

# Methodology

## The American Trends Panel survey methodology

### Overview

Data in this report comes from Wave 193 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from May 4 to May 17, 2026. A total of 12,574 panelists responded out of 15,557 who were sampled, for a survey-level response rate of 83% (AAPOR RR3).<sup>1</sup> This includes 10,091 respondents from the ATP and an additional 917 from the SSRS Opinion Panel (OP); 1,264 from Ipsos’ KnowledgePanel (KP); and 302 from NORC at the University of Chicago’s AmeriSpeak Panel.

The break-off rate among panelists who logged on to the survey and completed at least one item is 2%. The margin of sampling error for the full sample of 12,574 respondents is plus or minus 1.3 percentage points.

The survey includes [oversamples](#) of Jewish, Muslim and Church of Jesus Christ of Latter-day Saints adults 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.

The survey was centrally administered by SSRS for Pew Research Center. Panelists from the ATP and OP completed surveys online (n=10,667) or by live telephone interviewing (n=341). Panelists from the KnowledgePanel and AmeriSpeak participated online only (n=1,566). Interviews were conducted in both English and Spanish.

To learn more about the ATP, read “[About the American Trends Panel](#).”<sup>2</sup>

### 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.<sup>3</sup> Within each sampled household, the adult with the next

---

<sup>1</sup> The response rate is calculated as the number of eligible completes over the sum of eligible completes, breakoffs and nonrespondents, where it is estimated that 97% of nonrespondents would have been eligible if they responded.

<sup>2</sup> Learn more about the [SSRS Opinion Panel](#), the [Ipsos KnowledgePanel](#), and the [NORC AmeriSpeak Panel](#).

<sup>3</sup> AAPOR Task Force on Address-based Sampling. 2016. “[AAPOR Report: Address-based Sampling](#).”

birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.<sup>4</sup> 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.

### **Sample design**

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. All active ATP panel members were invited to participate in this wave.

The ATP was supplemented with oversamples of members of the Church of Jesus Christ of Latter-day Saints and Muslims from SSRS’ Opinion Panel (OP) Ipsos’ Knowledge Panel (KP) and NORC at the University of Chicago’s AmeriSpeak Panel. The study also included oversamples of Jews from the OP and KP. The oversamples were selected using each panel’s previously collected profile data on religious identity. Oversampled panelists were screened out if their current religious identity (measured in Wave 193) differed from their profile information.

### **Questionnaire development and testing**

The questionnaire was developed by Pew Research Center in consultation with SSRS, Ipsos and NORC. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS, Ipsos and NORC project teams 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.

ATP and OP respondents may receive the post-paid incentive in the form of a check or gift code to merchants such as Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from \$5 to \$20 for ATP respondents, and \$5 to \$10 for OP depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were

---

<sup>4</sup> Email [pewsurveys@pewresearch.org](mailto:pewsurveys@pewresearch.org).

designed to increase panel survey participation among groups that traditionally have low survey response propensities.

AmeriSpeak panelists were offered the cash equivalent of \$10 for completing this survey.

Ipsos operates an ongoing modest incentive program for KnowledgePanel to encourage participation and create member loyalty. The incentive program includes special raffles and sweepstakes with both cash rewards and other prizes to be won. An additional incentive is usually provided for longer surveys.

### Data collection protocol

The data collection field period for this survey was May 4-17, 2026. Surveys were conducted via self-administered web survey or by live telephone interviewing.

**For panelists who take surveys online:**<sup>5</sup> Postcard notifications were mailed to a subset of ATP panelists on May 4.<sup>6</sup> Survey invitations were sent out in two separate launches: soft launch and full launch. 730 panelists were included in the soft launch (60 from the ATP, 333 from SSRS, 262 from Ipsos and 75 from NORC), which began with an initial invitation sent on May 4. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on May 5.

---

### Invitation and reminder dates for web respondents, ATP Wave 193

	Soft launch	Full launch
Initial invitation	May 4, 2026	May 5, 2026
First reminder	May 7, 2026	May 7, 2026
Second reminder	May 10, 2026	May 10, 2026
Third reminder	May 14, 2026	May 14, 2026
Final reminder	May 16, 2026	May 16, 2026

PEW RESEARCH CENTER

---

Panelists participating online were sent an email invitation and up to four email reminders if they did not respond to the survey. Oversample cases from panels other than ATP may have been sent

<sup>5</sup> 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.

<sup>6</sup> 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.

fewer than four reminder notifications if the target sample size was reached early in the field period. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to four SMS reminders.

**For panelists who take surveys over the phone with a live interviewer:** Prenotification postcards were mailed to ATP panelists on May 1. Soft launch took place on May 4 and involved dialing until a total of 10 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, five ATP respondents, five Ipsos respondents and 10 NORC respondents were removed from the survey dataset prior to weighting and analysis.

