

Pew Research Center's American Trends Panel
Wave 40
Methodology Report

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Summary

The American Trends Panel (ATP) is a national, probability-based online panel of adults living in households in the United States. On behalf of the Pew Research Center, Ipsos Public Affairs (“Ipsos”) (formerly GfK Custom Research) conducted the 40th wave of the panel from November 27 to December 10, 2018. In total, 10,618 ATP members (both English- and Spanish-language survey-takers) completed the Wave 40 survey. Survey weights were provided for the total responding sample. The margin of sampling error for weighted estimates based on the full sample is ± 1.51 percentage points.

Sample Definition

The overall target population for Wave 40 was non-institutionalized persons age 18 and over, living in the US, including Alaska and Hawaii. The sample consisted of all 13,570 current members of the ATP. All sample was pre-split into four forms (FORM_W40) in order to better control the demographics within each form.

Questionnaire Development and Testing

The questionnaire was developed by the 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 which was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey. The Pew Research Center has a copy of the final instruments in English and Spanish.

Recruitment and Administration of the ATP

Prior to Wave 40, ATP panelists were recruited from three large (n=10,013, n=6,004 and n=3,905), national, overlapping, dual-frame landline and cellphone random-digit-dial (RDD) surveys and one (n=9,396) national address-based sample (ABS) survey conducted for the Pew Research Center. At the end of each recruitment survey, respondents were invited to join the panel. The first recruitment was conducted from January 23 to March 16, 2014, the second recruitment was conducted from August 27 to October 4, 2015, the third recruitment was conducted from April 25 to June 4, 2017, and the fourth recruitment was conducted from August 8, 2018 to October 31, 2018, all in English and Spanish. Sample for the RDD surveys was obtained from SSI and sample for the ABS survey was obtained by MSG. The RDD recruitment surveys were conducted by Abt SRBI.¹

¹ Visit <http://www.pewresearch.org/methodology/u-s-survey-research/american-trends-panel/> for more information on American Trends Panel recruitment and methodology.

The first 20 waves of the ATP featured a simultaneous mixed-mode design, in which panelists who used the Internet and provided an email address participated via self-administered web survey, and adults who did not use the Internet (or did but did not provide an email address) participated via a mail survey (Waves 3-4 and 6-20) or computer-assisted telephone interviewing (CATI, Waves 1 and 5 only). Wave 18 was the first wave where a subset of the non-Internet panelists was converted to web mode. The conversion process involved calling all active mail mode respondents (n=616) and asking them to report their Internet and device status and then asking them to convert to web. Those who already had the means for taking web surveys were simply asked to convert. Those without the means for taking web surveys (no device and/or Internet access) were offered an Internet-connected tablet computer at no cost to the panelist. Tablets were shipped to the panelists who accepted, and they were given a follow-up call to ensure they understood how to use the tablet to access the ATP surveys through a pre-installed Mobile Panel Application.

Wave 21 was the first wave conducted only in web mode. However, the conversion effort was ongoing through Wave 26. By Wave 26, 238 of 616 (39%) mail panelists had converted to web. Of these, 197 received tablets and 41 made the mode switch using their own devices.

Data Collection Protocol

The data collection field period for Wave 40 was November 27, 2018 to December 10, 2018 (the field closed at 8AM EST). Postcard notifications were mailed to all ATP panelists with a known residential address on November 27, 2018.

On November 27, November 29, and November 30 invitations to Wave 40 were sent out in three separate launches: Soft Launch, Full Launch (non Tablet HHs) and Full Launch (Tablet HHs). For Wave 40, we separate the launch for tablet households in order to investigate a potential issue with a tablet error message. One hundred-twelve ATP panelists were included in the soft launch, which began with an initial invitation sent on the afternoon of November 27, 2018. The panelists chosen for the initial soft launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining panelists were included in the full launch and were sent an invitation either November 29, 2018 or November 30, 2018.

All panelists with an email address received an email invitation and up to four email reminders if they did not respond to the survey. All ATP panelists that consented to SMS messages received an SMS invitation and up to four SMS reminders. Due to the delay in invites for the

tablet panelists, we also had live phone reminders for all tablet non-responders between December 5 and December 8, 2018.

