

**Ipsos Public Affairs**

**Project Report for the**

**Twitter Survey 2018**

Submitted to:

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# Study Design & Documentation

## 

## Introduction

Ipsos Public Affairs (Ipsos) conducted the Twitter survey 2018 on behalf of PEW research.

The purpose of the study is to better understand the role of Twitter in society.

The survey was conducted on KnowledgePanel®, a probability-based web panel designed to be representative of the United States.

## Sample Definition, Field Period and Survey Length

The target population consisted of non-institutionalized adults age 18 and older residing in the United States who use Twitter. The survey includes about 1 minute screening to confirm panel members is a current Twitter user with public account, and to obtain their agreement to view their public posts.

Ipsos invited adults who have a twitter account to take in this survey (based on profile variable ppc21510). Selected panel members received an email invitation to complete the survey and were asked to do so at their earliest convenience.

The survey was fielded in English and consisted of two stages: A pretest followed by a main survey. The main survey sample release consisted of a soft launch followed by a full launch. The final programmed instrument is English and shown in Appendix A.

The median completion time of the main survey was 1 minutes. Upon completion, qualified respondents received a cash-equivalent incentive worth $5 for completing this survey.

The completion and qualification rates for the pretest and main surveys are presented below.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Field Start** | **Field End** | **N Fielded** | **N Completed** | **Completion Rate** | **N Qualified** | **Qualification Rate** |
| **Pretest** | 11/21/2018 | 11/24/2018 | 200 | 51 | 25.5% | 35 | 68.6% |
| **Main** | 11/30/2018 | 12/17/2018 | 7,650 | 4,426 | 57.9% | 3,258 | 73.6% |

Pew decided to include pretest cases in the final datafile. We kept pretest cases and deduplicated the datafile. The final number of qualified cases is 3,293.

## Survey Cooperation Enhancements

As standard with KnowledgePanel surveys, email reminders were sent to non-responders on Day 3 of the field period. An additional reminder was sent to the remaining non-responders on Day 10 of the field period.

## Data File Deliverables and Descriptions

For each survey, Ipsos prepared and delivered fully-formatted SPSS datasets containing the survey and demographic data with the appropriate variable and value labels. The table below shows the final Pretest and Main survey files delivered:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Delivery Date** | **File Type** | **File Name** | **File Size** | **N Records** |
| 11/27/2018 | SPSS SAV | Pew\_Twitter Study\_Pretest\_Client.sav | 68kb | 37 |
| 12/21/2018 | SPSS SAV | Pew\_Twitter Study\_Main\_Client\_Weighted.zip | 407kb | 4,477 |
| 1/18/2019 | SPSS SAV | Pew\_Twitter Study\_Main\_Client\_Updated Weights.zip | 308kb | 2,791 |

A datafile with weights to all 3,293 qualified cases was sent on 12/21/2018. PEW decided to drop anyone with invalid twitter IDs. So an updated datafile was delivered which includes only 2,791 qualified cases.

In addition, Ipsos prepared and delivered other deliverables as follows:

* Base weight
* One set of post-stratification statistical weights

In addition to the survey variables from the Main interview, Ipsos’ standard demographic profile variables and a series of data processing variables created by Ipsos were provided in the data file. The following table shows the name and description of all profile variables included in the Main survey dataset.

|  |  |
| --- | --- |
| **Name** | **Label** |
| CaseID | Case ID |
| qflag | Qualification Flag |
| tm\_start | Interview start time (GMT) |
| tm\_finish | Interview finish time (GMT) |
| duration | Interview duration in minutes |
| base\_weight | Base weight |
| weight | Post-stratification weight |
| PPAGE | Age |
| ppagecat | Age - 7 Categories |
| ppagect4 | Age - 4 Categories |
| PPEDUC | Education (Highest Degree Received) |
| PPEDUCAT | Education (Categorical) |
| PPETHM | Race / Ethnicity |
| PPGENDER | Gender |
| PPHHHEAD | Household Head |
| PPHHSIZE | Household Size |
| PPHOUSE | Housing Type |
| PPINCIMP | Household Income |
| PPMARIT | Marital Status |
| PPMSACAT | MSA Status |
| PPREG4 | Region 4 - Based on State of Residence |
| ppreg9 | Region 9 - Based on State of Residence |
| PPRENT | Ownership Status of Living Quarters |
| PPSTATEN | State |
| PPT01 | Presence of Household Members - Children 0-1 |
| PPT25 | Presence of Household Members - Children 2-5 |
| PPT612 | Presence of Household Members - Children 6-12 |
| PPT1317 | Presence of Household Members - Children 13-17 |
| PPT18OV | Presence of Household Members - Adults 18+ |
| PPWORK | Current Employment Status |

## 

## Key Personnel

Key personnel on the study include:

Nicole Neuenschwander – Director, Ipsos Public Affairs. N. Neuenschwander is based in St. Louis, MO.

