AmericasBarometer 2023: United States

Technical Information

Country	Year	Sample Size	Weighted/Unweighted	Fieldwork dates
United States	2023	1,500	Weighted	July 21st to July 26th, 2023

LAPOP LAB AmericasBarometer 2023 Survey Round

The 2023 AmericasBarometer represents the 10th round of LAPOP Lab main project, which marks a significant milestone in the realm of public opinion research in the Americas. Over the past decade, the Americas Barometer has emerged as a leading source of data, providing valuable insights into the political, social, and economic landscape of the region. With its rigorous methodology and extensive coverage, the survey has been instrumental in understanding the diverse perspectives and attitudes of citizens across Latin America and the Caribbean. The AmericasBarometer permits valid comparisons across countries, and time, via a common core questionnaire and standardized methods. Over the years, the AmericasBarometer have interviewed over 385,000 respondents across the region.

In the 2023 round of the AmericasBarometer, LAPOP Lab switched back to its conventional data collection mode (Face-to-Face household surveys). At the heart of the survey's methodology lies a robust and complex sample design. Following the methodology of previous rounds, the 2023 AmericasBarometer continues to use the sample strategy introduced in the 2012 round of the surveys and also employed in the 2014, 2016/17 and 2018/19 rounds. This sample design continues to use, in almost all cases, the same stratification employed since 2004, making adjustments where necessary when census information is updated. The sample design aims for representative results at the primary stratum level, accounting for urban/rural areas and the size of municipalities. This approach ensures a thorough and nuanced understanding of public opinion across different geographic and demographic segments. By stabilizing primary sampling unit (PSU) and cluster sizes and employing Probability Proportional to Size (PPS) method for PSU selection, the survey maximizes efficiency and minimizes intra-class correlation.

As in previous rounds of the Americas Barometer, we conducted web surveys in the U.S. and Canada. In Haiti and Nicaragua, we conducted CATI interviews using Random-Digit Dialing (RDD) of mobile phone numbers as sampling frames.

The quality control process for the Americas Barometer 2023 round continues using the LAPOP's Fieldwork Algorithm for LAPOP Control over survey Operations and Norms (FALCON). FALCON gathers information about each interview such as recordings, interviewer images, question and questionnaire timing, and interviewer performance indicators that are daily monitored during data collection to guarantee that each interview meet LAPOP Lab's quality control standards.

For the 2023 AmericasBarometer, LAPOP Lab collected data in 26 countries in the Americas, from January to November 2023. All country datasets and reports available for download for free at www.LapopSurveys.org.

The remaining pages of this technical note describe the sample design of the 2023 AmericasBarometer survey in the United States.

2023 AmericasBarometer: United States

This survey was carried out between July 21st and July 26th, 2023, as part of LAPOP's 2023 AmericasBarometer. It is a follow up to LAPOP's AmericasBarometer surveys of 2006, 2008, 2010, 2012, 2014, 2017, 2019 and 2021. The 2023 survey fieldwork was carried out by YouGov America on behalf of LAPOP. Key funding came from Vanderbilt University.

Questionnaire pretesting took place between May 22nd and 26th, 2023, and pilot surveys were conducted between July 10th and July 17th, 2023. The survey questionnaire was programmed in Spanish and English. A full copy of the 2023 AmericasBarometer United States questionnaire can be found at LAPOP's website at www.LapopSurveys.org.

The best practice known to do a web survey is a technique called "sample matching" described by Rivers (2011): a target is selected from the sampling frame (e.g. a national census) using a random sampling of some type. Then the closest match in the pool of available respondents (i.e. the panel) is chosen for surveying. This matching is performed using propensity score to measure the similarity between pairs of respondents. The resulting sampling distribution is similar to that of simple random sampling from the population if the pool is sufficiently large and diverse.

YouGov America interviewed 1,672 respondents who were then matched down to a sample of 1,500 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2019 American

Community Survey (ACS) one-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

Sample matching starts with an enumeration of the target population[1]. In the case of LAPOP AmericasBarometer Survey, the target population is adult general population of the United States (18 years and older). 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, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2016 and 2020 Presidential vote choice, and a four-way stratification of gender, age, race, and education, to produce the final weight.

Table 1 shows the unweighted sample size in each of the four regions (strata) and by demographic characteristics.

Table 1: Sample sizes by Strata and demographic characteristics in the 2023 AmericasBarometer Survey in the United States

	Unweighted Sample Size
Strata	
West	308
Midwest	331
Northeast	257
South	604
Age	
18 - 25	155
26 - 35	260
36 - 45	259
46 - 55	231
56 - 65	285
66+	310
Gender	
Men	713
Women	776
Neither man nor woman	11
Race	

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[1] In other LAPOP surveys, this would be the sampling frame. Unlike conventional sampling, web-based surveys are not drawn from a sampling frame, so it is necessary to define and enumerate the target population as a first step.

White	1,046
Black	204
Hispanic or Latino	145
Other	105
Total	**1,500**

Participants were awarded points for completing the survey which they can be redeem for gift cards. The points for the 2023 Americas Barometer survey in the U.S were the equivalent to about US$1.50.

Quality Control in the United States Dataset

Participant responses are regularly checked during fieldwork. Interviews in which respondents speed through the survey, skip too many questions in the questionnaire, or give conflicting demographic information based on what we have previously profiled are dropped by YouGov America.

Response Rates in the 2023 AB survey in the United States

Below we show the number of participants invited from the panel to complete the survey, the number of participants that never accepted the invitation, and the total number of complete interviews. AmericasBarometer response rates are based on AAPOR's Standard Definitions. The response rate is the number of complete interviews with reporting units divided by the number of eligible reporting units in the sample.

Table 2: Response Rates in the 2023 AmericasBarometer Survey in the United States

Description	Number of Participants
Invitations	4,759
Nonrespodents	2,455
Starts	2,304
Screenout	129
Partial completes	171
Completes	1,870[2]
	Rates
Eligibility rate	88.60%
AAPOR RR3 - Response Rate	44.30%

Weighting of the United States dataset

The dataset contains a variable called "wt" which is the "country weight" variable. Since in the case of the United States the sample is not self-weighted, the weight factor ("wt") should be used to produce cross-time comparisons. When using this dataset for cross-country comparisons, in order to give each country in the study an identical weight in the pooled sample, LAPOP reweights each country data set in the merged files so that each country has an N of 1,500. The weight variable for cross-country comparisons is called "weight1500." In SPSS, this is done via the "weight" command. Weights are already activated in SPSS datasets. In Stata, one should use the svyset command to weight the data and declare the sampling information to correctly compute standard errors that take into account the design effects. The command for single country, single year studies is: **svyset upm [pw=wt], strata(estratopri)**. For cross-country and/or cross-time studies, the command is: **svyset upm [pw=weight1500], strata(strata)**. These declarations have been made in Stata datasets. However, you must use the svy prefix with estimation commands to compute the weighted statistics and correct standard errors (see help svy_estimation within Stata for more information).

For additional information, contact lapop@vanderbilt.edu.

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[2] Dataset is further clean by YouGov America to delete the top 2% of interviews in which respondents skipped questions, the top 2% of interviews in which respondents rushed their answers and interviews in which respondents gave bad answers in open-ended questions.