Invitation and Reminder Dates for Wave 40 Panelists

| | Soft Launch | Full Launch | Full Launch (Tablet) |
|--------------------------|--------------------|--------------------|-----------------------------|
| Advance Post Card | November 27, 2018 | November 27, 2018 | November 27, 2018 |
| Initial invitation | November 27, 2018 | November 29, 2018 | November 30, 2018 |
| 1 st reminder | November 29, 2018 | December 3, 2018 | December 3, 2018 |
| 2 nd reminder | December 5, 2018 | December 5, 2018 | December 5, 2018 |
| 3 rd reminder | December 7, 2018 | December 7, 2018 | December 7, 2018 |
| Final reminder | December 8, 2018 | December 8, 2018 | December 8, 2018 |

ATP panelists who completed their survey in Spanish and all converted panelists who had received a tablet were offered a \$20 post-paid incentive for completing the Wave 40 survey. Panelists who were age 18-29, African American, with high school education or less, were not registered to vote, or reported being Hispanic but taking the survey in English in the RDD recruitment survey were offered a \$10 post-paid incentive for completing the Wave 40 survey. All other panelists who completed the survey were offered a \$5 post-paid incentive. 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. The differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data Quality Checks

As part of the effort to ensure the highest quality data, the Pew Research Center researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. Pew Research Center removed two ATP respondents from the Wave 40 data.

Weighting

Survey weights are needed to support reliable inference from the panel to the target population of US adults. The final survey dataset contains a total sample weight variable (WEIGHT_W40). The design of this weight is described below.

Starting with the base weights of the ATP, respondents are weighted to represent the non-institutionalized age 18+ population with geodemographic distributions balanced separately within the four forms with respect to the following characteristics:

- Gender (Male, Female) x Age (18-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender (Male, Female) x Education (HS grad or less, Some college, College grad +)

- Age (18-34, 35-54, 55+) x Education (HS grad or less, Some college, College grad +)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- Race/Ethnicity (White Non-Hisp, Black Non-Hisp, Hispanic, Other/Multi-race Non-Hisp) by Education (HS grad or less, Some college, College grad+) and education is not broken out (but collapsed) within Other/Multi-race Non-Hisp
- Access the Internet from anywhere (Yes, No)
- Party ID (Republican, Democrat, Independent/Other/DK/REF)
- Volunteerism (Volunteered, Did not Volunteer)
- Registered Voter (Yes, No)
- Race/Ethnicity with Hispanic Nativity (White Non-Hispanic, Black Non-Hispanic, US Born Hispanic, Non-US Born Hispanic, Other/Multi Race Non-Hispanic)

The weighting benchmarks are provided by Pew Research Center. Weights are trimmed on the overall level (not separately by form) and scaled to sum to the un-weighted sample size of total respondents.

Weights Definition:

WEIGHT_ W40: Wave 40 ATP cases (trimmed weights)

Trimming:

(1.03%, 99.00%)

Approximate Design Effect:

| | WEIGHT_ W40 |
|---------|-------------|
| Overall | 2.5302 |
| Form 1 | 2.5148 |
| Form 2 | 2.4498 |
| Form 3 | 2.5215 |
| Form 4 | 2.6398 |

Base Weight

A base weight was computed for all ATP members. The base weight adjusted for factors affecting the probability that the individual was selected for the panel. This probability came from the survey in which the respondent was recruited.

For panelists recruited via RDD, the process of creating the ATP base weights starts with base weight computed for each telephone recruitment survey. Those telephone recruitment survey base weights accounted for (i) the overlap of landline and cell frame sampling frames and (ii) the number of adult in the household for landline cases. The base weights for the Typology

Survey were then adjusted to account for the initial subsampling of non-internet users at a rate of 25% up until February 5, 2014. The base weights for the 2017 Panel Refresh Survey were also adjusted to account for the subsampling of non-Hispanic white internet users with more than a high school education at a rate of 50%. Then, separately for each of the three RDD recruitments, those base weight values were re-scaled to sum to the effective sample size of currently active panelists in the cohort. Those re-scaled weight values serve as the ATP base weights for the panelists recruited via RDD.

For panelists recruited via ABS, the process starts with the base weight from the recruitment survey, which accounted for the probability of selection of the address from the U.S. Postal Service Computerized Delivery Sequence File frame, as well as the number of adults living in the household. Those weight values were then scaled to sum to the effective sample size of currently active panelists from the ABS recruitment. Those scaled weight values serve as the ATP base weights for the panelists via ABS. Finally, the combined base weight is then scaled to the nominal sample size of the ATP.

Calibration to Target Population Controls

In the final stage of weighting, the ATP base weights for the panelists responding to a particular panel survey are calibrated to population benchmarks using raking, or iterative proportional fitting. This adjustment is designed to reduce the risk of nonresponse bias stemming from nonresponse at the various stages of the panel design. The raking dimensions and the source for the population parameter estimates are reported in the table below. All raking targets are based on the non-institutionalized U.S. adult (age 18+) population.

