



Data for Progress and the Commonwealth Institute Modeling Poll

February 2023



About Data for Progress

Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win.



Modeling Methodology

Modeling Methodology

- From November to December, 2022 DFP collected almost 12,000 national survey IDs to estimate public opinion at the state level and in smaller geographies using a process called multilevel regression with poststratification (MRP)
- This process involves training a machine learning model on the survey responses linked to a commercial voter file
- This model accounts for over 400 variables that includes vote history, participation in primaries, and political and demographic characteristics of the respondents' census tract

Modeling Methodology

- Once trained on the data, the model scores individual voters on their probability of support for policies, and creates aggregate estimates across the following geographies among registered voters
 - States
 - Congressional districts
 - State Senate districts
 - State House districts
 - Counties

Modeling Methodology

- The MRP methodology differs from traditional polling as it is an **estimation technique**, and the measures of uncertainty are typically double that of a traditional poll
- However, the model remains informative in providing baseline estimates of public opinion in smaller geographies.
- Other methods, such as disaggregating a traditional poll into these smaller geographies would lead to unrepresentative results
 - Data sparsity
 - Uneven subgroup observations



Policy Results

Support for Taxing Corporations and the Wealthy in VA

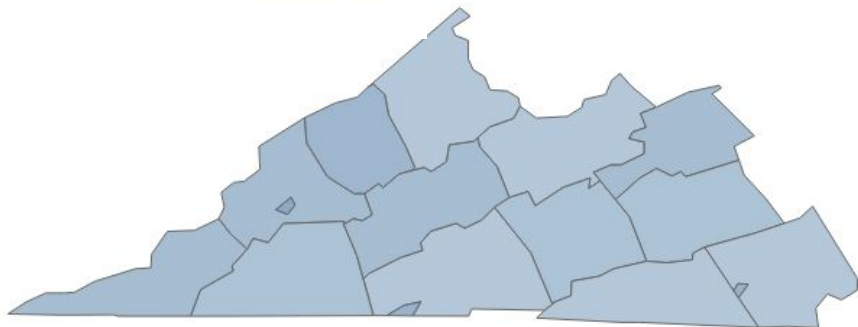
- 1) When thinking about taxes in your state which fund public services, which of the following statements comes closer to your view, even if neither is exactly right?
 - Response option: **“Profitable corporations and wealthy individuals are not paying enough in state taxes”**
 - We estimate **80 percent** of registered voters believe corporations and wealthy individuals are not paying enough taxes in Virginia
 - Response option: “Profitable corporations and wealthy individuals already pay enough in state taxes”
 - Only 20 percent of registered voters say profitable corporations and wealthy individuals pay enough taxes in Virginia

Majority of Voters in Every Region Believe Corporations are Not Paying Enough in Taxes

Southwest

Share of registered voters

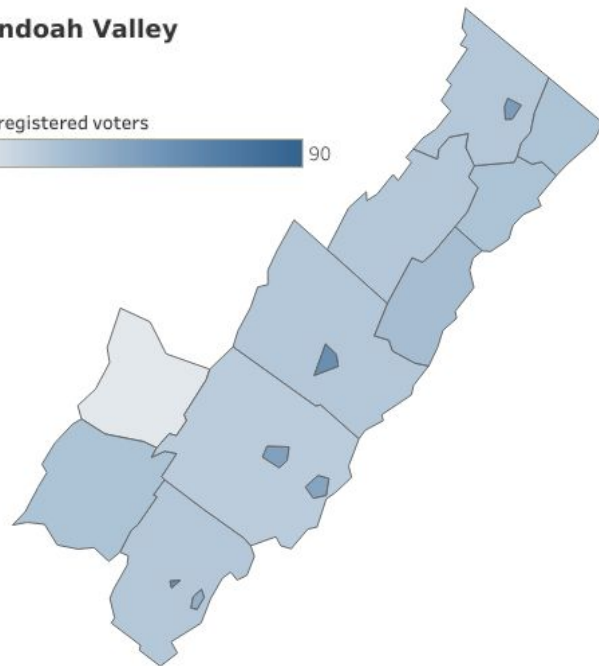
65 90



Shenandoah Valley

Share of registered voters

65 90



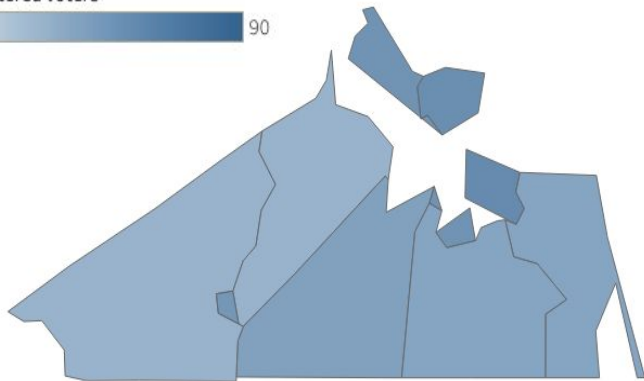
Data is available for all regions, counties, and independent cities

Majority of Voters in Every Region Believe Corporations are Not Paying Enough in Taxes

Hampton Roads

Share of registered voters

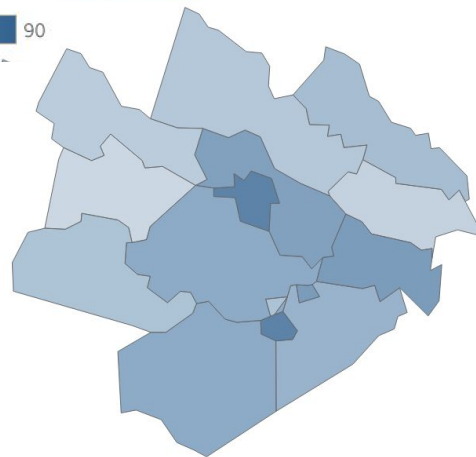
65 90



Richmond-Petersburg area

Share of registered voters

65 90



Data is available for all regions, counties, and independent cities



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Learn more at dataforprogress.org or follow DFP on Twitter at [@dataprogress](https://twitter.com/dataprogress).

Methodology

From November 22 to December 20th, 2022, Data for Progress collected 11,539 national survey IDs using web-panel respondents. Data for Progress then estimated opinion across subnational geographies using a process called MRP (Multilevel regression with poststratification). The process involves using a machine learning model trained on nationally representative survey responses linked to a commercial voter file. The model accounts for over 400 variables, including individual demographic characteristics, vote history, and primary participation as well as the political and demographic characteristics of the respondents' census tract. Once trained on our survey data, the model is used to estimate opinion in the population of registered voters.

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