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# Ipsos KnowledgePanel® Methodology

## Introduction

**Ipsos** is passionate about social science, health, and public policy research. We collaborate closely with our client throughout the research process, while applying rigor in every step. We specialize in innovative online research that consistently gives leaders in academia, government, and business the confidence to make important decisions. Ipsos delivers affordable, statistically valid online research through KnowledgePanel® and leverages a variety of other assets, such as world-class advanced analytics, an industry-leading physician panel, an innovative platform for measuring online ad effectiveness, and a research-ready behavioral database of frequent supermarket and drug store shoppers.

KnowledgePanel is the first and largest online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

Ipsos recruits panel members by using address-based sampling (ABS) methods (previously Ipsos relied on random-digit dialing [RDD] methods). Once household members are recruited for the panel and assigned to a study sample, they are notified by email for survey taking, or panelists can visit their online member page for survey taking (instead of being contacted by telephone or postal mail). This allows surveys to be fielded quickly and economically. In addition, this approach reduces the burden placed on respondents, since email notification is less intrusive than telephone calls and most respondents find answering online questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the convenience to choose what day and time to complete their assigned survey.

## Ipsos Public Affairs

Ipsos Public Affairs has a strong tradition in working with sophisticated academic, government, and commercial researchers to provide high quality research, samples, and analyses. The larger Ipsos offers the fundamental knowledge for governmental agencies, academics, industries, industry, retailers, services companies and the media need to provide exceptional quality in research to make effective decisions. It delivers a comprehensive range of information and consultancy services. Ipsos is one of the leading survey research organizations worldwide, operating in 90 countries with over 16,000 employees.

For further information, visit our website: [www.ipsos.com](http://www.ipsos.com).

## KnowledgePanel Methodology

KnowledgePanel is the largest online panel that relies on probability-based sampling techniques for recruitment; hence, it is the largest national sampling frame from which fully representative samples can be generated to produce statistically valid inferences for study populations. Our panel provides samples with the highest level of representativeness available in online research for measurement of public opinions, attitudes, and behaviors. The panel was first developed in 1999 by Knowledge Networks, an Ipsos company. Panel members are randomly selected so that survey results can properly represent the U.S. population with a measurable level of accuracy, features that are not obtainable from nonprobability or opt-in online panels (for comparisons of results from probability versus nonprobability methods, see MacInnis et al., 2018[[1]](#footnote-1) and Yeager et al., 2011[[2]](#footnote-2)).

KnowledgePanel’s recruitment process was originally based exclusively on a national RDD sampling methodology. In 2009, in light of the growing proportion of cellphone-only households, Ipsos migrated to an ABS recruitment methodology via the U.S. Postal Service’s Delivery Sequence File (DSF). ABS not only improves population coverage, but also provides a more effective means for recruiting hard-to-reach individuals, such as young adults and minorities. Households without Internet connection are provided with a web-enabled device and free internet service.

After initially accepting the invitation to join the panel, participants are asked to complete a short demographic survey (the initial Core Profile Survey); answers to this survey allow efficient panel sampling and weighting for future surveys. Upon completing the Core Profile Survey, participants become active panel members. All panel members are provided privacy and confidentiality protections.

## ABS Recruitment

We use probability-based sampling methods for recruiting new members to join KnowledgePanel. For this purpose, we rely on the latest version of the Delivery Sequence File (DSF) from the USPS to select address-based samples that are nationally representative of all households. By taking advantage of a host of ancillary data that are appended to each address, we use stratified random sampling to ensure the geodemographic composition of our panel members mimic those of the adult population in the U.S.[[3]](#footnote-3)

Adults from sampled households are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter. Moreover, telephone refusal-conversion calls are made to nonresponding households for which a telephone number could be matched to a physical address. Invited households can join the panel by:

* Completing and mailing back a paper form in a postage-paid envelope
* Calling a toll-free hotline phone number maintained by Ipsos
* Going to a designated Ipsos website and completing the recruitment form online

## Household Member Recruitment

During the initial recruitment survey, all household members are enumerated. Following enumeration, attempts are made to recruit every household member who is at least 13 years old to participate in KnowledgePanel surveys. For household members aged 13 to 17, consent is collected from the parents or the legal guardian during the initial recruitment interview. No direct communication with teenagers is attempted before obtaining parental consent.

