

GOV 1010: Survey Research Methods

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Department of Government

How do Leaders Think About Policy?



What does he
mean?

... subject to data and statistics....

How do Leaders Defend Policy?



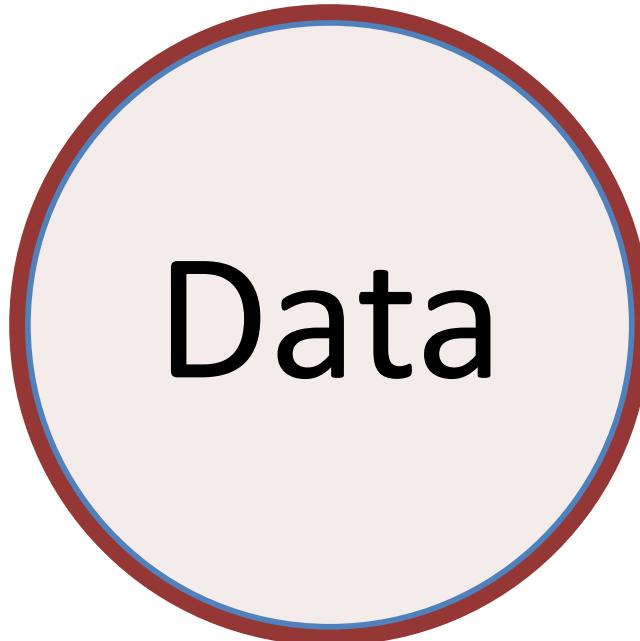
Data and Statistics...



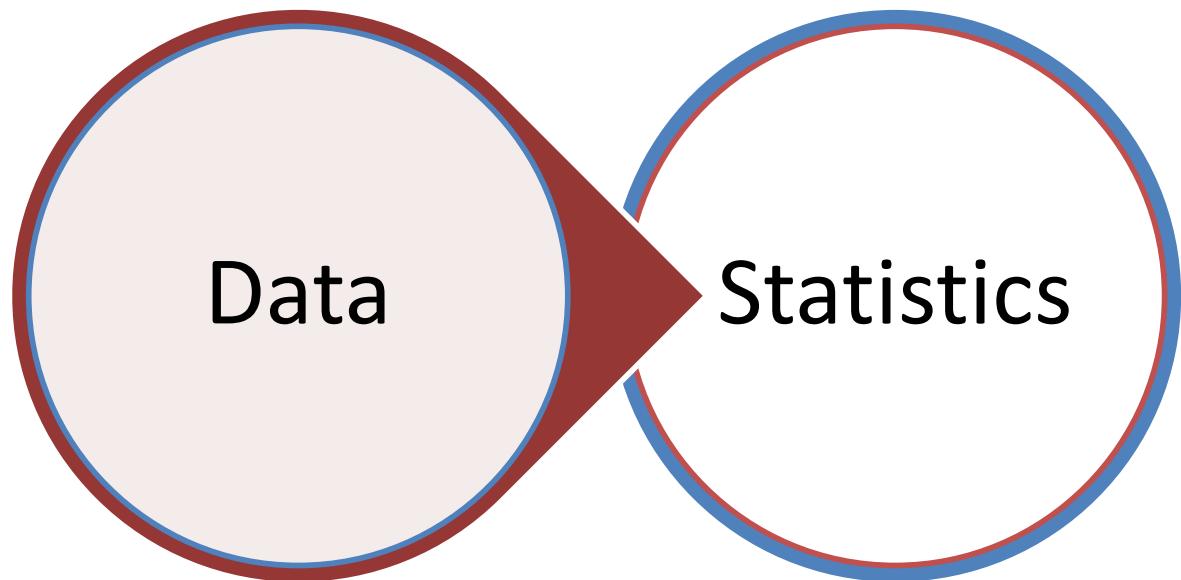
Data is gathered,
collected, or
observed....

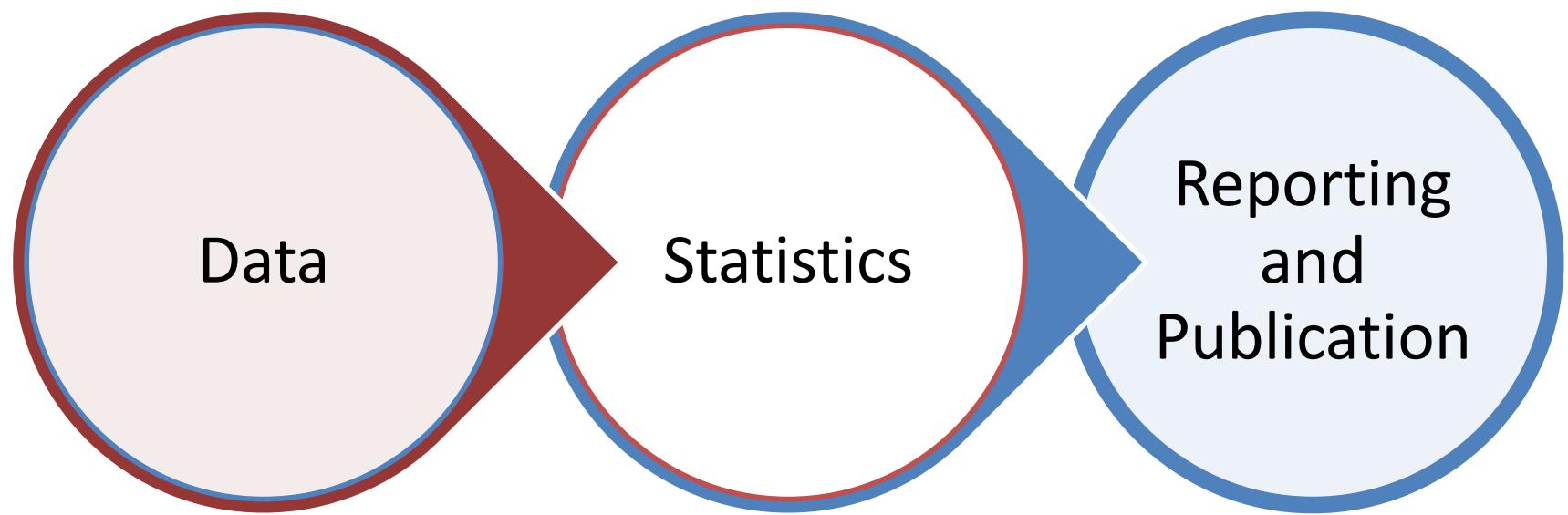


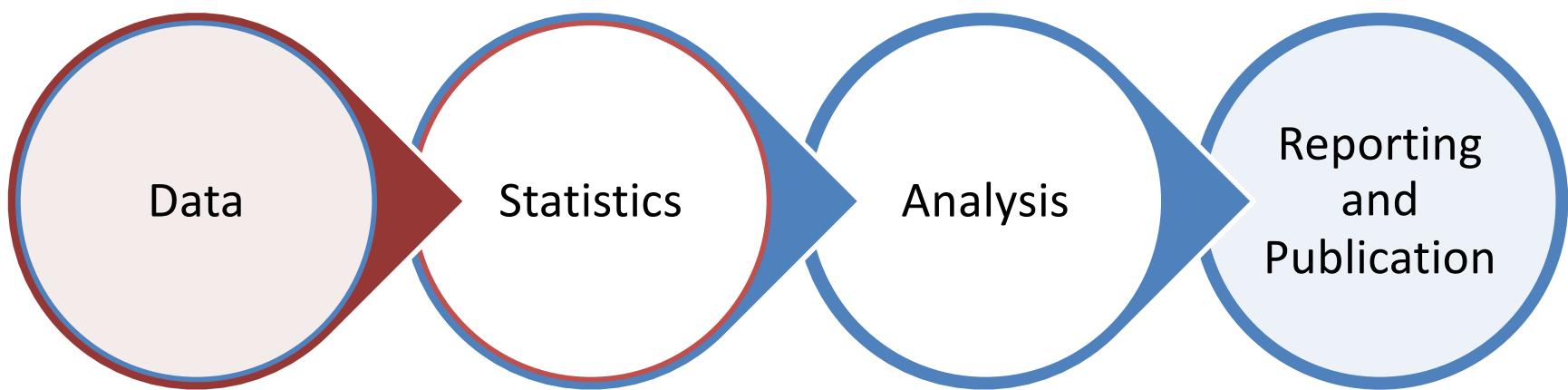
Statistics are
calculated.....