Raking Dimensions and Source for Population Parameter Estimates

| Raking Dimension^ | Source |
|-------------------------------------|--|
| Gender(2) x Age(6) | 2017 American Community Survey |
| Gender(2) x Education (3) | 2017 American Community Survey |
| Age(3) x Education(3) | 2017 American Community Survey |
| Education(3) x Race/Ethnicity(4)* | 2017 American Community Survey |
| Census Region(4) by Metro Status(2) | 2018 Current Population Survey ASEC March Supplement |

| | |
|-----------------------|---|
| Internet Usage(2) | January 2018 Core Trends Survey |
| Party Affiliation(3) | Average from the three most recent monthly surveys conducted for the Pew Research Center for the People & the Press |
| Volunteerism(2) | September 2015 Current Population Survey Volunteer Supplement |
| Registration(2) | 2016 Current Population Survey Registration Supplement |
| Hispanic Nativity (5) | 2017 American Community Survey |

^ The numbers of categories (prior to any collapsing from small cell size) are shown in parentheses.

*note that Education is collapsed for "Other/Non Hispanic"

The raking for internet usage was included in the algorithm so that the panel survey estimates reflect the target population with respect to the proportion of people who use the internet and the proportion who do not. In Wave 40, all ATP interviews were completed via self-administered web survey. Therefore, there was a concern that internet users could be over-represented in the survey estimates if this dimension was not controlled for in the raking. To correct for this potential over-representation, panelists who reported at the time of the recruitment survey that they did not use the Internet were used to represent non-Internet users in the raking. Other dimensions that are not typically used in weighting protocols for general population household surveys in the US are volunteering and voter registration. These variables were included in the calibration to adjust for some potential bias due to the over-representation of more politically- and civically-engaged adults of the panel. Starting with Wave 40, Hispanic Nativity was included as part of the raking.

Design Effect and Margin of Error

Weighting and survey design features that depart from simple random sampling tend to result in an increase in the variance of survey estimates. This increase, known as the design effect or *deff*, should be incorporated into the margin of error, standard errors, and tests of statistical significance. The overall design effect for a survey is commonly approximated as 1 plus the squared coefficient of variation of the weights. For this survey, the margin of error (half-width of the 95% confidence interval) incorporating the design effect for full sample estimates at 50% is ± 1.51 percentage points. Estimates based on subgroups will have larger margins of error. It is important to remember that random sampling error is only one possible source of error in a survey estimate. Other sources, such as question wording and reporting inaccuracy, may contribute additional error. A summary of the weights and their associated design effect is reported in the table below.

Design Effect and Effective Sample Size

| Weight Variable | Completed Interviews | Approximate Design Effect | Effective Sample Size | Margin of Error (95% confidence level) |
|-----------------|----------------------|---------------------------|-----------------------|--|
| WEIGHT_W40 | 10,618 | 2.53 | 4,196 | ± 1.51 |

Dispositions

The survey cooperation rate for Wave 40 itself was 78.2%. The final table reports the cumulative response rate for Wave 40 when all stages of recruitment or response are taken into account.

| Final Dispositions for the Wave 40 Web Survey | | |
|--|-------------------------|---------------|
| Final Disposition | AAPOR Code ¹ | |
| Completed interview | 1.1 | 10,618 |
| Logged onto survey; broke-off | 2.12 | 144 |
| Logged onto survey; did not complete any items | 2.1121 | 66 |
| Never logged on (implicit refusal) | 2.11 | 2,742 |
| Total Panelists in the Wave 40 Web Survey | | 13,570 |
| Completed interviews | I | 10,618 |
| Partial interviews | P | |
| Refusals | R | 2,952 |
| Non-contact | NC | |
| Other | O | |
| Unknown household | UH | |
| Unknown other | UO | |
| Not eligible | NE | |
| Total | | 13,570 |
| AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$ | | 78.2% |

Cumulative Response Rate

| | |
|---|-------|
| Weighted Response Rate to Recruitment Surveys [^] | 10.1% |
| Percent of Recruitment Survey Respondents Who Agreed to Join the ATP, Among Those Invited | 64.3% |
| Percent of Those Agreeing to Join Who Were Active Panelists at Start of Wave 40 | 72.5% |

| | |
|-------------------------------------|-------|
| Response Rate to ATP Wave 40 Survey | 78.2% |
|-------------------------------------|-------|

| | |
|--|-------------|
| Cumulative Response Rate for the Wave 40 Survey | 3.7% |
|--|-------------|

^ Weighted by the total phone numbers used in each survey