Verasight MPSA Omnibus Survey #2025-026
Methodology Statement

Verasight collected data for this project from April 9 - 15th, 2025. The sample consists of 3,000 United States adults. All questions were submitted by attendees of the 2025 Midwest Political Science Association (MPSA) conference. Respondents were randomly assigned to one of three modules (N = 1,000 per module), each containing an approximately equal subset of the survey questions.

The sampling criteria for this survey were:

1. Adults (age 18+)

The selection criteria for the final sample were:

1. Passed all data quality assurance checks, outlined below

The data in each module are weighted to match the February 2025 Current Population Survey on age, race/ethnicity, sex, income, education, region, and metropolitan status, as well as to a running three-year average of partisanship distributions from the Pew Research Center NPORS benchmarking surveys, and population benchmarks of 2024 presidential vote. The margin of sampling error, which accounts for the design effect and is calculated using the classical random sampling formula, is +/- 3.5% for the *elections* module, +/- 3.3% for the *policy* module, and +/- 3.5% for the *society* module.

All respondents were recruited via email from the Verasight Community, which is composed of individuals recruited via random address-based sampling, random person-to-person text messaging, and dynamic online targeting. All Verasight community members are verified via multi-step authentication, including providing an SMS response from a mobile phone registered with a major U.S. carrier (e.g., no VOIP or internet phones) as well as within-survey technology, including verifying the absence of non-human responses with technologies such as Google reCAPTCHA v3. Those who exhibit low-quality response behaviors over time, such as straight-lining or speeding, are also removed and prohibited from further participation in the community. Verasight Community members receive points for taking surveys that can be redeemed for Venmo or PayPal payments, gift cards, or charitable donations. Respondents are never routed from one survey to another and receive compensation for every invited survey, so there is never an incentive to respond strategically to survey qualification screener questions.

To further ensure data quality, the Verasight data team implements a number of post-data collection quality assurance procedures, including confirming that all responses correspond with U.S. IP addresses, confirming no duplicate respondents, verifying the absence of non-human responses, and removing any respondents who failed in-survey attention and/or straight-lining checks. Respondents that completed the survey in less than 30% of the median completion time were removed.

Unmeasured error in this or any other survey may exist. Verasight is a member of the American Association for Public Opinion Research Transparency Initiative.