TASS - Wave 1 - October 2023

Sample	3,281 U.S. Adults
Conducted	October 16 - October 24, 2023
Margin of Error	$\pm 2.3\%$

Polling Methodology and Margin of Error Calculation

The American Social Survey (TASS) Wave 1 2023 from Washington University in St. Louis was conducted by YouGov using a nationally representative sample of 3,281 U.S. adults interviewed online between October 16 - 24, 2023.

This sample was weighted according to gender, age, race, and education based on the American Community Survey, conducted by the U.S. Bureau of the Census, as well as 2020 Presidential vote, baseline party identification, and 2022 Congressional vote. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022 and is weighted to the estimated distribution at the time (33% Democratic, 31% Republican).Respondents were selected from YouGov's opt-in panel to be representative of all U.S. adults. The weights range from 0.5 to 6.0, with a mean of 1.0 and a standard deviation of 0.9.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately 2.3%. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + \mathrm{CV}^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.