Data





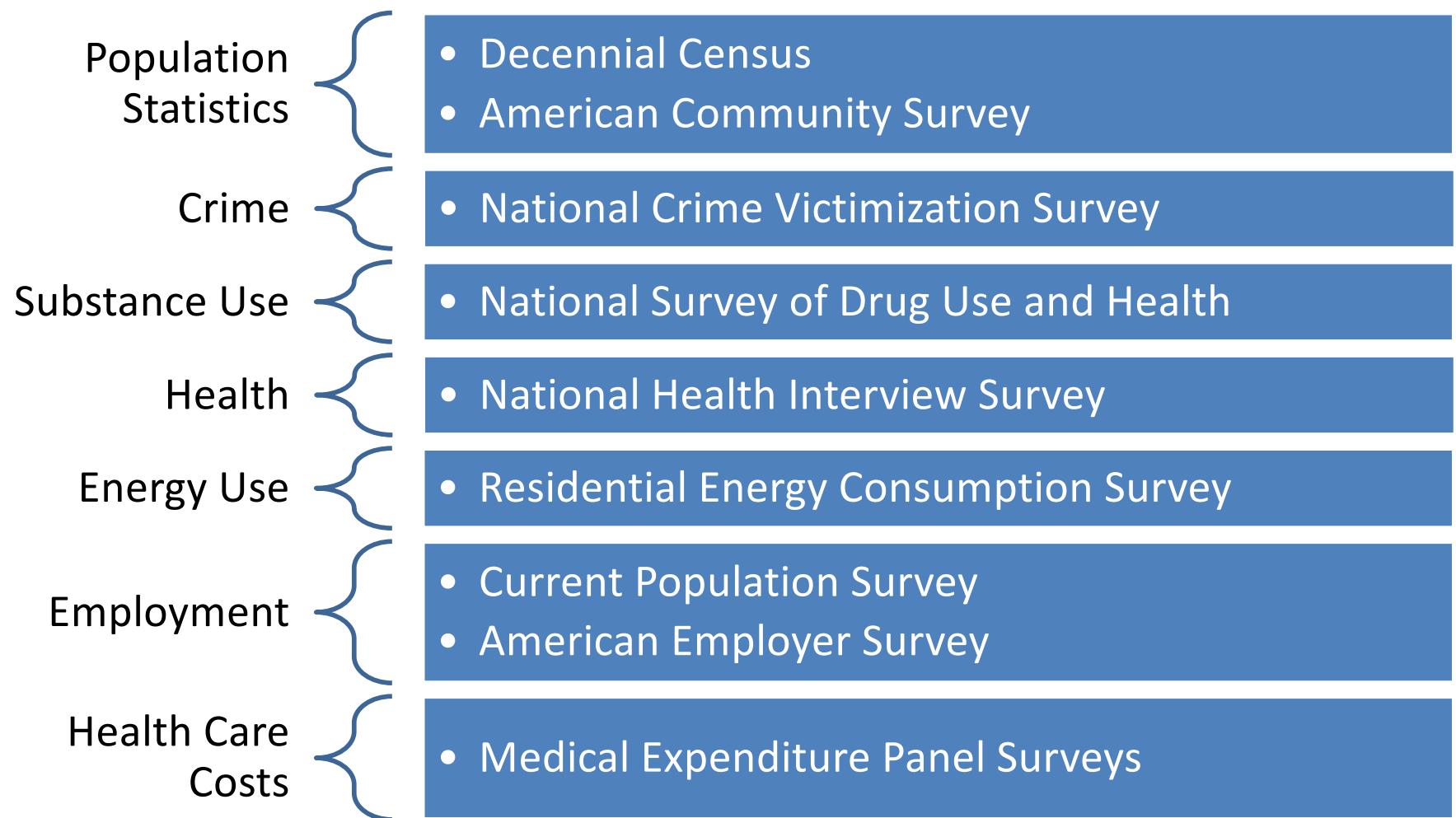


Data and Statistics...

- Unemployment reached lowest rate in half a century;
- Homes have been lost;
- Jobs shed;
- Businesses shuttered.
- Our health care is too costly;
- Our schools fail too many;
- And each day brings further evidence that the *ways we use energy* strengthen our adversaries and threaten our planet.

Where does data
come from?

All of these are surveys.....



Jobs and unemployment...

Research Questions:

- How many jobs are created?
- How many people are unemployed?
- Who is employed?

Unit of analysis:

- Individual
- Firm

Construct: (Unemployment)

- Who is in the “labor force”
 - Not working
 - Actively seeking work
 - Specifically?

Jobs at Firms

- Current Employment Statistics
 - Sponsor: Bureau of Labor Statistics
 - Population: US Employers
 - Sample: 160,000 interviews conducted annually on a monthly basis
 - Method: Internet; touch-tone data entry; Mail; Face-to-Face

Job Gains Were Weaker Than Reported, by Half a Million



Hiring in leisure and hospitality was significantly weaker than believed, new government data showed.
Will Ellis for The New York Times

By Ben Casselman

Aug. 21, 2019



Employers added a half-million fewer jobs in 2018 and early 2019

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Employment Status of Individuals

- Current Population Survey
 - Sponsor: Bureau of Labor Statistics
 - Population: US Adults 18+
 - Sample: Approximately 65,000 households
 - Designed for sub-group analysis (race, ethnicity, disability status)
 - Method: Face-to-Face
 - Conducted since 1940 (*more than half a century*)
 - Key Questions:
 - Working
 - Would like to work
 - Actively looking for work

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Chase Harrison ▾

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Summer Youth Unemployment Rate Falls to Half-Century Low

The number of young Americans working and looking for work climbed 'notably higher' in July as their jobless rate dropped to 9.1%



Gabe Stoesz, 19, at work in Shakopee, Minn., in May. The unemployment rate for Americans ages 16 to 24 ticked down to 9.1% in July from 9.2% a year earlier. PHOTO: LEILA NAVIDI/MINNEAPOLIS STAR TRIBUNE/ZUMA PRESS

By [Sarah Chaney](#)

Aug. 16, 2019 1:08 pm ET

— — — — —

Homes have been lost...

American Housing Survey (AHS)

- Sponsor: US Bureau of Census
- Data calibrated from decennial census
- In-person enumeration of all housing units
- 55,000 supplemental surveys conducted each year
 - Sample provides separate estimates for urban and rural areas
- Householders provide information about occupied homes
- Realtors, etc., provide information about unoccupied households



Opinions

Millennials aren't buying homes. Good for them.



(Elise Amendola/Associated Press)



By Catherine Rampell Opinion writer August 22

Millennial homeownership rates are way, way down. And believe it or not, that's probably a good thing.

Across all age groups, the U.S. homeownership rate — at [62.9 percent](#) — has now fallen to its lowest level in more than five decades. Among younger Americans only, things look especially paltry.

Homeownership rates among Americans under age 35 are barely more than half the national number, at just 34.1 percent. This too is a record low and about a fifth below its peak from the go-go years of the mid-2000s.

Young people, it seems, are finding themselves falling further and further away from the American dream of homeownership. As you've surely heard by now, not only are they not buying their own houses, but they're also increasingly not even *renting* their own places. Instead, they're returning to — or perhaps, never leaving — the nest.

Today about a [third](#) of 18-to-34-year-olds live with their parents. And [for the first time since at least 1880](#), a greater share of this age group is bunking up with Mom and Dad than living in any other arrangement (such as dwelling alone, with a roommate, or with a spouse or romantic partner).



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Homes

Tuesday, September 3rd, 2019

First-time homebuyers go for larger homes, less likely to be married



Published August 30, 2019 12:01AM

By Day Marketing

People purchasing their first home have been making a stronger impression on the housing market in recent years but have not yet returned to pre-recession levels, according to a [recent analysis by the Joint Center for Housing Studies of Harvard University](#).

The center looked at data from the American Housing Survey, a biennial report sponsored by the Department of Housing and Urban Development and conducted by the U.S. Census Bureau. The analysis sought to determine the changing impact of first-time buyers on the housing market as well as changes within this group in the past two decades.

Recent first-time buyers—defined as those purchasing their first residence within the year preceding the survey—accounted for 1.82 million home purchases in the 2017 survey. While this only accounted for 1.5 percent of all households in the United States, it also represented 38.5 percent of all home purchases.

The JCHS study found that the share of recent first-time buyers dropped steadily between 1997 and 2013, with the exception of a brief spike in 2005. There were 2.13 million of these buyers in 1997, representing 2.1 percent of American households; the number dropped to 1.46 million, or 1.3 percent of all households, in 2013.

With the 2017 survey, the number of first-time buyers increased to 1.82 million, or 1.5 percent of all households.

Health Care is Too Costly.....

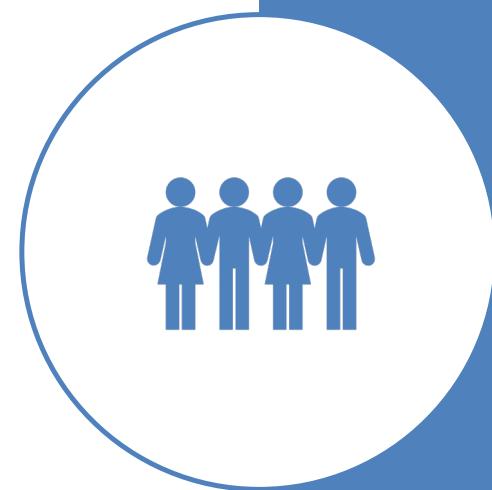
- Medical Expenditure Panel Surveys
- Sponsor: Agency for Healthcare Quality Research
- Surveys:
 - Households (data for families and individuals)
 - 15,000 households per year
- Measures:
 - Household health expenditures
 - Supplemental survey of medical providers
 - Sampled from providers used by respondents to household survey
 - Data designed to calibrate accuracy of self-reported expenditures



Too many lack health insurance....

National Health Interview Survey

- Conducted annually since 1957 (61 years!)
- Rolling cross-sectional design
- Face-to-face interviews with households and non-institutional group quarters
 - One adult and one child at each household
 - Approximately 100,000 people in 40,000 households
- Baseline demographic core
- Topical questions about health



🕒 AUGUST 22, 2019

196,000 youth lose health insurance coverage in past three years; yet upsides remain

by Greg Richter, Drexel University

The national implementation of the Affordable Care Act (ACA) in 2014 was associated with gains in health insurance coverage for youth, but some of those gains have reversed during the past three years, according to findings published this month in *Academic Pediatrics* from researchers at the Dornsife School of Public Health at Drexel University.