## Survey Sampling from KnowledgePanel

Once panel members are recruited and profiled by completing our Core Profile Survey, they become eligible for selection for client surveys. Typically, specific survey samples are based on the equal probability selection method (EPSEM) for general population surveys. Customized stratified random sampling based on “profile” data can also be implemented as required by the study design. Profile data can also be used when a survey calls for pre-screening—that is, members are drawn from a subsample of the panel, such as females, Republicans, grocery shoppers, etc. (This can reduce screening costs, particularly for rare subgroups.) In such cases, we take care to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions.  While surveys can be conducted with these teens directly, in most instances teen surveys are conducted by first selecting a sample of active members who are parents. This parent route alternative makes it possible to reach a larger sample of teens.

## Survey Administration

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to complete. This email notification contains a link that sends them to the survey. No login name or password is required. The field period depends on the client’s needs and can range anywhere from a few hours to several weeks.

Typically, after three days, automatic email reminders are sent to all non-responding panel members in the sample. Additional email reminders are sent or custom reminder schedules are set up as needed. To assist panel members with their survey taking, each individual has a personalized member portal listing all assigned surveys that have yet to be completed.

Ipsos also operates an ongoing modest incentive program 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. Typically, we assign panel members no more than one survey per week. On average, panel members complete two to three surveys per month with durations of 10 to 15 minutes per survey. An additional incentive is usually provided for longer surveys.

## Response Rates

As a member of the American Association of Public Opinion Research (AAPOR), Ipsos follows the AAPOR standards for response rate reporting. While the AAPOR standards were established for single survey administrations and not for multi-stage panel surveys, we use the Callegaro-DiSogra (2008)[[4]](#footnote-4) algorithms for calculating KnowledgePanel survey response rates. Generally, the KnowledgePanel survey completion rate is about 60%, with minor variations due to survey length, topic, sample specifications, and other fielding characteristics. In contrast, virtually all surveys that employ nonprobability online panels typically achieve survey completion rates in the low single digits. This means that – aside from the fact that nonprobability panels are inherently not representative of any known populations – the effective size of KnowledgePanel (55,000 panel members × 0.60 completion rate = 33,000 respondents) would be equivalent to a nonprobability panel with 1,650,000 members that on average secures completion rates close to 2% (1,650,000 panel members x 0.02 = 33,000 respondents).

# Ipsos KnowledgePanel Weighting

## Sample Weighting

As detailed above, significant resources and infrastructure are devoted to the recruitment process for KnowledgePanel so that our active panel members can properly represent the adult population of the U.S. This representation is achieved not only with respect to a broad set of geodemographic indicators, but also for hard-to-reach adults (such as those without Internet access or Spanish-language-dominant Hispanics) who are recruited in proper proportions. Consequently, the raw distribution of KnowledgePanel mirrors that of the U.S. adults fairly closely, barring occasional disparities that may emerge for certain subgroups due to differential attrition.

For selection of general population samples from KnowledgePanel, a patented methodology has been developed that ensures all samples behave as EPSEM samples. Briefly, this methodology starts by weighting the pool of active members to the geodemographic benchmarks secured from the latest March supplement of the U.S. Census Bureau’s Current Population Survey (CPS) along several dimensions. Using the resulting weights as measures of size, a probability-proportional-to-size (PPS) procedure is used to select study specific samples. It is the application of this PPS methodology with the imposed size measures that produces fully self-weighing samples from KnowledgePanel, for which each sample member can carry a design weight of unity. Moreover, in instances where a study design requires any form of oversampling of certain subgroups, such departures from an EPSEM design are accounted for by adjusting the design weights in reference to the CPS benchmarks for the population of interest.

