

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 is drawn from the panel wave conducted Jan. 21 to Feb. 3, 2020. A total of 8,057 panelists responded out of 12,442 who were sampled, for a response rate of 65%. This

includes 5,499 from the ATP and an oversample of 2,558 respondents sampled from Ipsos' KnowledgePanel. This does not include four 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 3.3%. The break-off rate among panelists who logged onto the survey and completed at least one item is 2.7%. The margin of sampling error for the full sample of 8,057 respondents is plus or minus 1.6 percentage points.

American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	2,315
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,337
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	685
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	6,421
Aug. 19 to Nov. 30, 2019	ABS/web	5,900	4,720	4,705
	Total	35,014	23,440	15,463

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.

PEW RESEARCH CENTER

This study featured a stratified random sample from the ATP. The sampling strata were defined by the following variables: age, ethnicity, education, country of birth (among Hispanics), internet status, party affiliation, voter registration and volunteerism. The KnowledgePanel sample consisted of an oversample of members that identify as being black, including, but not limited to, identifying as black and Hispanic or black and another race.

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. The same recruitment procedure was carried out on Aug. 19, 2019, from which a total of 5,900 were invited to join the panel and 4,720 agreed to join the panel and completed an initial profile survey. Of the 23,440 individuals who have ever joined the ATP, 15,463 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 was weighted in a multistep process that begins with a base weight incorporating the respondents' original selection probability. 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. For this wave, an additional weighting parameter was added to adjust for oversampling black respondents.

Sampling errors and test of statistical significance take into account the effect of weighting. Interviews are conducted in both English and Spanish.

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:

Weighting dimensions

Variable	Benchmark source
Gender	2018 American Community Survey
Age	
Education	
Race/Hispanic origin	
Country of birth among Hispanics	
Home internet access	
Region x Metropolitan status	2019 CPS March Supplement
Volunteerism	2017 CPS Volunteering & Civic Life Supplement
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	Average of the three most recent Pew Research Center telephone surveys.

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.

PEW RESEARCH CENTER

Group	Unweighted sample size	Plus or minus ...
Total sample	8,057	1.6 percentage points
White, non-Hispanic	3,159	2.0 percentage points
Black, non-Hispanic	3,254	2.3 percentage points
Hispanic	933	4.9 percentage points
Protestant	4,184	2.3 percentage points
<i>White evangelical</i>	714	4.2 percentage points
<i>White, not evangelical</i>	605	4.6 percentage points
<i>Black Protestant</i>	2,368	2.6 percentage points
Catholic	1,165	3.8 percentage points
<i>White Catholic</i>	547	4.7 percentage points
<i>Hispanic Catholic</i>	413	7.0 percentage points
Unaffiliated	2,135	2.9 percentage points
<i>White unaffiliated</i>	996	3.7 percentage points
<i>Black unaffiliated</i>	626	5.3 percentage points
<i>Hispanic unaffiliated</i>	274	8.8 percentage points
All adults who attend at least a few times a year	4,435	2.2 percentage points
White, non-Hispanic	1,429	3.0 percentage points
Black, non-Hispanic	2,169	2.8 percentage points
Hispanic	502	6.6 percentage points
Protestant	3,119	2.8 percentage points
<i>White evangelical</i>	557	4.7 percentage points
<i>White, not evangelical</i>	318	6.4 percentage points
<i>Black Protestant</i>	1,874	3.0 percentage points
Catholic	720	4.9 percentage points
<i>White Catholic</i>	309	6.3 percentage points
<i>Hispanic Catholic</i>	281	8.6 percentage points
Unaffiliated	283	8.7 percentage points

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

© Pew Research Center, 2020