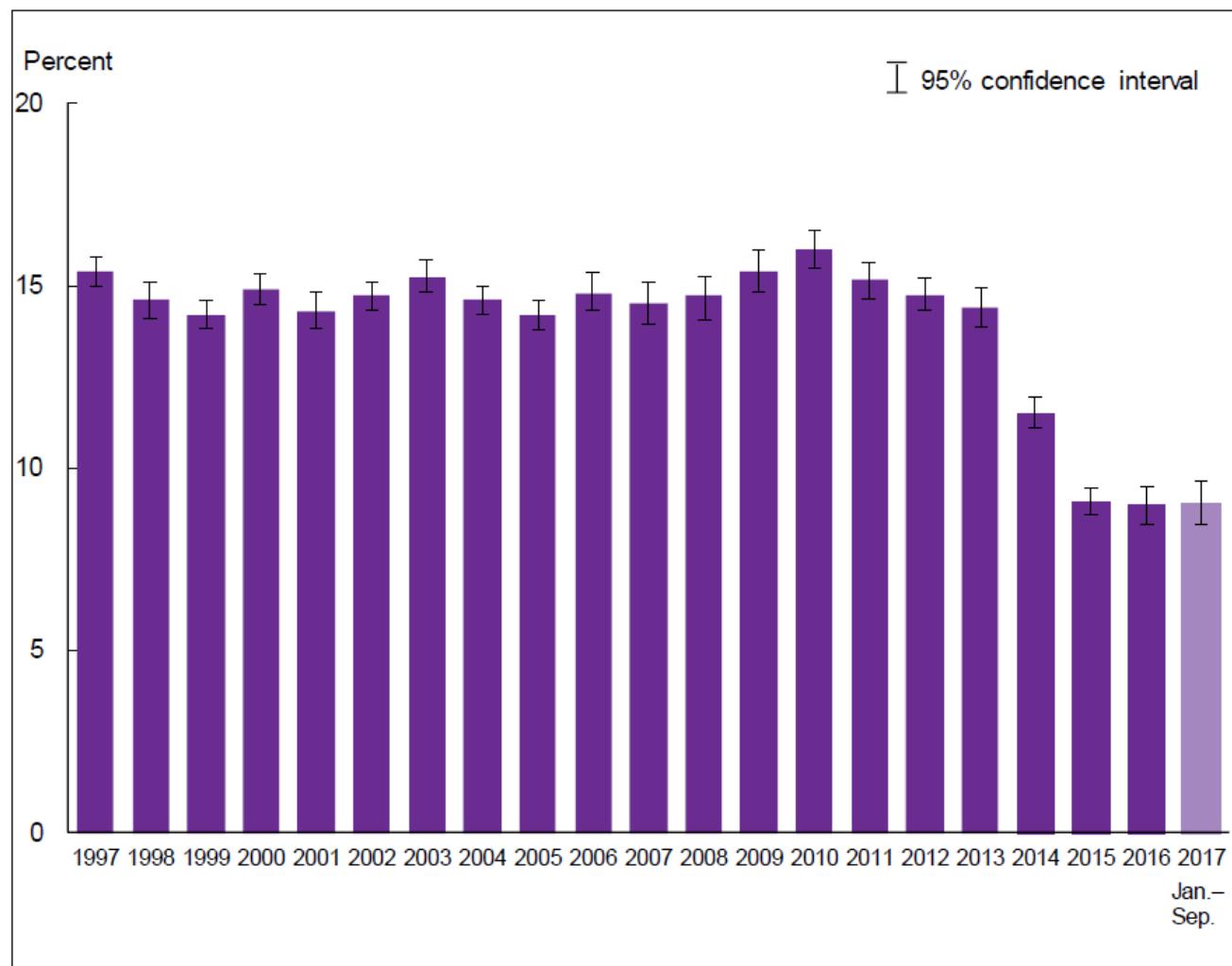
Using National Health Interview Survey data, the researchers found that although the overall percentage of uninsured youth decreased by almost two percent from the periods 2011-2013 to 2014-2015, in 2016-2018, the percentage of youth without coverage increased 0.3 percent to a total of 5.1 percent, or a loss of coverage for 196,000 youth and a total of 3.7 million youth without health insurance.

"Efforts in 2017 and 2018 to reduce advertising budgets, cease payments of cost sharing reductions and other efforts could have undermined the stability of insurance markets and public perceptions of insurance availability," said lead author Alex Ortega, Ph.D., a professor of health policy and chair of Health Management and Policy. "Insurance declines could be attributed to those actions."

Despite this reversal, the researchers see two positive metrics: diminishing racial disparities in access to care and continued growth in the number of well visits among American youth.

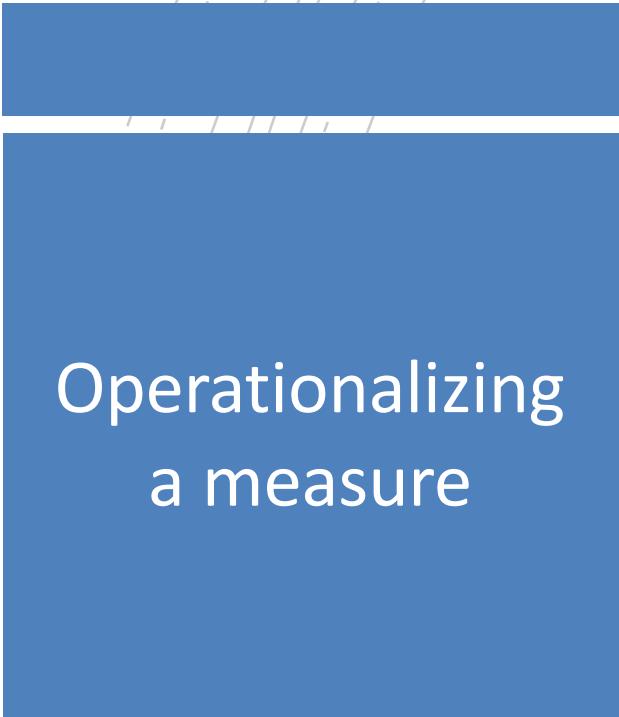
Lack of health insurance coverage and type of coverage

Figure 1.1. Percentage of persons of all ages without health insurance coverage at the time of interview: United States, 1997–September 2017



NOTES: Data are based on household interviews of a sample of the civilian noninstitutionalized population. A person was defined as uninsured if he or she did not have any private health insurance, Medicare, Medicaid, Children's Health Insurance Program, state-sponsored or other government-sponsored health plan, or military plan at the time of interview. A person was also defined as uninsured if he or she had only Indian Health Service coverage or had only a private plan that paid for one type of service, such as accidents or dental care. The data on health insurance status were edited using an automated system based on logic checks. For comparability, the estimates for all years were created using these same procedures. The resulting estimates of persons without health insurance coverage are generally 0.1–0.3 percentage point lower than those based on the editing procedures used for the final data files. The analyses exclude persons with unknown health insurance status (about 1% of respondents each year). See [Technical Notes](#) for more details.

SOURCE: NCHS, National Health Interview Survey, 1997–September 2017, Family Core component.

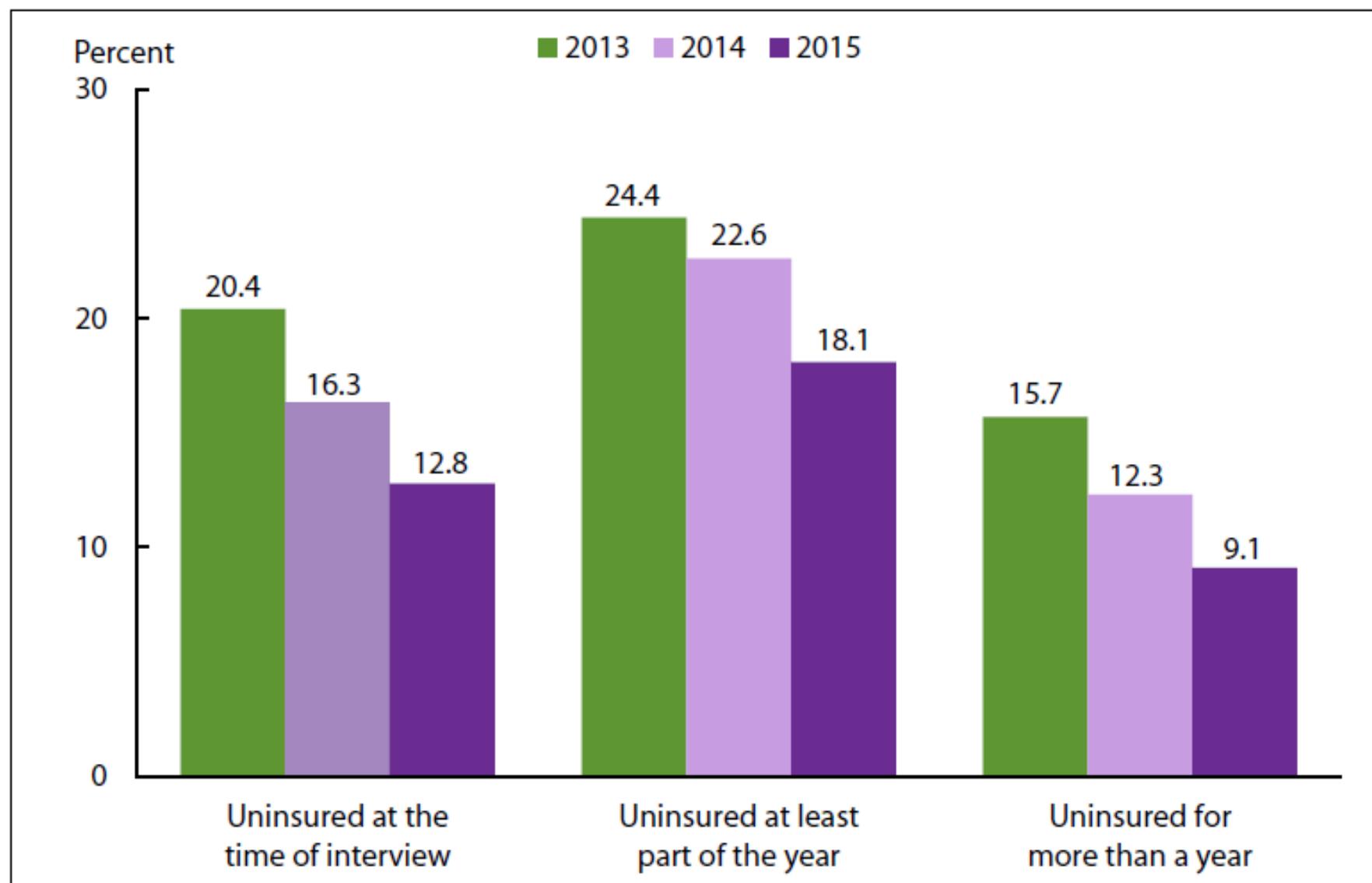


Operationalizing
a measure

What do we mean by:

*“having health
insurance”*

Figure 7. Percentage of adults aged 18–64 without health insurance, by three measures of uninsurance: United States, 2013–2015



NOTE: Data are based on household interviews of a sample of the civilian noninstitutionalized population.