The geodemographic benchmarks used to weight the active panel members for computation of size measures include:

* Gender (Male/Female)
* Age (18–29, 30–44, 45–59, and 60+)
* Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
* Education (Less than High School, High School, Some College, Bachelor and beyond)
* Census Region (Northeast, Midwest, South, West)
* Household income (under $10k, $10K to <$25k, $25K to <$50k, $50K to <$75k, $75K to <$100k, $100K to <$150k, and $150K+)
* Home ownership status (Own, Rent/Other)
* Metropolitan Area (Yes, No)
* Hispanic Origin (Mexican, Puerto Rican, Cuban, Other, Non-Hispanic)

## Study-Specific Post-Stratification Weights

Start with the base weights of the assigned sample, qualified respondents (i.e., re-confirmed as Twitter users with 73.5% re-confirmation rate) **and** provided valid twitter handles are weighted to represent the ages 18+ Twitter Users population with respect to the following characteristics provided by Pew:

* Age (18-24, 25-34, 35-44, 45-54, 55-64, 65+) by Gender (Male, Female)
* Education (HS grad or less, Some college, College grad +) by Gender (Male, Female)
* Education (HS grad or less, Some college, College grad +) by Age (18-34, 35-54, 55+)
* Race/Ethnicity (White Non-Hisp, Black Non-Hisp, Hispanic, Other/Multi-race Non-Hisp) by Education (HS grad or less, Some college, College grad +) [Note:  education is not broken out but collapsed within Other/Mixed Races Non-Hisp]
* Party ID (Republican, Democrat, Independent/Other/DK/REF)
* Volunteerism (Volunteered, Did not Volunteer)
* Registered Voter (Yes, No)
* Census Region (Northeast, Midwest, South, West)
* Metropolitan Status (Metro, Non-metro)

PEW decided to drop anyone with invalid twitter IDs. The resulting weights are trimmed and scaled to sum to the un-weighted sample size of total qualified respondents (*weight; n=2,791*).

**Trimming:**  (1.33%, 98.67%)

**Design Effect:** 2.6748

**MOE (95%):** ±3.03%

**Range on Weights:**

| Analysis Variable : weight | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Minimum | Maximum | Mean | Median | Coeff of Variation | 1st Pctl | 99th Pctl | Sum |
| 2791 | 0.167 | 7.801 | 1.000 | 0.569 | 129.413 | 0.167 | 7.801 | 2791.000 |

Detailed information on the demographic distributions of the benchmarks can be found in Appendix C.

# Appendix A: Final Programmed Main Survey Questionnaire

Study Information

Project Title: SURVEY OF TWITTER USERS NOVEMBER 2018

Job Number:TBD

Account Executive: Wendy Mansfield (Wendy.Mansfield@ipsos.com)

Project Manager: Nicole Neuenschwander (Nicole.Neuenschwander@ipsos.com)

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Sample Variables

* KP standard demographics

Standard Question Type Descriptions

Standard question types include:

* S = Single Select: Allows respondents to select one answer in a list of options.
* M = Multi-select: Allows respondents to select multiple answers from a list of options.
* DD = Dropdown Menu: Allows respondents to select one answer from a drop-down menu of options.
* Grid (including options for banked or accordion grids)
* S (Optional: Banked/Accordion) Grid: Allows respondents to select one answer in a 2-dimensional grid layout.
* M (Optional: Banked/Accordion) Grid: Allows respondents to select multiple answers in a 2-dimensional grid layout.
* N = Number: Allows respondents to enter a numeric response in an open-ended answer field (specify valid range or number of digits, e.g., up to three digits for age, five numbers for zip code)
* T = Text: Allows respondents to enter a text response in an open-ended answer field (specify size as Small, Medium, Large or a specific number of characters, e.g., two letters for U.S. state)
* DISP = Display/Descriptive Content: Displays text and/or multimedia elements to respondents without requiring interaction.
* RT = Ratings Thermometer: Allows respondents to select a numeric value (usually 0-100 on a visual scale resembling a thermometer
* RS = Ratings Slider: Allows respondents to select a numeric value (usually 0-100 on a horizontal visual scale with the endpoints labelled

Main Questionnaire (including screener, if applicable)

Programming Notes:

* Code all refusals as 99.
* *Lines across page designate a page break.*
* *Unless otherwise specified, question responses should appear in the same order on the screen as they do in the questionnaire.*
* *Please capture the time stamp for the start and end of the survey and then calculate the total survey time.*
* *Please calculate time spent per page.*
* *Please capture all randomization and order variables. All randomizations should be new seeds*
* *Remove system-generated instructions unless otherwise noted*
* *Provide variables in the data set that identify devices as follows: Mobile, Tablet, or Desktop. Code these based on data extracted from the user agent string. Create individual flags for each type of device, as well as a NEW\_DEVICE\_TYPE variable based on this coding*

Base: all respondents

INTRO [DISP]

Welcome! Thank you for participating in this survey and we hope you enjoy it.

