

Methodology

The American Trends Panel survey methodology

Overview

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. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from ATP Wave 148, conducted from May 13 to May 19, 2024, and includes an [oversample](#) of non-Hispanic Asian adults, non-Hispanic Black adults, Hispanic adults, adults ages 18 to 29 and panelists who are using a Center-provided tablet, in order to provide more precise estimates of the opinions and experiences of these smaller demographic subgroups. These oversampled groups are weighted back to reflect their correct proportions in the population.

A total of 8,638 panelists responded out of 9,567 who were sampled, for a response rate of 90%. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 8,638 respondents is plus or minus 1.5 percentage points.

Panel recruitment

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 whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based sampling (ABS) recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. This Postal Service 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 Within each sampled household, the adult with the next

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

birthday is asked to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.²

We have recruited a national sample of U.S. adults to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an “oversample”) to boost sample size with underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

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	1,389
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	831
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	404
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	3,839
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,385
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,438
May 29 to July 7, 2021; Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	731
May 24 to Sept. 29, 2022	ABS	3,354	2,869	1,448
April 17 to May 30, 2023	ABS	686	576	432
	Total	43,580	30,859	11,897

Note: RDD is random-digit dial; ABS is address-based sampling. 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.

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Across the six address-based recruitments, a total of 23,862 adults were invited to join the ATP, of whom 20,917 agreed to join the panel and completed an initial profile survey. Of the 30,859 individuals who have ever joined the ATP, 11,897 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the U.S., including Alaska and Hawaii. It featured a stratified random sample from the ATP in which Hispanic men, non-Hispanic Black men, non-Hispanic Asian adults, adults ages 18 to 29 and panelists who are using a Center-provided tablet were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent

² Email pewsurveys@pewresearch.org.

possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was May 13 to May 19, 2024. Postcard notifications were mailed to a subset of ATP panelists³ with a known residential address on May 13.

Invitations were sent out in two separate launches: soft launch and full launch.

Seventy panelists were included in the soft launch, which began with an initial invitation sent on May 13. The ATP panelists chosen for the

initial soft launch were comprised of 60 known responders who had completed previous ATP surveys within one day of receiving their invitation and a random sample of 10 panelists who are using a Center-provided tablet. All remaining English- and Spanish-speaking sampled panelists were included in the full launch and were sent an invitation on May 14.

Invitation and reminder dates, ATP Wave 148

	Soft launch	Full launch
Initial invitation	May 13, 2024	May 14, 2024
First reminder	May 16, 2024	May 16, 2024
Final reminder	May 18, 2024	May 18, 2024

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³ Postcard notifications are sent to 1) panelists who have been provided with a tablet to take ATP surveys, 2) panelists who were recruited within the last two years and 3) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

All panelists with an email address received an email invitation and up to two email reminders if they did not respond to the survey. All ATP panelists who consented to SMS messages received an SMS invitation and up to two SMS reminders.

Data quality checks

To ensure high-quality data, the Center’s researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, seven ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data is weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process.

First, each panelist begins with a base weight that reflects their probability of selection for their initial recruitment survey.

These weights are then rescaled and adjusted to account for changes in the design of ATP recruitment surveys from year to year.

Finally, the weights are calibrated to align with the population benchmarks in the

accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2022 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Black (alone or in combination) x Hispanic	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	
Party affiliation x Voter registration	2022 CPS Voting and Registration Supplement
Party affiliation x Race/Ethnicity	2023 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	

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

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Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 2nd and 98th percentiles to reduce the loss in precision stemming from variance in the weights. This trimming is performed separately among non-Hispanic Black, non-Hispanic Asian, Hispanic and all other respondents. Sampling errors and tests of statistical significance take into account the effect of weighting.

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.

Sample sizes and margins of error, ATP Wave 148

Group	Unweighted sample size	Weighted %	Plus or minus ...
Total sample	8,638		1.5 percentage points
Half form	At least 4,315		2.2 percentage points
Rep/Lean Rep	3,722	45	2.2 percentage points
Half form	At least 1,833		3.1 percentage points
Dem/Lean Dem	4,614	48	2.1 percentage points
Half form	At least 2,299		3.0 percentage points

Note: This survey includes oversamples of non-Hispanic Asian adults, non-Hispanic Black adults, Hispanic adults, adults ages 18-29 and panelists who are using a Center-provided tablet. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. See the Sample design and Weighting sections above for details.

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

Dispositions and response rates

Final dispositions, ATP Wave 148

	AAPOR code	Total
Completed interview	1.1	8,638
Logged on to survey; broke off	2.12	115
Logged on to survey; did not complete any items	2.1121	41
Never logged on (implicit refusal)	2.11	765
Survey completed after close of the field period	2.27	1
Completed interview but was removed for data quality		7
Screened out		0
Total panelists sampled for the survey		9,567
Completed interviews	I	8,638
Partial interviews	P	0
Refusals	R	921
Non-contact	NC	1
Other	O	7
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		9,567
AAPOR RR1 = I / (I+P+R+NC+O+UH+UO)		90%

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Cumulative response rate as of ATP Wave 148

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	71%
% of those agreeing to join who were active panelists at start of Wave 148	45%
Response rate to Wave 148 survey	90%
Cumulative response rate	3%

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How family income tiers are calculated

Family income data reported in this study is adjusted for household size and cost-of-living differences by geography. Panelists then are assigned to income tiers that are based on the median adjusted family income of all American Trends Panel members. The process uses the following steps:

1. First, panelists are assigned to the midpoint of the income range they selected in a family income question that was measured on either the most recent annual profile survey or, for newly recruited panelists, their recruitment survey. This provides an approximate income value that can be used in calculations for the adjustment.
2. Next, these income values are adjusted for the cost of living in the geographic area where the panelist lives. This is calculated using price indexes published by the U.S. Bureau of Economic Analysis. These indexes, known as [Regional Price Parities \(RPP\)](#), compare the prices of goods and services across all U.S. metropolitan statistical areas as well as non-metro areas with the national average prices for the same goods and services. The most recent available data at the time of the annual profile survey is from 2021. Those who fall outside of metropolitan statistical areas are assigned the overall RPP for their state's non-metropolitan area.
3. Family incomes are further adjusted for the number of people in a household using the methodology from Pew Research Center's previous work on [the American middle class](#). This is done because a four-person household with an income of say, \$50,000, faces a tighter budget constraint than a two-person household with the same income.
4. Panelists are then assigned an income tier. "Middle-income" adults are in families with adjusted family incomes that are between two-thirds and double the median adjusted family income for the full ATP at the time of the most recent annual profile survey. The median adjusted family income for the panel is roughly \$71,800. Using this median income, the middle-income range is about \$47,900 to \$143,600. Lower-income families have adjusted incomes less than \$47,900 and upper-income families have adjusted incomes greater than \$143,600 (all figures expressed in 2022 dollars and scaled to a household size of three). If a panelist did not provide their income and/or their household size, they are assigned "no answer" in the income tier variable.

Two examples of how a given area's cost-of-living adjustment was calculated are as follows: The Anniston-Oxford metropolitan area in Alabama is a relatively inexpensive area, with a price level that is 16.2% less than the national average. The San Francisco-Oakland-Berkeley metropolitan

area in California is one of the most expensive areas, with a price level that is 19.8% higher than the national average. Income in the sample is adjusted to make up for this difference. As a result, a family with an income of \$41,900 in the Anniston-Oxford area is as well off financially as a family of the same size with an income of \$59,900 in San Francisco.

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