

Methodology

The American Trends Panel survey methodology

Overview

Data in this report comes from Wave 157 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from Oct. 7 to Oct. 13, 2024, among a sample of ATP members who indicated that they currently work either full or part time for pay. A total of 5,395 panelists responded out of 6,490 who were sampled, for a survey-level response rate of 90% (AAPOR RR3).

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 6,490 respondents is plus or minus 1.7 percentage points.

SSRS conducted the survey for Pew Research Center via online (n=5,334) and live telephone (n=61) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read “[About the American Trends Panel](#).”

Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for 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 Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.¹ Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.² Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

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

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

² Email pewsurveys@pewresearch.org.

Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States, who work for pay either full-time or part-time. All active panel members who reported working either full or part-time for pay in ATP Wave 150 (fielded in July 2024), were invited to participate in this wave. Respondents were again asked about their current employment situation at the beginning of this survey, and those who indicated that they were not currently working for pay were screened out.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Pew Research Center researchers. The SSRS project 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 gift code to Amazon.com, Target.com or Walmart.com. 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 Oct. 7 to Oct. 13, 2024. Surveys were conducted via self-administered web survey or by live telephone interviewing.

For panelists who take surveys online:³ Postcard notifications were mailed to a subset on Oct. 7.⁴ Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Oct. 7. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on Oct. 8.

³ The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys.

⁴ Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

Invitation and reminder dates for web respondents, ATP Wave 157

	Soft launch	Full launch
Initial invitation	October 7, 2024	October 8, 2024
First reminder	October 10, 2024	October 10, 2024
Final reminder	October 12, 2024	October 12, 2024

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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

For panelists who take surveys over the phone with a live interviewer: Prenotification postcards were mailed on Oct. 4. Soft launch took place on Oct. 7 and involved dialing until a total of three interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

Data quality checks

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing 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, two ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. Weighting parameters were based on the full set of ATP members who were potentially eligible for inclusion in the sample prior to any screening. First, the base weights for all ATP members who responded to the 2024 Annual Profile Survey (Wave 150) were calibrated to align with the population benchmarks in the accompanying table to create a *full-panel weight*.

The full-panel weight for panelists who completed the survey was calibrated to align with the distribution for the entire sample (including those who did not respond to Wave 157) on the following dimensions: age, gender, education, race/ethnicity, years lived in the U.S., volunteerism, voter registration, frequency of internet use, religion, party affiliation, census region, and metropolitan status. Additionally, respondents' employment status (whether they work full or part time for pay) as reported in Wave 157 was weighted to match the distribution from Wave 150. These weights were then trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

American Trends Panel weighting dimensions for full-panel weight

Variable	Benchmark source
Age (detailed)	2022 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
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	2021 CPS Volunteering & Civic Life Supplement
Voter registration	2020 CPS Voting and Registration Supplement
Frequency of internet use	2024 National Public Opinion Reference Survey (NPORS)
Religious affiliation	
Party affiliation x Race/Ethnicity	
Party affiliation among registered voters	

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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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 157

Group	Unweighted sample size	Plus or minus ...
Total sample	5,395	1.7 percentage points
All employed adults who are not self-employed, have one job or multiple jobs and consider one their primary job, and their company or organization has 10 or more people	4,367	1.9 percentage points

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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 157

	AAPOR code	Total
Completed interview	1.1	5,395
Eligible panelist, but broke off before completion	2.1	40
Survey completed after close of the field period	2.27	0
Eligible, but other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	2
Screener not completed	3.2	597
Screened out	4.1	456
Total panelists sampled for the survey		6,490
Completed interviews	I	5,395
Partial interviews	P	0
Refusals	R	40
Non-contact	NC	0
Other	O	2
Unknown household	UH	0
Unknown other	UO	597
Not eligible	NE	456
Total		6,490
Est. eligibility rate among unscreened: $e = (I+P+R+NC+O)/(I+P+R+NC+O+NE)$		92%
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		89%
AAPOR RR3 = $I / (I+P+R+NC+O+[e*(UH+UO)])$		90%

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Cumulative response rate, ATP Wave 157

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 157	35%
Response rate to Wave 157 survey	90%
Cumulative response rate	3%

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