SOURCE: NCHS, National Health Interview Survey, 2013–2015, Family Core component.

Schools Fail Too Many

National Assessment of Educational Progress (NAEP)

- Measures educational performance of fourth, eighth, and twelfth graders
- 100 schools per state
- Measures in multiple subjects:
 - Math,
 - Reading
 - Science
 - Writing
- Pencil and paper data collection

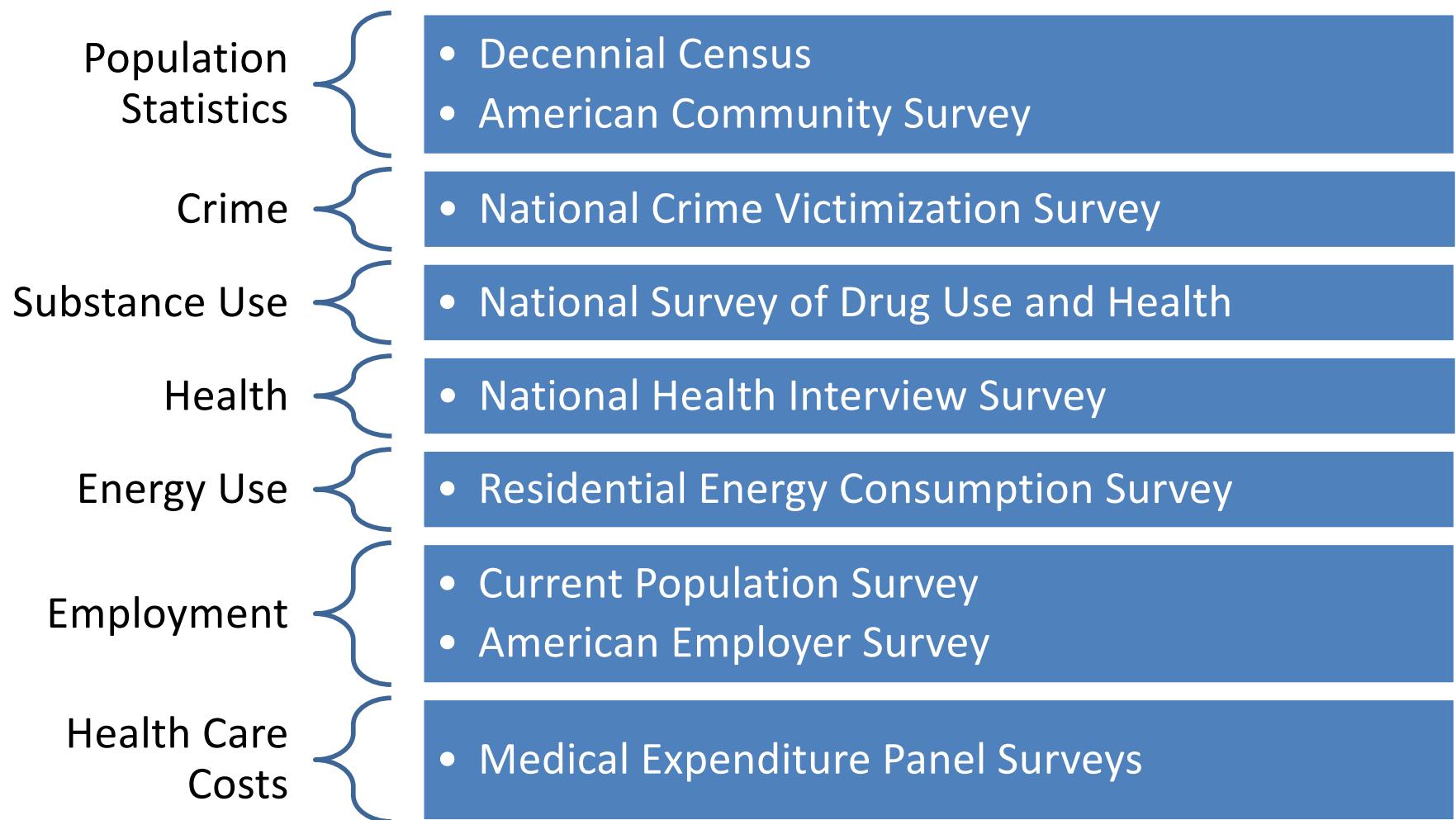


Ways we use energy...

- Residential Energy Consumption Survey (RECS)
 - Commercial Buildings Energy Consumption Surveys
 - Manufacturing Energy Consumption Survey
-
- Sponsor: Energy Information Agency
 - Issues: How to accurately measure energy and use



Sources of Data



Users



- Government Agencies
- Businesses
- Media
- Political Campaigns
- Social Scientists
 - Political Scientists
 - Public Health Specialists
 - Sociologists
 - Psychologists
 - Economists

Other things surveys are used for ...

Election
Predictions

Time Use

Field
Experiments

Consumer
Confidence

Customer
Satisfaction

Attitudes
and Values

Public
Opinion

Program
Effectiveness

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SEP 3, 2019

Big Pharma Sinks to the Bottom of U.S. Industry Rankings

AUG 29, 2019

Americans' Satisfaction With U.S. Education at 15-Year High

AUG 28, 2019

What Percentage of U.S. Workers Are Union Members?

AUG 28, 2019

As Labor Day Turns 125, Union Approval Near 50-Year High

AUG 27, 2019

Parents' Concern About School Safety Remains Elevated

AUG 22, 2019

In U.S., 40% Trust Internet News Accuracy, Up 15 Points

AUG 21, 2019

Americans Split on More Regulation of Big Tech

AUG 20, 2019

AUGUST 21, 2019

Americans Split on More Regulation of Big Tech

by [Lydia Saad](http://www.gallup.com/people/item.aspx?a=100174)

STORY HIGHLIGHTS

- 48% of U.S. adults favor more government regulation of big technology firms
- 40% say regulation of tech companies should not change; 10% prefer a decrease
- Liberals more likely than conservatives to favor tighter controls

WASHINGTON, D.C. -- As a group of state attorneys general prepare to investigate whether large technology companies have become monopolies, the U.S. consumers these officials aim to protect are divided on the need for such scrutiny.

Close to half of U.S. adults (48%) in an Aug. 1-14 Gallup poll say the government should increase its regulation of technology companies such as Amazon, Facebook and Google. On the other hand, 40% believe government regulation of these firms shouldn't change and 10% think they should face less government regulation.

Americans' Views on Government Regulation of Technology Companies

Do you think the government should increase, decrease or not change its regulation of technology companies such as Amazon, Facebook and Google?

	Increase	Decrease	Not change	No opinion
%	%	%	%	
U.S. adults	48	10	40	2

Gallup, Aug. 1-14, 2019

Large technology companies maintain that they do not engage in anti-competitive practices. Nevertheless, according to a report by *The Wall Street Journal* earlier this week, a number of state attorneys general -- believed to be a bipartisan group -- are preparing a joint antitrust investigation into possible anti-competitive practices by Big Tech. This is on top of similar inquiries already underway by the Justice Department and Federal Trade Commission.

More View Technology Firms Positively Than Negatively

The 50% of U.S. adults who favor no additional regulation of technology firms aligns with the 46% of Americans in the same poll who have a generally positive opinion of the sector. That's significantly more than the 33% viewing technology companies negatively. Meanwhile, 22% say they have a neutral view of these firms. (See the

AUGUST 13, 2019



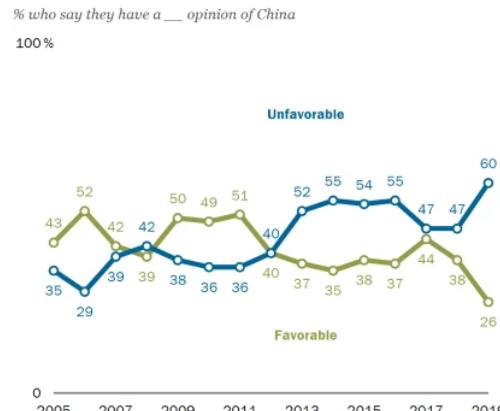
U.S. Views of China Turn Sharply Negative Amid Trade Tensions

Over half of Americans see friction in the current bilateral economic relationship, and more now see China as a threat

BY LAURA SILVER, KAT DEVLIN AND CHRISTINE HUANG

Over the past year, the United States and China have slapped a series of escalating tariffs on one another, with the U.S. now taxing more than \$250 billion worth of Chinese goods. Despite periodic, high-level meetings intended to defuse these trade tensions, results of a new Pew Research Center survey indicate Americans believe economic ties between China and the U.S. are poor. And, amid these economic concerns, unfavorable opinions of China have reached a 14-year high. Today, 60% of Americans have an unfavorable opinion of China, up from 47% in 2018 and at the highest level since Pew Research Center began

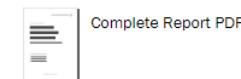
Share of Americans who have unfavorable view of China reaches new high



Note: Don't know responses not shown.
Source: Spring 2019 Global Attitudes Survey. Q8b.

PEW RESEARCH CENTER

REPORT MATERIALS



Complete Report PDF



Topline

调查结果概要: (中文)

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Overview

Unfavorable opinion of China reaches new high

More Americans say current U.S.-China economic ties are poor

Americans increasingly see China as a threat

China's military growth, not economic growth, seen as potential problem for the U.S.