The survey should take about 15 minutes for most people to complete. Eligible individuals who complete the survey will receive 5,000 points ($5 cash equivalent).

Here are some things to keep in mind:

* Your answers will be used for research purposes only.
* You are not required to answer any question you do not wish to answer.
* You can click on the next button to skip a question you would not like to answer.

Base: all respondents

TWITTER [S, Prompt once if refused]

Do you use Twitter? {RF2}

1 Yes

2 No

**Terminate if TWITTER=2 OR refused**

Base: if TWITTER=1

TWITTER\_USE [S, prompt once if refused]

About how often do you use or visit Twitter?

1 Several times a day

2 Once a day

3 A few times a week

4 Once a week

5 A few times a month

6 Once a month or less

Base: if TWITTER=1

TWITTER\_HANDLE [T, CUSTOM PROMPT “If you do not want to provide your handle, click the Next button to exit the survey.”]

We would like to better understand the role of Twitter in society. In order to do that it would be very helpful if you would share your Twitter handle with us. The handle is the username you have selected for your Twitter account. Handles will be used for research purposes only. We won’t use it to contact you and we won’t share it with anyone for marketing purposes. {RF2}

Please list your Twitter handle in the box below.

[TEXT BOX WITH @ IN FRONT OF THE TEXT BOX]

**[Twitter handles in box: 1) cannot contain ‘Twitter’ or ‘Admin’, 2) Cannot be longer than 15 characters, 3) only alphanumeric characters (A-Z, 0-9) and underscores are allowed. Capitalization doesn’t matter. ]**

**TERMINATE IF RESPONDENT REFUSES TO SHARE TWITTER HANDLE OR SKIPS THE QUESTION THEN END SURVEY.**

**IF RESPONDENT SHARES TWITTER HANDLE THEN CONTINUE.**

Base: All qualified respondents

COMATTACH [S]

In general, how attached do you feel to your local community? {W32}

1       Very attached

2       Somewhat attached

3       Not too attached

4       Not at all attached

Base: All qualified respondents

SOCTRUST2 [S]

Generally speaking, would you say that… {W32}

RANDOMIZE RESPONSE OPTIONS, AND RECORD ORDER

1       Most people can be trusted

2       Most people cannot be trusted

Base: All qualified respondents

VOTED [S]

Which of the following statements best describes you: {W39}

1       I did not vote in the 2018 congressional election

2       I planned to vote but wasn’t able to

3       I definitely voted in the 2018 congressional election

Base: IF VOTED=3 (I definitely voted in the 2018 congressional election)

CONGPOST [S]

In the elections this November for the U.S. House of Representatives, did you vote for **[if** Republican Party’s candidate **is shown first, please insert: “**the Republican Party’s candidate**” OR “**the Democratic Party’s candidate**”; if** Democratic Party’s candidate **is shown first, please insert: “**the Democratic Party’s candidate**” OR “**the Republican Party’s candidate**”]**for Congress in your district?{mod. W9 Nov. ’14; dropped “prefer not to say”}

**RANDOMIZE ORDER OF RESPONSE OPTIONS 1 AND 2, and RECORD ORDER**

1          1 Republican Party’s candidate

2          2 Democratic Party’s candidate

3          3 Another party’s candidate **[anchor]**

Base: all qualified respondents

TRUSTCONG [S]

In your view, how much of the time do MEMBERS OF CONGRESS…

**RANDOMIZE ITEMS A-E AND RECORD ORDER. SHOW ON ACROSS 2 SCREENS.**{new}

a.         Care about the people they represent? {new}

            1         All or most of the time

            2         Some of the time

            3         Only a little of the time

            4         None of the time

b.         Do a good job promoting laws and policies that serve the public interest  {new}

            1         All or most of the time

            2         Some of the time

            3         Only a little of the time

            4         None of the time

c.         Handle the resources available to them in a responsible way {new}

            1         All or most of the time

            2         Some of the time

            3         Only a little of the time

            4         None of the time

d.         Make public statements that provide fair and accurate information {new}

            1         All or most of the time

            2         Some of the time

            3         Only a little of the time

            4         None of the time

e.         Admit mistakes and take responsibility for them {new}

            1         All or most of the time

            2         Some of the time

            3         Only a little of the time

            4         None of the time

Base: all qualified respondents

GSSTRUST2 [S]

Do you think most people … {GSS, 11-16}

**RANDOMIZE ORDER OF RESPONSE OPTIONS 1 AND 2, and RECORD ORDER**

1 Would try to take advantage of you if they got a chance

2 Would try to be fair no matter what

Base: all qualified respondents

GSSTRUST3 [S]

