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 subsample from the ATP was selected by grouping panelists into five strata so demographic groups that are underrepresented in the panel had a higher probability of selection than overrepresented groups:

- Stratum A consists of panelists who are non-internet users. They were sampled at a rate of 100%.
- Stratum B consists of panelists with a high school education or less. They were sampled at a rate of 98.9%.
- Stratum C consists of panelists that are Hispanic, unregistered to vote, or non-volunteers. They were sampled at a rate of 44.8%.

### American Trends Panel recruitment surveys

<table>
<thead>
<tr>
<th>Recruitment dates</th>
<th>Mode</th>
<th>Invited</th>
<th>Joined</th>
<th>Active panelists remaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 23 to March 16, 2014</td>
<td>Landline/cell RDD</td>
<td>9,809</td>
<td>5,338</td>
<td>2,503</td>
</tr>
<tr>
<td>Aug. 27 to Oct. 4, 2015</td>
<td>Landline/cell RDD</td>
<td>6,004</td>
<td>2,976</td>
<td>1,464</td>
</tr>
<tr>
<td>April 25 to June 4, 2017</td>
<td>Landline/cell RDD</td>
<td>3,905</td>
<td>1,628</td>
<td>801</td>
</tr>
<tr>
<td>Aug. 8 to Oct. 31, 2018</td>
<td>ABS/web</td>
<td>9,396</td>
<td>8,778</td>
<td>8,691</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29,114</strong></td>
<td><strong>18,720</strong></td>
<td><strong>13,489</strong></td>
<td></td>
</tr>
</tbody>
</table>

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.
Stratum D consists of panelists that are black or 18 to 34 years old. They were sampled at a rate of 18.2%.

Stratum E consists of the remaining panelists. They were sampled at a rate of 13.5%.

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 (ABS) 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

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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:

<table>
<thead>
<tr>
<th>Group</th>
<th>Unweighted sample size</th>
<th>Plus or minus percentage points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sample</td>
<td>4,272</td>
<td>1.9</td>
</tr>
<tr>
<td>Men</td>
<td>1,875</td>
<td>2.9</td>
</tr>
<tr>
<td>Women</td>
<td>2,397</td>
<td>2.4</td>
</tr>
<tr>
<td>White</td>
<td>2,887</td>
<td>2.2</td>
</tr>
<tr>
<td>Black</td>
<td>445</td>
<td>5.8</td>
</tr>
<tr>
<td>Hispanic</td>
<td>611</td>
<td>5.5</td>
</tr>
<tr>
<td>Ages 18-29</td>
<td>671</td>
<td>4.8</td>
</tr>
<tr>
<td>30-49</td>
<td>1,314</td>
<td>3.3</td>
</tr>
<tr>
<td>50-64</td>
<td>1,308</td>
<td>3.4</td>
</tr>
<tr>
<td>65+</td>
<td>977</td>
<td>3.8</td>
</tr>
<tr>
<td>&lt;$30K</td>
<td>1,107</td>
<td>3.8</td>
</tr>
<tr>
<td>$30K-$74K</td>
<td>1,469</td>
<td>3.2</td>
</tr>
</tbody>
</table>

Note: Estimates from the ACS are based on non-institutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total US adult population.
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

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE EITHER BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

ASK ALL:

HOMEASSIST1  Do you have a voice-controlled smart speaker in your home, such as an Amazon Echo or a Google Home?

June 3-17, 2019
25  Yes
75  No
*  No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:

HOMEASSIST2  How concerned are you, if at all, about how much data your smart speaker collects about you?

June 3-17, 2019
14  Very concerned
40  Somewhat concerned
36  Not too concerned
10  Not at all concerned
  -  No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:

HOMEASSIST3  Do you ever say “please” when speaking to your smart speaker?

June 3-17, 2019
19  Yes, frequently
35  Yes, on occasion
46  No
*  No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:

HOMEASSIST4  How important is it that your smart speaker takes your personal interests and preferences into account when responding to your questions or commands?

June 3-17, 2019
18  Very important
38  Somewhat important
31  Not too important  
12  Not important at all  
 1  No Answer  

**ASK IF FORM 1 SMART SPEAKER OWNER (HOMEASSIST1=1) [N=541]:**  
HOMEASSIST5a  Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future?

June 3-17, 2019  
   42  Yes  
   58  No  
    *  No Answer  

**ASK IF FORM 2 SMART SPEAKER OWNER (HOMEASSIST1=1) [N=526]:**  
HOMEASSIST5b  Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future, even if that meant it would need to collect more personal information about you?

June 3-17, 2019  
   33  Yes  
   66  No  
    1  No Answer  

**ASK ALL:**  
**[RANDOMIZE ORDER OF QUESTIONS A-F]**  
DATAUSE  Now thinking about other ways that private companies and government agencies might use data or information they collect about people...

In your opinion, do you think the following uses of data or information are acceptable or unacceptable?

<table>
<thead>
<tr>
<th></th>
<th>Acceptable</th>
<th>Unacceptable</th>
<th>Not sure</th>
<th>No Answer</th>
</tr>
</thead>
</table>
| a. **[FORM 1 [N=2,140]]** The government collecting data about all Americans to assess who might be a potential terrorist threat  
   June 3-17, 2019  | 49         | 31           | 19       | *         |
| f. **[FORM 2 [N=2,132]]** Makers of smart speakers sharing audio recordings of their customers with law enforcement to help with criminal investigations  
   June 3-17, 2019  | 25         | 49           | 25       | 1         |