Americans see their own country leading economically

Americans have limited confidence in President Xi

Acknowledgments

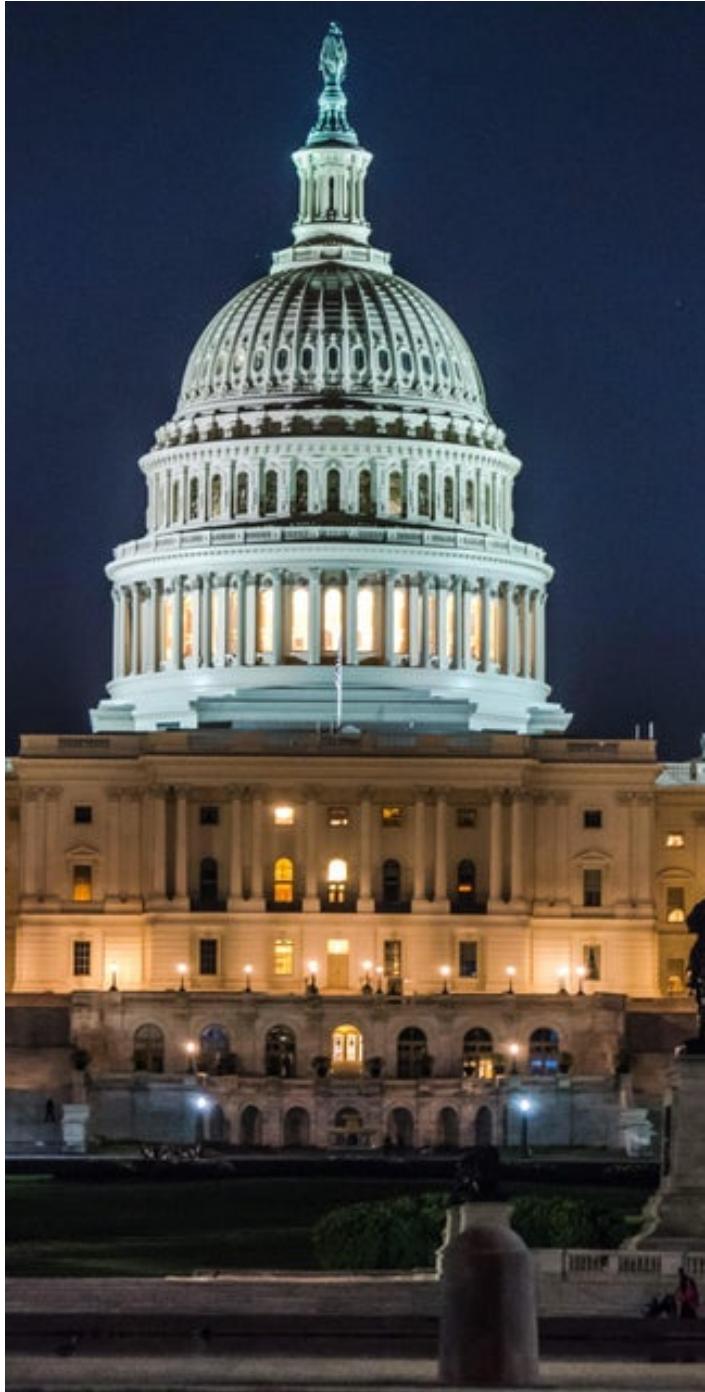
Methodology

TOPICS

Public Opinion Poll

- Research Questions:
 - What do people think?
 - What leads them to think this way?
 - Do they support policies?
- Methodological Issues:
 - Who to include (All people; Likely voters; voters)
 - Can we measure attitudes
 - What to do when people say “I don’t know?”
 - Are there normative issues
 - » Should anybody listen to this?





Polis and Politics....

Pre-Election Poll

- Research Question:
 - Who will win the election?
 - Why?
 - Who will vote for them?
- Methodological Issues:
 - Who counts (electorate; registered voters; all people; likely voters; past voters)
 - How do we measure vote choice?
 - How do we measure “likelihood to vote?”
- Questions:
 - Is this an estimate or a forecast?

Polls Just
Before the
2016
Presidential
Election.....

Monkey Cage • Analysis

A comprehensive average of election forecasts points to a decisive Clinton victory

By John Sides November 8, 2016 [Email](#)

Democratic presidential candidate Hillary Clinton voted in Chappaqua, N.Y., Nov. 8, accompanied by her husband. (Photo: EDUARDO MUNOZ ALVAREZ/The Washington Post)

As voters go to the polls today, the consensus among the forecasting models is clear: This is now, as it has been virtually since the summer, Clinton's race to lose. Here are five key points on this Election Day.

1. The average of forecasts is better than the typical individual forecast — and the average suggests a five-point victory for Hillary Clinton.

There are lots of fights about forecasting models — [in 2012](#) and again this year. Often this is ginned-up

https://www.washingtonpost.com/news/politics/wp/2017/08/30/with-trump-leaving-tax-reform-to-congress-does-the-buck-ever-stop-in-the-oval-office/?tid=pm_politics_pop ast is

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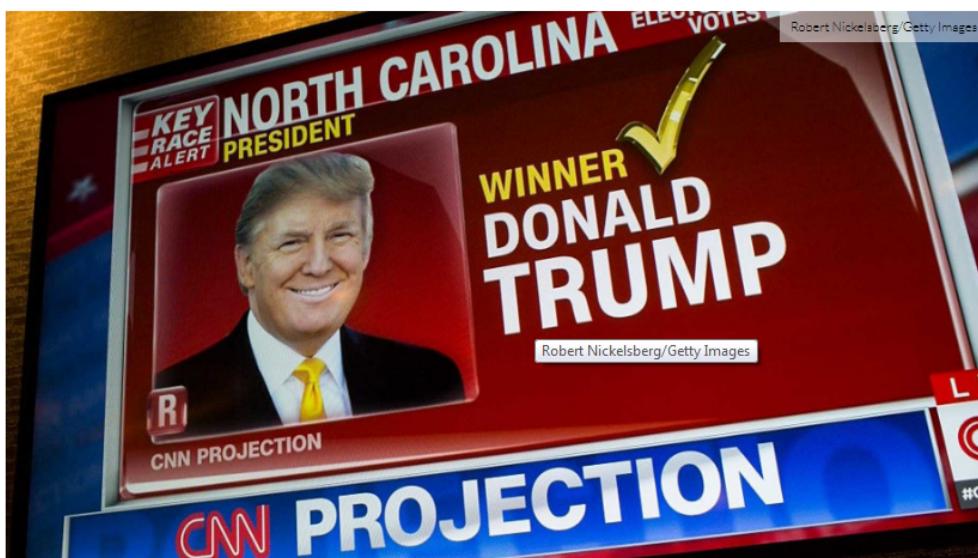
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Inside 'Trump Revealed'

Read stories based on reporting for "Trump Revealed," a broad, comprehensive biography of the



Just How Badly Did the Pollsters Botch the Election? The Final Polls vs. the Final Results



By JAMES BARRETT

November 9, 2016

After Donald Trump's political-world-shattering upset of Hillary Clinton, the polling industry finds itself facing an existential crisis. A vast majority of the key polls were not just wrong, they were humiliatingly wrong. Though a very select few – most notably the LA Times, IBD/TIPP, and Trafalgar Group – actually got it about right, most pollsters ended up grossly oversampling Democrats and failing to account for Trump's "hidden" supporters. Below is a comparison of the final polling data going into the election Tuesday morning and the final results, which often ended up looking quite different.



HOT WIRE



Social Media Claims Pastor Joel Osteen Won't Open Megachurch To Shelter Hurricane Victims

By PAUL BOIS



Topless Women Hit NYC To Fight For Nipple Equality. Men Stop, Stare And Snap Pics.

By AMANDA PRESTIGIACOMO



EPIC STUDY: Drinking Coffee In Excess Is Actually Great For Your Health

By TYLER DAHNKE



Houston Is The Best Of America. Berkeley Is The Worst. Here's Why.

By BEN SHAPIRO



How Much Money Did Mayweather And McGregor Make? Here Are All The Numbers.

By JAMES BARRETT

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Updated November 8, 2016

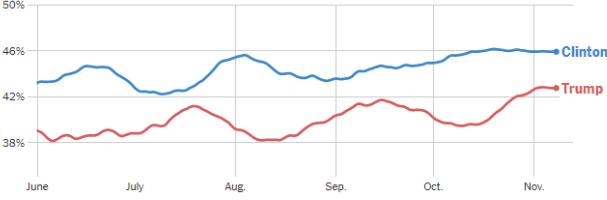
Updated daily as new polls are published. [Sign up for updates](#)

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 Hillary Clinton **45.9%**

 National Polling Average Donald J. Trump **42.8%**

Upshot Forecast: Hillary Clinton has an 84% chance to win →



SHOW GARY JOHNSON*

Polls	Dates	Type, Respondents	Clinton	Trump	Margin
YouGov/Economist	11/4 - 11/7	Online 3,669	45	41	Clinton +4
IBD/TIPP	11/4 - 11/7	Live Phone 1,107	41	43	Trump +2
Insights West	11/4 - 11/7	Online 940	45	41	Clinton +4
Bloomberg/Selzer	11/4 - 11/6	Live Phone 799	46	43	Clinton +3
Lucid/The Times-Picayune	11/4 - 11/6	Online 931	45	40	Clinton +5

Current
Political
Polling...

Polling for the 2020 election

The Washington Post
Democracy Dies in Darkness

The Fix • Analysis

Trump's worst 2020 poll yet



President Trump. (Melina Mara/The Washington Post)



By **Aaron Blake**
August 28

President Trump hasn't seen many good polls these days, but he might have just seen his worst of the 2020 election cycle.

A new [Quinnipiac University poll](#) has plenty of bad news for Trump — from his 2020 matchups with Democrats, to his own personal image, to his biggest asset in the 2020 race: the economy.

The poll shows him trailing all five Democrats tested by between nine and 16 points. He trails Joe Biden 54 to 38, Bernie Sanders 53 to 39, Elizabeth Warren 52 to 40, Kamala D. Harris 51 to 40 and Pete Buttigieg 49 to 40. These represent his biggest deficits to date against all five candidates, according to RealClearPolitics's compilation of polls.

The poll also shows his approval/disapproval declining to 38/56, with just 27 percent approving of him

Release Detail

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August 28, 2019 - All Top Dems Beat Trump As Voters' Economic Outlook Dims Quinnipiac University Poll Finds; Dem Primary Stays Stable With Biden Holding The Lead



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If the 2020 presidential election were held today, 54 percent of registered voters say that they would vote for former Vice President Joe Biden, while only 38 percent would vote for President Trump. Matchups against other top Democrats show:

- Vermont Sen. Bernie Sanders topping Trump 53 - 39 percent;
- Massachusetts Sen. Elizabeth Warren ahead of Trump 52 - 40 percent;
- California Sen. Kamala Harris beating Trump 51 - 40 percent;
- South Bend Mayor Pete Buttigieg leading with 49 percent to Trump's 40 percent.