Would you say that most of the time people … {GSS, 11-16}

**RANDOMIZE ORDER OF RESPONSE OPTIONS 1 AND 2, and RECORD ORDER**

1 Try to be helpful - Try to help others

2 Just look out for themselves

Base: all qualified respondents

POL1DT [S]

Do you approve or disapprove of the way Donald Trump is handling his job as President? {W37}

1       Approve

2       Disapprove

Base: POL1DT=1,2

POL1DTSTR [S]

Do you **[IF POL1DT=1, PLEASE INSERT:** approve/**IF POL1DT=2, PLEASE INSERT:** disapprove**]** very strongly, or not so strongly? {W37}

1       Very strongly

2       Not so strongly

Base: all qualified respondents

FRIENDT [S]

Thinking about your close friends, how do you think they feel about Donald Trump’s job performance? {new; modeled off ’16 campaign q}

**[RANDOMIZE RESPONSE LIST IN ORDER OR 1-5 or 5-1. RECORD ORDER. FOR RESPONSE 3, SHOW INPUTS BASED ON RANDOMIZED ORDER]**

1 Almost all of them approve

2 Most of them approve

3 About half **(DISPLAY IN SAME ORDER AS SCALE:** approve/disapprove**)** and half **(**disapprove/approve**)**

4 Most of them disapprove

5 Almost all of them disapprove

Base: all qualified respondents

NEWSIMPT [S]

Which of the following best describes you? I follow the news closely… {Fact/Opinion 2018}

1             Only when something important is happening

2             Most of the time, whether or not something important is happening

Base: all qualified respondents

SNSSKEP [S]

Which of the following best describes how you approach news stories from social media sites, even if neither is exactly right? I expect the news I see on social media will… {W37}

**RANDOMIZE ORDER OF RESPONSE OPTIONS 1 AND 2, and RECORD ORDER**

1             Largely be accurate

2             Largely be inaccurate

Base: all qualified respondents

Please keep QBELIEF3, QBELIEF4 on the same screen

QBELIEF3 [S]

Now thinking about your friends or people you follow on Twitter..

Do most of the people you follow on Twitter have … {W19}

**RANDOMIZE 1 AND 2, AND RECORD ORDER**

1    Similar POLITICAL beliefs to you

2    Different POLITICAL beliefs from you

3    A mix of POLITICAL beliefs **[anchor]**

         6 I’m not sure about their POLITICAL beliefs **[anchor]**

Base: all qualified respondents

Please keep QBELIEF3, QBELIEF4 on the same screen

QBELIEF4 [S]

Do most of the people you follow on TWITTER have … {NEW}

**RANDOMIZE 1 AND 2, AND RECORD ORDER. SHOW IN SAME ORDER AS OBELIEF3**

1    Similar RELIGIOUS beliefs to you

2    Different RELIGIOUS beliefs from you

3    A mix of RELIGIOUS beliefs **[anchor]**

         6 I’m not sure about their RELIGIOUS beliefs **[anchor]**

Base: all qualified respondents

TWKNOW [S]

Would you say the people you are friends with on Twitter are… {W19}

**RANDOMIZE 1 AND 2, AND RECORD ORDER**

1    Mostly people you know personally

2    Mostly people you do NOT know personally

         3 A mix of both **[anchor]**

Base: all qualified respondents

TWAUTO [S]

Some websites, online games, and organizations ask for permission to post tweets on behalf of others. Have you ever given permission for someone other than you to post tweets on your behalf? {NEW}

**RANDOMIZE RESPONSE OPTIONS, AND RECORD ORDER**

1          Yes, I have given permission

2          No, I have not given permission

**RANDOMIZE JOKE1 and CHOICE1 RECORD ORDER. SHOW ON SAME SCREEN**

Base: all qualified respondents

Please show JOKE1 and CHOICE1 on the same screen

JOKE1 [S]

Which comes closer to your view, even if neither is exactly right? {W24}

**RANDOMIZE RESPONSE OPTIONS, AND RECORD ORDER**

1          Offensive content online is too often excused as not a big deal

2          Many people take offensive content they see online too seriously

Base: all qualified respondents

Please show JOKE1 and CHOICE1 on the same screen

CHOICE1 [S]

 Which do you think is more important?{W24}

**RANDOMIZE RESPONSE OPTIONS, AND RECORD ORDER**

1          People being able to speak their minds freely online

2          People being able to feel welcome and safe online

Base: all qualified respondents

Scripter: Show as number boxes (do not show thermometer)

Scripter: Randomize and record order of THERMS, keeping A and B together and F, G, H together. Show on same screen.

