

Methodology

The American Trends Panel survey methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. The panel is being managed by Ipsos.

Data in this report are drawn from the panel wave conducted June 3 to June 17, 2019. A total of 4,272 panelists responded out of 5,869 who were sampled, for a response rate of 73%. This does not include six panelists who were removed from the data due to extremely high rates of refusal or straightlining. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 5.1%. The break-off rate among panelists who logged onto the survey and completed at least one item is 1.7%. The margin of sampling error for the full sample of 4,272 respondents is plus or minus 1.9 percentage points.

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of which 9,942 agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a random, address-based sample of households selected from the U.S. Postal Service's Delivery Sequence File. In each household, the adult with the next birthday was asked to go online to complete a survey, at the end of which they were invited to join the panel. For a random half-sample of invitations, households without internet access were instructed to return a postcard. These households were contacted by telephone and sent a tablet if they agreed to participate. A total of 9,396 were invited to join the panel, and 8,778 agreed to join the panel and completed an initial profile survey. Of the 18,720 individuals who have ever joined the ATP, 13,459 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.¹

¹ AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling](#)."

Weighting

The ATP data were weighted in a multistep process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 and 2017 some respondents were subsampled for invitation to the panel. The next step in the weighting uses an iterative technique that aligns the sample to population benchmarks on the dimensions listed in the accompanying table.

Sampling errors and test of statistical-significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the American Trends Panel's Hispanic sample is predominantly U.S. born and English speaking.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	4,272	1.9 percentage points
Total social media users	3,497	2.1 percentage points
Social media users in Form 1	1,769	2.9 percentage points
Social media users in Form 2	1,728	2.9 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

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Topline questionnaire

2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 49 JUNE 2019
DRAFT TOPLINE
JUNE 3-17, 2019
TOTAL N=4,272

ASK IF SOCIAL MEDIA USER (YES TO ANY IN SOCMEDIAUSE)² [N=3,578]:

ELECTFTGSNSINT Thinking about the posts and discussions you see on social media about politics and the 2020 election, which comes closer to your view? **[RANDOMIZE RESPONSES 1-2, 3 ALWAYS LAST]**

July 12-Aug 8 <u>2016</u>	June 3-17 <u>2019</u>	
20	15	I like seeing lots of political posts and discussions on social media
37	46	I am worn-out by how many political posts and discussions I see on social media
41	38	I don't feel strongly about these posts one way or the other
2	1	No Answer

ASK IF FORM 1 SOCIAL MEDIA USER (YES TO ANY IN SOCMEDIAUSE) [N=1,800]:

TALKDISASNSINT In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find it to be...
[RANDOMIZE]

July 12- Aug 8 <u>2016</u>	June 3-17 <u>2019</u>	
35	27	Interesting and informative
59	68	Stressful and frustrating
6	5	No Answer

ASK IF FORM 2 SOCIAL MEDIA USER (YES TO ANY IN SOCMEDIAUSE) [N=1,778]:

TALKCMNSNSINT In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find that... **[RANDOMIZE]**

July 12- Aug 8 <u>2016</u>	June 3-17 <u>2019</u>	
29	26	You have more in common politically than you thought
64	67	You have less in common politically than you thought
7	7	No Answer

² The 2019 survey required respondents to provide an explicit response for whether or not they use Facebook, Twitter, Instagram or "any other social media sites," while the 2016 survey presented respondents with a list of these sites and allowed them to select the ones they use.