Looking at all of the matchups, President Trump is stuck between 38 and 40 percent of the vote. These low numbers may partly be explained by a lack of support among white women, a key voting bloc that voted for Trump in the 2016 election. Today, white women go for the Democratic candidate by double digits in every scenario. Though it is a long 14 months until Election Day, Trump's vulnerability among this important voting group does not bode well for him.

"In hypothetical matchups between President Trump and the top five Democratic presidential candidates, one key number is 40," said Quinnipiac University Polling Analyst Mary Snow. "It's the ceiling of support for Trump, no matter the candidate. It hovers close to his job approval rating, which has stayed in a tight range since being elected."

Voters say 56 - 38 percent that they disapprove of the way Donald Trump is handling his job as president, compared to the 54 - 40 percent disapproval he received a month ago.

The Economy

For the first time since President Trump was elected, more voters say that the national economy is getting worse than getting better, with 37 percent saying it is getting worse, 31 percent saying it is getting better, and 30 percent saying it is staying the same. This compares to a June 11, 2019 poll in which 23 percent of voters said that the national economy is getting worse, 39 percent said it is getting better, and 37 percent said it is staying the same.

When asked to rate the state of the nation's economy, 61 percent of voters say that it is excellent or good, while 37 percent say that it is not so good or poor. These numbers, while still clearly positive on the economy, are the lowest excellent/good economy numbers found by the Quinnipiac University Poll since April 2018. Voters also say that President Trump's policies are hurting the nation's economy at 41 percent, while 37 percent say that they are helping, and 20 percent say that his policies make no difference.

"As trade tensions with China dominate the headlines, confidence in the economy is slipping," adds Mary Snow. "The number of people who think the economy is getting worse rose by double digits since June. And roughly 4 in 10 voters blame the President's policies, saying they are hurting the economy, the highest level since Trump took office."

Trump's approval for his handling of the economy is split, with 46 percent approving and 49 percent disapproving. On his handling of other issues, the president is decidedly underwater:

- 38 - 56 percent approval for his handling of foreign policy:

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Voters say 56 - 38 percent that they disapprove of the way Donald Trump is handling his job as president, compared to the 54 - 40 percent disapproval he received a month ago.

The Economy

For the first time since President Trump was elected, more voters say that the national economy is getting worse than getting better, with 37 percent saying it is getting worse, 31 percent saying it is getting better, and 30 percent saying it is staying the same. This compares to a June 11, 2019 poll in which 23 percent of voters said that the national economy is getting worse, 39 percent said it is getting better, and 37 percent said it is staying the same.

When asked to rate the state of the nation's economy, 61 percent of voters say that it is excellent or good, while 37 percent say that it is not so good or poor. These numbers, while still clearly positive on the economy, are the lowest excellent/good economy numbers found by the Quinnipiac University Poll since April 2018. Voters also say that President Trump's policies are hurting the nation's economy at 41 percent, while 37 percent say that they are helping, and 20 percent say that his policies make no difference.

"As trade tensions with China dominate the headlines, confidence in the economy is slipping," adds Mary Snow. "The number of people who think the economy is getting worse rose by double digits since June. And roughly 4 in 10 voters blame the President's policies, saying they are hurting the economy, the highest level since Trump took office."

Trump's approval for his handling of the economy is split, with 46 percent approving and 49 percent disapproving. On his handling of other issues, the president is decidedly underwater:

- 38 - 56 percent approval for his handling of foreign policy:

Quinnipiac/Poll
UNIVERSITY

Presidential Approval

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f t in e p

Trump Job Approval

1 MONTH / 3 MONTHS / 6 MONTHS / 1 YEAR / 2 YEARS / ALL

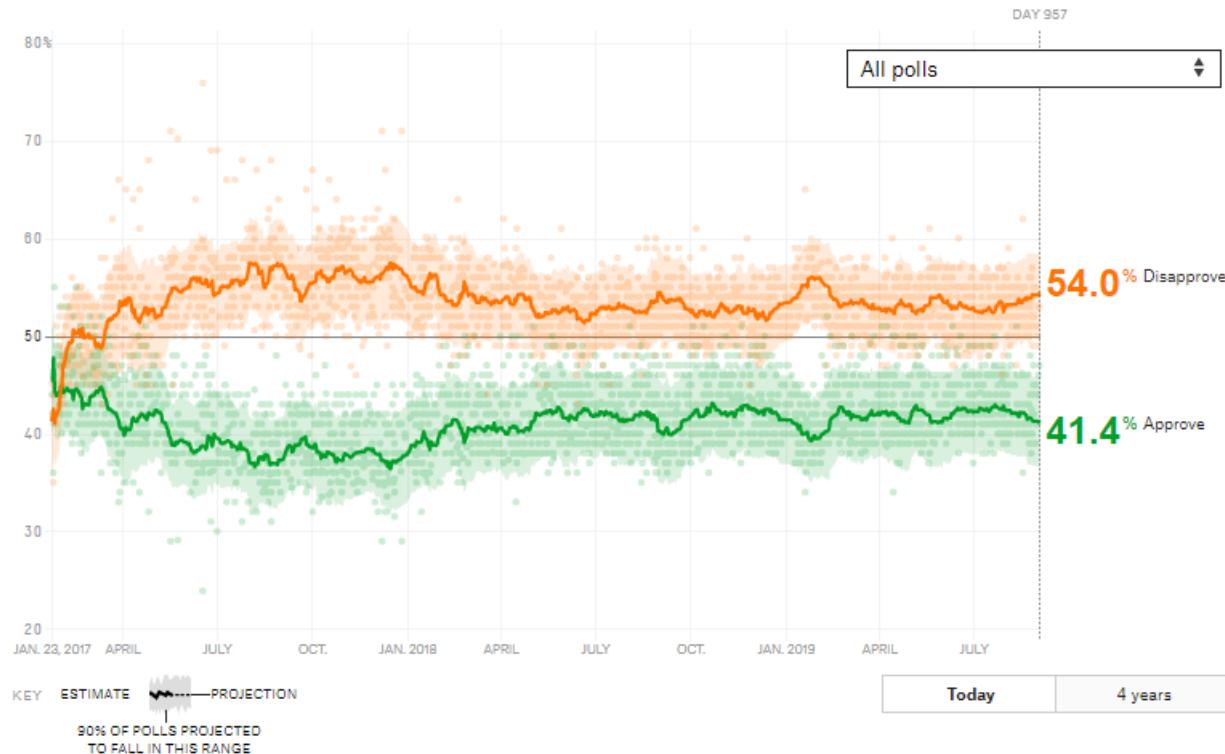
The approval ratings reported here are based on Gallup Daily tracking averages for President Donald Trump in 2017 and 2018, and periodic multiday Gallup polls for Trump starting in 2019. [Learn more.](#)

Explore President Trump's approval ratings in depth and compare them with those of

UPDATED SEP. 3, 2019 AT 6:12 PM

How popular is Donald Trump?

An updating calculation of the president's approval rating, accounting for each poll's quality, recency, sample size and partisan lean. [How this works »](#)



DATES	POLLSTER	GRADE	SAMPLE	WEIGHT	APPROVE	DISAPPROVE	ADJUSTED
• AUG. 31-SEP. 3	HarrisX	C+	3,004 RV	0.62	47%	53%	43% 52%
• AUG. 29-SEP. 2	Rasmussen Reports/Pulse Opinion Research	C+	1,500 LV	0.84	46%	53%	40% 54%
• AUG. 31-SEP. 1	YouGov	B	1,000 A	0.28	44%	50%	45% 52%
• AUG. 30-SEP. 1	YouGov	B	1,000 A	0.25	44%	49%	45% 51%
• AUG. 29-31	YouGov	B	1,000 A	0.23	41%	51%	42% 53%

Source: FiveThirtyEight.com

<https://projects.fivethirtyeight.com/trump-approval-ratings/>

Show more polls

KEY ■ - NEW A - ALL ADULTS RV - REGISTERED VOTERS V - VOTERS LV - LIKELY VOTERS

Six polls and more than 6,000 interviews show Trump's approval dropping

Analysis by [Harry Enten](#), CNN

Updated 10:03 AM ET, Sat August 24, 2019



Rust belt voters sharply divided on Trump's economy



Amanpour presses Mattie: Why didn't you resign when Trump said this?



Donald Trump plays off GOP senator's recession concerns



How Trump 'news fatigue' may affect 2020 voters



Repo



(CNN) — First things first: The theme song of the week is the [ESPN's SportsCentury](#).

Poll of the week: A new national [CNN/SSRS poll](#) finds that President Donald Trump's approval rating stands at 40%. His disapproval rating is 54%.

His approval rating is down from late June when it was 43%. His disapproval rating is slightly up from 52% in late June.

What's the point: Over the last month and a half, a lot has happened in our national dialogue. Trump went after [four congresswomen of color](#). Then [he turned his sights](#) on Maryland Rep. Elijah Cummings, who is black. More recently, there [were the shootings](#) in El Paso, Texas, and Dayton, Ohio. And [fears are growing](#) over a potential economic slowdown.