Add system generated instruction that reads “Enter the number in the box between 0 and 100 that reflects your feelings”

Custom prompt: “Please enter the “degree” or number between 0 and 100 that reflects your feelings in the box. If you would like to skip, click Next.”

THERMO [N, range 0 to 100]

We'd like to get your feelings toward a number of groups in the U.S. on a “feeling thermometer.” A rating of zero degrees means you feel as cold and negative as possible. A rating of 100 degrees means you feel as warm and positive as possible. You would rate the group at 50 degrees if you don’t feel particularly positive or negative toward the group.

*[Enter the number in the box between 0 and 100 that reflects your feelings]*

             a.How do you feel toward Republicans? {W28}

b.    How do you feel toward Democrats? {W28}

c.     How do you feel toward college professors? {W28}

d.    How do you feel toward police officers? {W28}

e.     How do you feel toward journalists? {NEW}

f.    How do you feel toward Muslims? {W24}

g.    How do you feel toward evangelical Christians? {W24}

h.    How do you feel toward Catholics? {W24}

Base: all qualified respondents

NATPROBS [S]

How much of a problem do you think each of the following are in the country today?

**RANDOMIZE ITEMS AND RECORD ORDER, SPLIT OVER 2 SCREENS, 5 ITEMS PER SCREEN]**

**Statements in row:**

1. The affordability of health care {W38}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. Racism { W38; W22}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. Illegal immigration { W38; W22}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. Sexism {W38; W22}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. Drug addiction {W38; W22}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. The gap between the rich and poor {W38; W22}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. Gun violence {W38}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. The affordability of a college education {W38; W22}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. Climate change {W38; W22}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

1. Treatment of immigrants in the U.S. {W38}

1          A very big problem

2          A moderately big problem

3          A small problem

4          Not a problem at all

Base: all qualified respondents

FAIRTRT [S]

Overall, in our country today, would you say that… {W38}

**RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH 3 ALWAYS LAST, RECORD ORDER**

1             Blacks are treated less fairly than whites

2             Whites are treated less fairly than blacks

3             Both are treated about equally **[anchor]**

Base: all qualified respondents

WOMENOPPS [S]

Which statement comes closer to your own views — even if neither is exactly right? {W32}

**RANDOMIZE OPTIONS AND RECORD ORDER**

1       The obstacles that once made it harder for women than men to get ahead are now largely gone

2       There are still significant obstacles that make it harder for women to get ahead than men

Base: all qualified respondents

**IMMCULT2 [S]**

Which statement comes closer to your own views — even if neither is exactly right? {W32}

**RANDOMIZE OPTIONS AND RECORD ORDER**

1       The growing number of newcomers from other countries threatens traditional American customs and values

2       The growing number of newcomers from other countries strengthens American society

Base: all qualified respondents

**ECONFAIR2 [S]**

 Which statement comes closer to your own views — even if neither is exactly right? {W32}

**RANDOMIZE OPTIONS** **AND RECORD ORDER**

1       The economic system in this country unfairly favors powerful interests

2       The economic system in this country is generally fair to most Americans

Base: all qualified respondents

**POLCRCT [S]**

Which comes closer to your own views – even if neither is exactly right? {W31}

**RANDOMIZE OPTIONS AND RECORD ORDER**

1       People need to be more careful about the language they use to avoid offending people with different backgrounds

2       Too many people are easily offended these days over the language that others use

Base: all qualified respondents

**PARTY [S]**

In politics today, do you consider yourself a: {W38}

1       Republican

2       Democrat

3       Independent

4       Something else

Base: IF PARTY=3 or 4 OR REFUSED

**PARTYLN [S]**

As of today do you lean more to… {W38}

1       The Republican Party

2       The Democratic Party

Base: PARTY=1 OR PARTYLN=1

**REPANTIP [S]**

Thinking for a moment about people who consider themselves Democrats, which of these comes closer

to your views about them?{new; 2013, 2007, 2005 trends CBS on reps and inds, no lean q}{QID:qid20170701qb166}

**RANDOMIZE RESPONSE OPTIONS AND RECORD ORDER**

1       They feel differently than I do about politics, but they probably share many of my other values and goals

2       They feel differently than I do about politics, and they probably DON’T share many of my other values and goals, either

