325)	(0.281)	(0.281)
Ideology		−3.011***	−2.702***
		(0.113)	(0.165)
Woke X Ideology			−0.586***
			(0.227)
Intercept	2.336***	2.459***	2.469***
	(0.234)	(0.203)	(0.202)
Observations	1,393	1,232	1,232
R^2	0.002	0.366	0.369
Adjusted R^2	0.001	0.365	0.368
Residual Std. Error	6.041 (df = 1391)	4.917 (df = 1229)	4.905 (df = 1228)
F Statistic	2.235 (df = 1; 1391)	354.160*** (df = 2; 1229)	239.421*** (df = 3; 1228)
Note:			*p<0.1; **p<0.05; ***p<0.01

Table 11: Support among respondents exposed to racial equality question

	Dependent variable:		
	Sum of Responses		
	(1)	(2)	(3)
Woke	−0.087	−0.089	−0.091
	(0.319)	(0.287)	(0.287)
Ideology		−2.717***	−2.693***
		(0.117)	(0.168)
Woke X Ideology			−0.046
			(0.235)
Intercept	2.199***	2.211***	2.211***
	(0.230)	(0.207)	(0.207)
Observations	1,369	1,219	1,219
R^2	0.0001	0.307	0.307
Adjusted R^2	−0.001	0.305	0.305
Residual Std. Error	5.929 (df = 1367)	5.036 (df = 1216)	5.038 (df = 1215)
F Statistic	0.074 (df = 1; 1367)	268.811*** (df = 2; 1216)	179.079*** (df = 3; 1215)
Note:			*p<0.1; **p<0.05; ***p<0.01