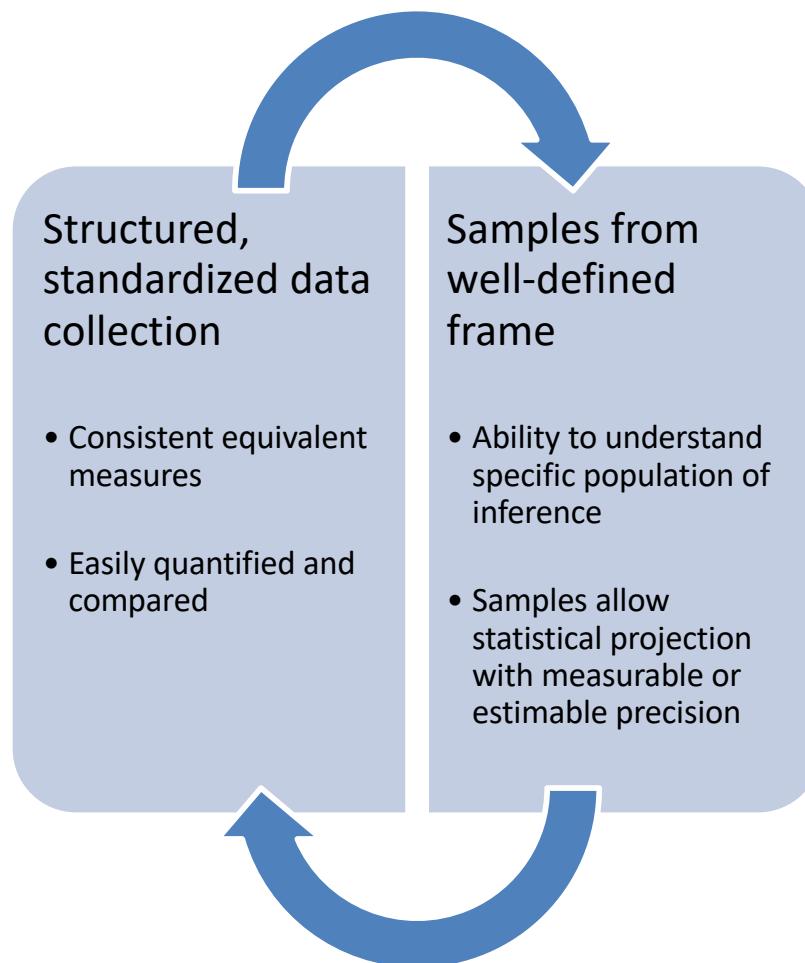


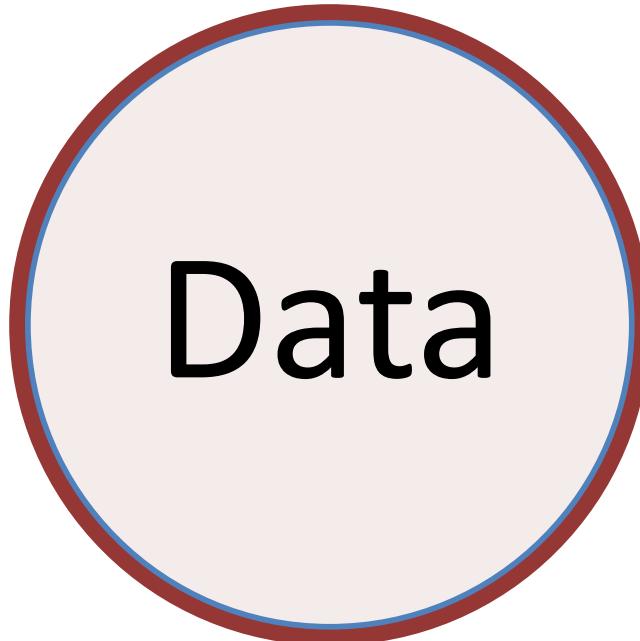
GOV 1010 in Context

GOV 1010

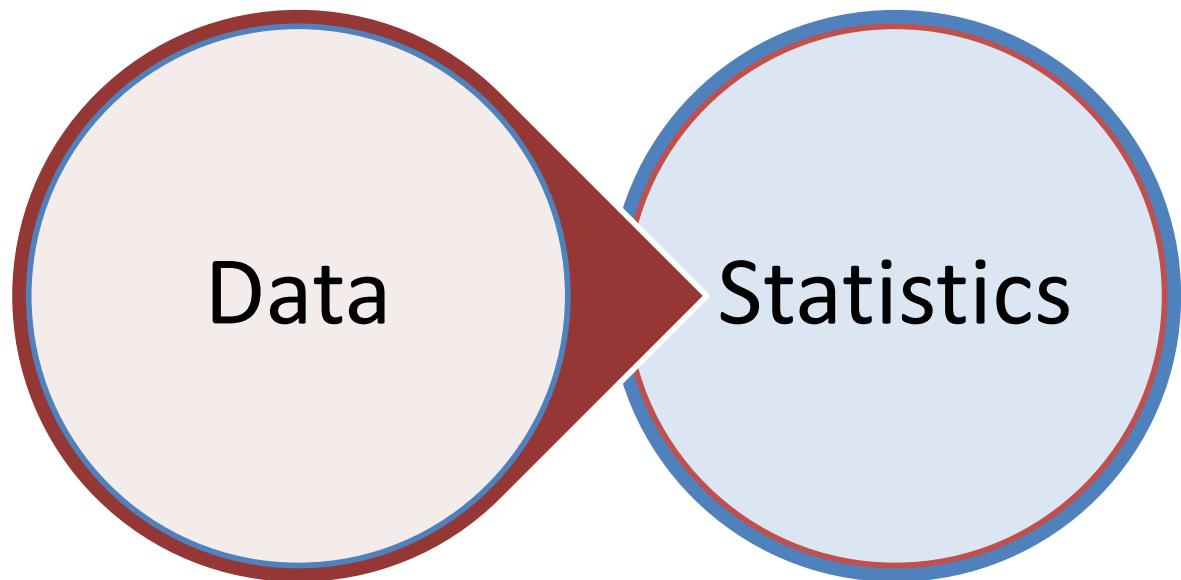
- Teach Basic Methods of Conducting a Survey
- Provide Skills for Understanding Surveys and Errors in Surveys

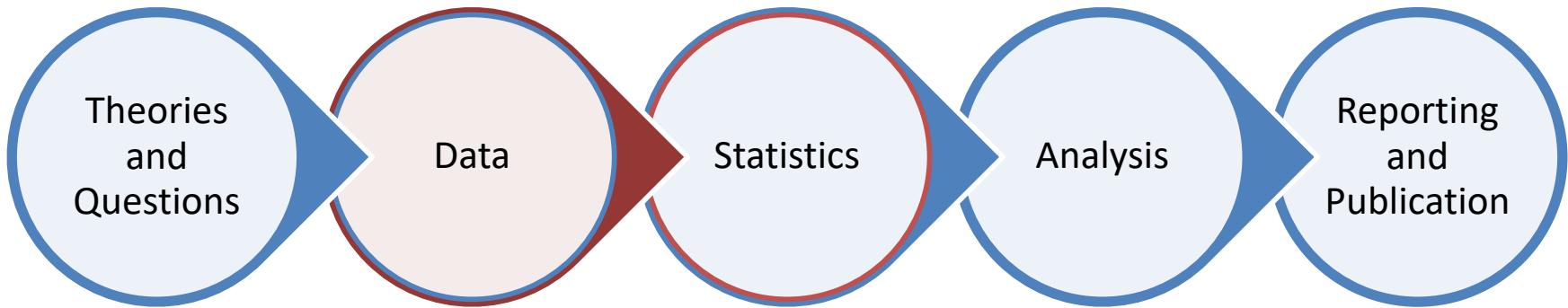
What is a survey?

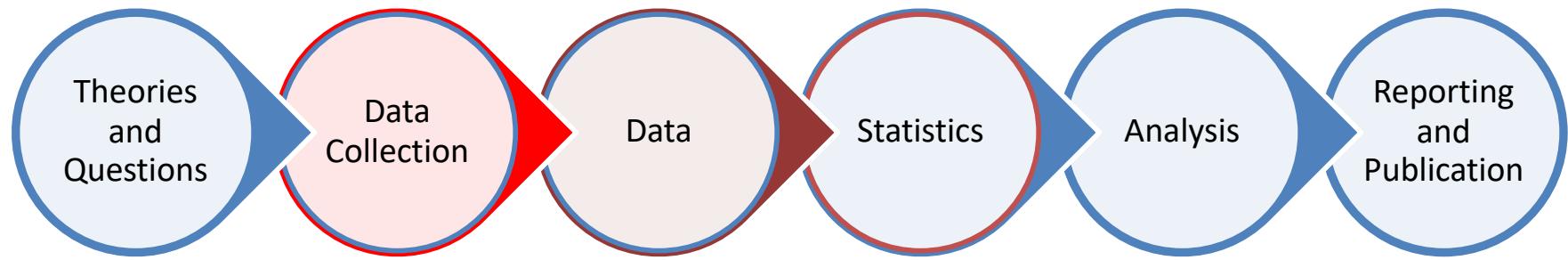


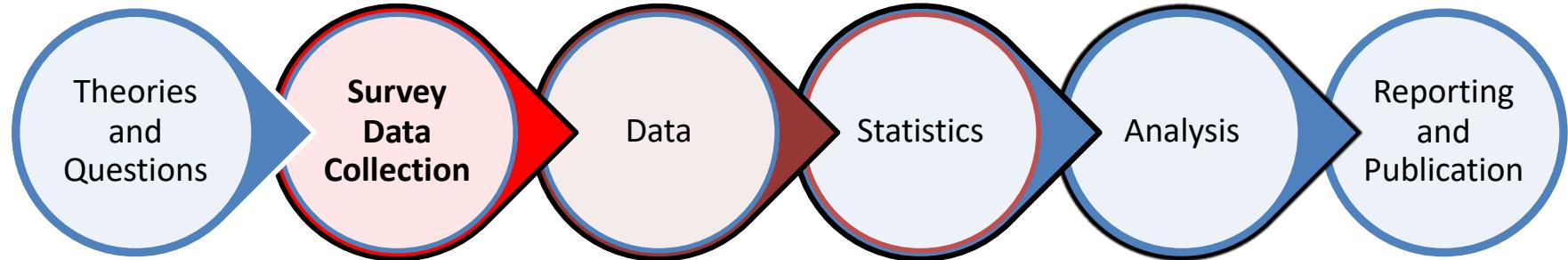


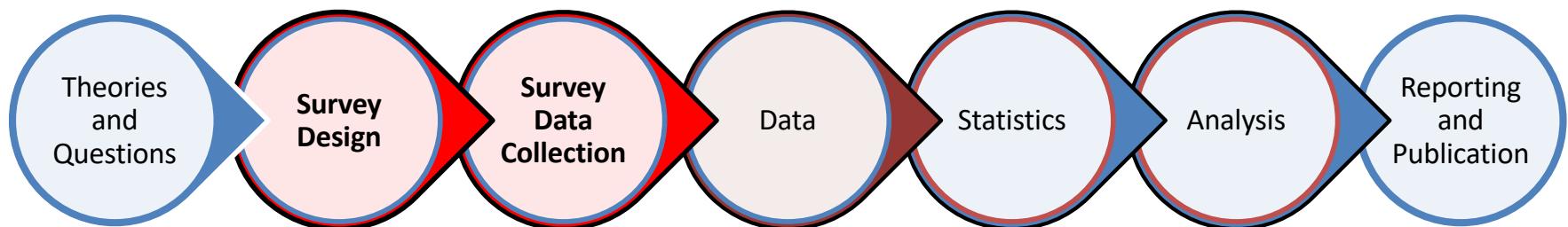
Data











Key Skills Taught in Course:



How to use surveys to answer questions



How to design and collect survey data



How to interpret and analyze survey data

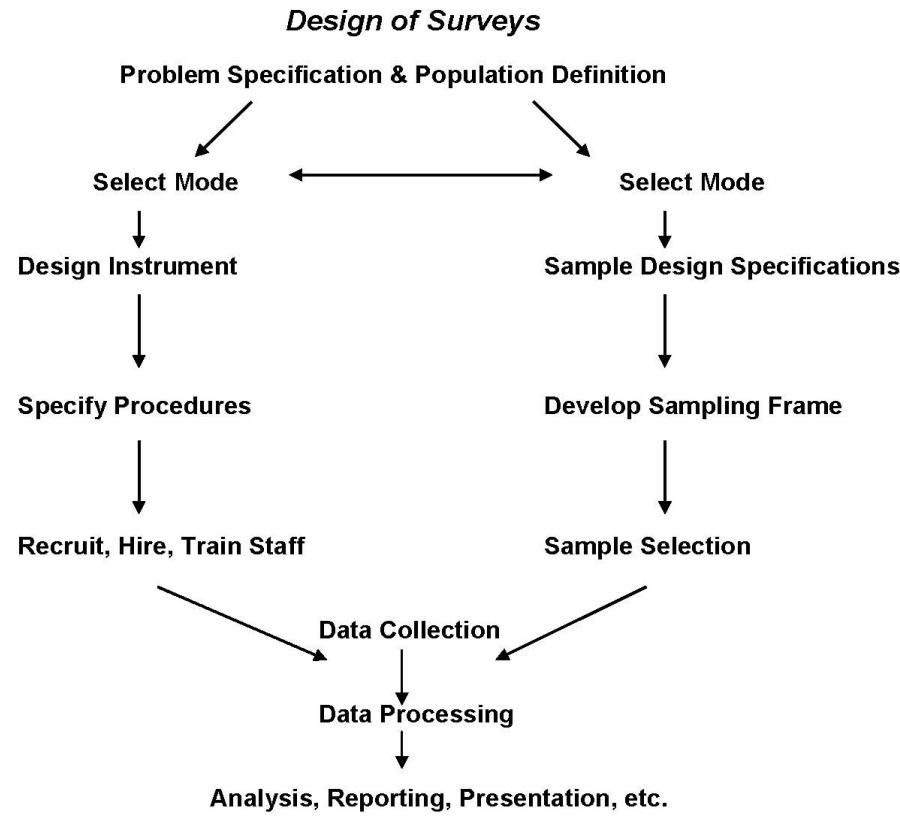


How to understand errors in surveys

Perspectives on Survey Research

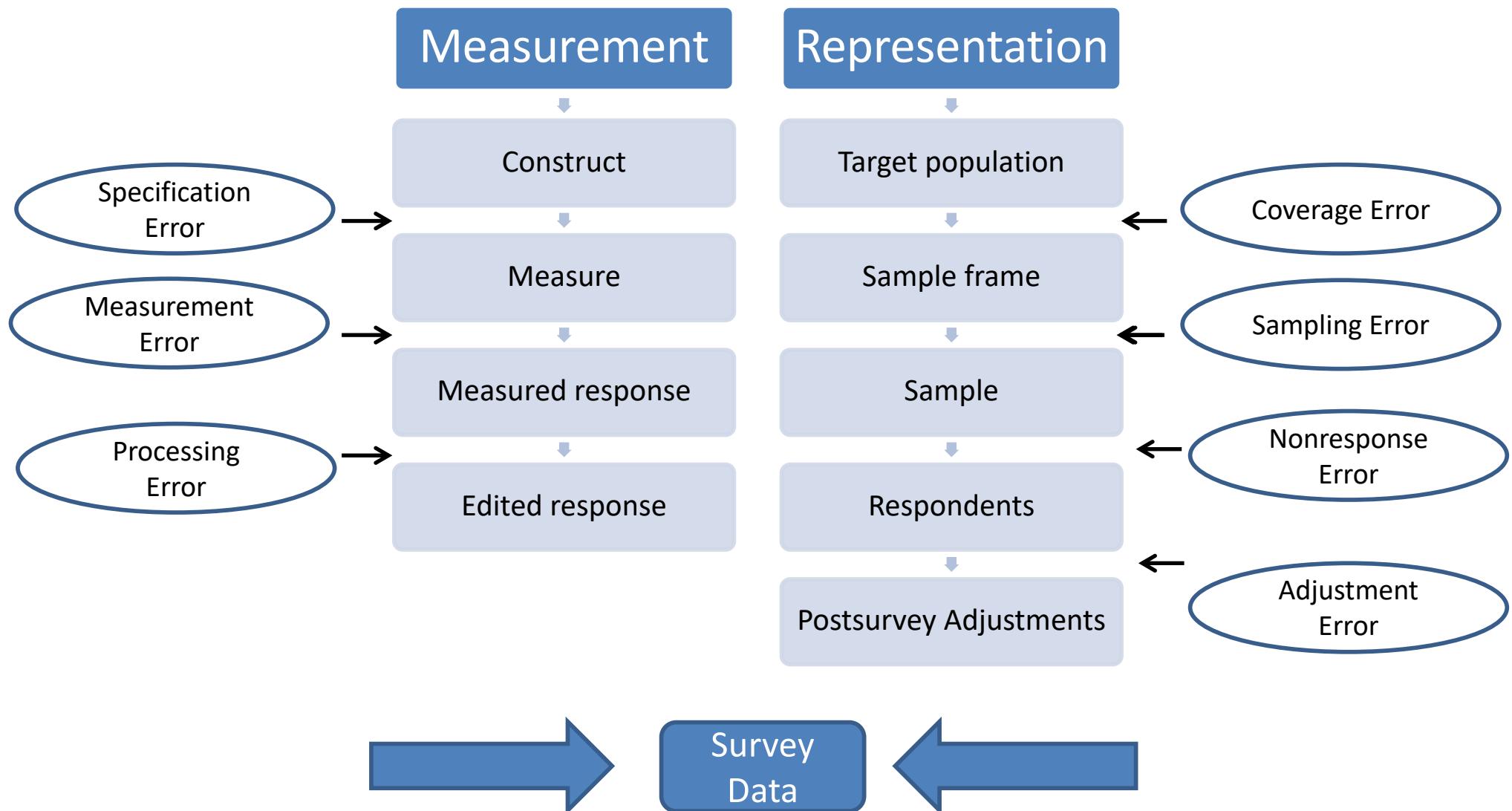
- Survey Design Perspective
 - Steps to use in implementing a survey
- Survey Quality Perspective
 - Sources of error in surveys

Survey Design Perspective



Note: Adapted from Groves (1989)

Survey Error Perspective



GOV 1010: Course Format

- Lecture
- In Class Exercises
- Group Project
- In-Class Exam (10%)
- Final Paper

GOV 1010: Texts

- Dillman, Don A. Jolene Smyth and Leah Melani Christian. *Internet, Phone, Mail, and Mixed Mode Surveys; The Tailored Design Method* 4th Edition (Wiley 2014)**
- Groves, Robert M. et. al. *Survey Methodology*, Hoboken, NJ.: Wiley (2006)*
- Blair, Edward and Johnny Blair. *Applied Survey Sampling*. Los Angeles: Sage (2015)
- *Other readings on course web site***

*** Readings available at NO COST through Harvard Library or on Canvas*

GOV 1010: Policies

- Collaboration required on group project
 - Final paper must be your own work, written individually
- Accessibility, Services, and Support
 - Please see me by second week if any special accommodations are required
- Late Assignments
 - Accepted at discretion of instructor
 - Marked down
 - See syllabus for full details
- Absences
 - One No Questions absence allowed
 - See syllabus for full details

GOV 1010: Course Requirements

- Class Participation (10%)
 - Includes attendance and pre-class assignments
- Group Participation (10%)
 - Includes participation in class AND in groups
- Assignments (30%)
 - Preliminary Research Question (5)
 - Group Research Proposal (10%)
 - Questionnaire (Group) (5%)
 - Pre-Test Report (Group) (10%)
- Survey Critiques (10%)
- In-Class Examination (10%)
- Final Paper (35%)

Note Short Assignment Due Before Next Class

The screenshot shows a learning management system interface for a course titled "GOV 1010". The left sidebar contains various navigation links: Account, Dashboard, Courses (which is highlighted with a red oval), Calendar, Inbox, Help, Syllabus, Home, Modules (which is highlighted with a blue box), Assignments, Discussions, Grades, Files, People, Library Reserves, Academic Integrity Policy, Support Resources, and Final Assessment Info.

A red arrow points from the "Modules" link in the sidebar to a callout box on the right. The callout box is titled "Short Pre-Class Assignments" and contains the following text:

Week 1: Short Pre-Class Exercise
Sep 8 | 1 pts

Pay attention to things you read or hear over the next day. Try to find at least one time someone uses data or statistics to illustrate something, make a point, or advance an argument.

Please choose only one example. Do not spend too much time on this. There are no right or wrong answers to this. No answer is better or worse than any other.

Please submit your responses by 9:00 pm on Sunday, September 8. We will discuss examples in class on Monday.

QUESTIONS?