### **Weighting**

The survey was 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. Base weights for OP, KP and AmeriSpeak panelists were provided by SSRS, Ipsos and NORC respectively.

The base weights for the combined sample were combined and calibrated to align with the population benchmarks in the accompanying table. The weights were trimmed at the 1st and 99.7th percentiles to reduce the loss in precision stemming from variance in the weights. Trimming for Jewish, Muslim, Latter-day Saints and remaining respondents was performed separately.

---

## American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2024 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
Race/Ethnicity x Age	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	2023 CPS Volunteering & Civic Life Supplement
Frequency of internet use	2025 National Public Opinion Reference Survey (NPORS)
Party affiliation x Race/Ethnicity	
Party affiliation x Age	
Validated 2024 presidential election turnout and vote choice	Candidate vote share is based on official results from the Federal Election Commission. Turnout is based on estimates from the Election Lab at the University of Florida. The size of the voting-eligible population is based on the 2023 ACS.
Religious affiliation	2023-24 Religious Landscape Study (RLS III)
<i>Among Jews, Muslims and Latter-day Saints:</i>	
Gender	
Age	
Race/Ethnicity	
Education	

Note: Estimates from the ACS are based on noninstitutionalized adults. For weighting to the 2024 presidential election results, panelists are considered validated voters if their self-report of having voted was confirmed after matching to a national voter registry.

**PEW RESEARCH CENTER**

---

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 193

Group	Unweighted sample size	Plus or minus ...
Total sample	12,574	1.3 percentage points
White evangelical Prot.	1,694	3.0 percentage points
White Prot., not evangelical	1,231	3.6 percentage points
Black Protestant	671	5.2 percentage points
Catholic	1,899	3.2 percentage points
Jewish	1,545	4.0 percentage points
Muslim	525	7.2 percentage points
Religiously unaffiliated	2,879	2.5 percentage points
Ages 18-29	1,093	4.2 percentage points
30-49	4,050	2.2 percentage points
50-64	3,218	2.4 percentage points
65+	4,199	2.3 percentage points
Rep/lean Rep	5,742	1.9 percentage points
18-29	344	7.1 percentage points
30-49	1,714	3.1 percentage points
50-64	1,624	3.2 percentage points
65+	2,054	3.0 percentage points
Dem/lean Dem	6,483	1.8 percentage points
18-29	714	5.1 percentage points
30-49	2,203	3.0 percentage points
50-64	1,517	3.5 percentage points
65+	2,042	3.5 percentage points

Note: This survey includes oversamples of Jewish and Muslim respondents. 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.

PEW RESEARCH CENTER

---

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.

---

**Final dispositions, ATP Wave 193**

	<b>AAPOR code</b>	<b>ATP</b>	<b>SSRS</b>	<b>KP</b>	<b>AmeriSpeak</b>	<b>Total</b>
Completed interview	1.1	10,091	917	1,264	302	12,574
Eligible panelist, but broke off before completing survey	2.10	0	34	132	11	177
Logged in (web) / Contacted (CATI), but did not complete any items	2.11	193	0	0	0	193
Started survey; broke off before completion	2.12	77	0	0	0	77
Never logged on (web) / Never reached on phone (CATI)	2.20	824	0	0	0	824
Survey completed after close of the field period	2.27	0	0	0	0	0
Eligible, but other non-interview	2.30	0	0	0	1	1
Completed interview but was removed for data quality	2.90	5	0	5	10	20
Screener not completed	3.20	0	589	357	338	1,284
Completed interview but was removed for ineligibility		0	104	217	86	407
Screened out	4.10	0	0	0	0	0
<b>Total panelists sampled for the survey</b>		<b>11,190</b>	<b>1,644</b>	<b>1,975</b>	<b>748</b>	<b>15,557</b>
Completed interviews	I	10,091	917	1,264	302	12,574
Partial interviews	P	0	0	0	0	0
Refusals	R	270	34	132	11	447
Non-contact	NC	824	0	0	0	824
Other	O	5	0	5	11	21
Unknown household	UH	0	0	0	0	0
Unknown other	UO	0	589	357	338	1,284
Not eligible	NE	0	104	217	86	407
<b>Total</b>		<b>11,190</b>	<b>1,644</b>	<b>1,975</b>	<b>748</b>	<b>15,557</b>
Est. eligibility rate among unscreened: $e = (I+P+R+NC+O)/(I+P+R+NC+O+NE)$		<b>100%</b>	<b>90%</b>	<b>87%</b>	<b>79%</b>	<b>97%</b>
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		90%	60%	72%	46%	83%
<b>AAPOR RR3 = <math>I / (I+P+R+NC+O+[e*(UH+UO)])</math></b>		<b>90%</b>	<b>62%</b>	<b>74%</b>	<b>51%</b>	<b>83%</b>

PEW RESEARCH CENTER