

# 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 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.

## Preliminaries:

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 1: 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.

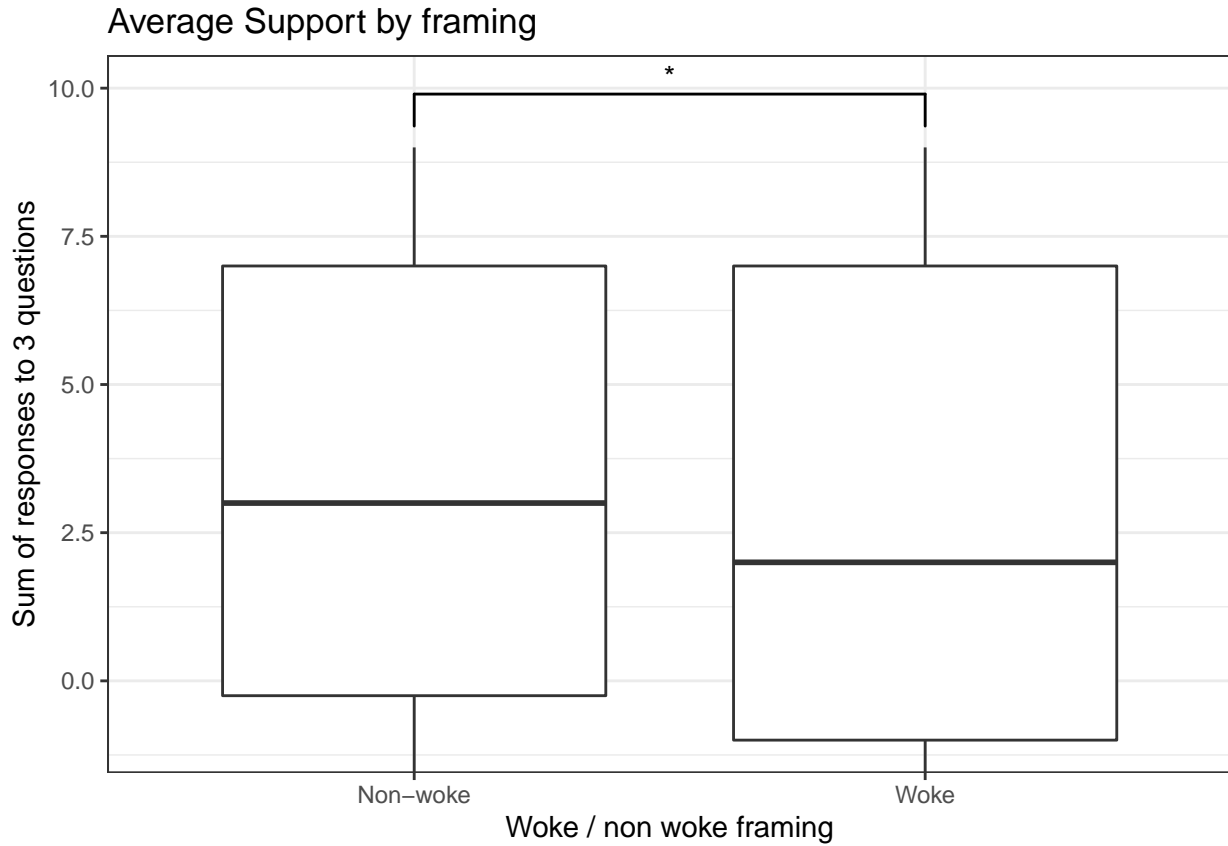
Table 1: Sum of answers of questions on woke framing

	<i>Dependent variable:</i>	
	Sum of Answers	
	(1)	(2)
Woke	-0.406** (0.178)	-0.396** (0.181)
Intercept	2.236*** (0.127)	2.188*** (0.129)
Observations	4,047	3,943
R <sup>2</sup>	0.001	0.001
Adjusted R <sup>2</sup>	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 2: Sum of responses to survey questions on woke framing

	<i>Dependent variable:</i>	
	Sum of Responses	
	(1)	(2)
Woke	−0.488*** (0.160)	−0.491*** (0.163)
Ideology	−2.473*** (0.092)	−2.500*** (0.093)
Woke X Ideology	−0.238* (0.130)	−0.241* (0.131)
Intercept	2.272*** (0.114)	2.225*** (0.115)
Observations	3,610	3,520
R <sup>2</sup>	0.308	0.313
Adjusted R <sup>2</sup>	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.