Base: PARTY=2 OR PARTYLN=2

**DEMANTIP [S]**

Thinking for a moment about people who consider themselves Republicans, which of these comes closer

to your views about them?{new; 2013, 2007, 2005 trends CBS on dems and inds, no lean q} {QID:qid20170701qb167}

**RANDOMIZE RESPONSE OPTIONS AND RECORD ORDER**

1       They feel differently than I do about politics, but they probably share many of my other values and goals

2       They feel differently than I do about politics, and they probably DON’T share many of my other values and goals, either

Base: all qualified respondents

**CIVIC\_ENG\_ACTYR [S]**

Here’s a list of activities some people do and others do not. Please indicate if you have done each of the

following activities in the past year.{W37}

**RANDOMIZE AND RECORD ITEMS a-c. SHOW ON SAME SCREEN**

1. Attended a political rally, protest or campaign event { W37}

1. Yes, in the past year  
2. No, not in the past year

1. Contacted any elected official {W37}

1. Yes, in the past year  
2. No, not in the past year

1. Contributed money to a candidate running for public office or to a group working to elect a candidate {W37}

1. Yes, in the past year  
2. No, not in the past year

Base: all respondents

Please create a data only variable dov\_ideo; randomly assign half respondents to dov\_ideo, so half respondents have dov\_ideo=1, and half respondents have dov\_ideo=2. If dov\_ideo=1, respondents see IDEODEM first; if dov\_ideo=2, respondents see IDEOREP first.

Please create a data only variable dov\_assign; randomly assign respondents to dov\_assign, so half of respondents have dov\_assign=1, and half respondents have dov\_assign=2. If dov\_assign=1, respondents see ‘Very liberal’ at the top and ‘Very conservative’ at the bottom; if dov\_assign=2, respondents see ‘Very conservative’ at the top and ‘Very liberal’ at the bottom. Please always keeping 10 at the top and 0 at the bottom. Use the same scale for IDEODEM, IDEOREP AND IDEOSELF.

**PROGRAMMING NOTE: RANDOMIZE AND RECORD ORDER OF IDEODEM and IDEOREP. SHOW ON SAME LINE FOR FIRST QUESTION ONLY: “In politics, people sometimes talk about liberal and conservative. Where would you place the [IF IDEODEM FIRST: DEMOCRATIC PARTY/IF IDEOREP FIRST: REPUBLICAN PARTY] on a scale from 0 to 10 where 10 means very liberal and 0 means very conservative?”**

Base: all respondents

**IDEODEM [S]**

**[show on the first screen only:** In politics, people sometimes talk about [if dov\_assign=1, please insert:liberal and conservative/ if dov\_assign=2, please insert: conservative and liberal]]. Where would you place the DEMOCRATIC PARTY on a scale from 0 to 10 where **[if dov\_assign=1, please insert:** 10 means very liberal and 0 means very conservative**/ if dov\_assign=2, please insert:** 10 means very conservative and 0 means very liberal**]**? Please click where you would place the **Democratic party** on the scale below. {W37; W15}

**[KEEP THE SCALE THE SAME FOR IDEODEM, IDEOREP, AND IDEOSELF.]**

Very liberal       -----  (10)

                                 (9)

                                 (8)

                                (7)

                                (6)

                        -----  (5)

                                 (4)

                                (3)

                                (2)

                                 (1)

Very conservative   ----- (0)

Base: all respondents

**IDEOREP [S]**

**[show on the first screen only:** In politics, people sometimes talk about [if dov\_assign=1, please insert:liberal and conservative/ if dov\_assign=2, please insert: conservative and liberal]]. Where would you place the REPUBLICAN PARTY on a scale from 0 to 10 where **[if dov\_assign=1, please insert:** 10 means very liberal and 0 means very conservative**/if dov\_assign=2, please insert:** 10 means very conservative and 0 means very liberal**]**?Please click where you would place the **Republican party** on the scale below. {W37; W15}

**[KEEP THE SCALE THE SAME FOR IDEODEM, IDEOREP, AND IDEOSELF.]**

Very liberal       -----  (10)

                                  (9)

                                 (8)

                                (7)

                                (6)

                        -----  (5)

                                 (4)

                                (3)

                                (2)

                                 (1)

Very conservative   ----- (0)

Base: all qualified respondents

**IDEOSELF [S]**

Where would you place **yourself** on this same scale from 0 to 10? {W37; W15}

**[KEEP THE SCALE THE SAME FOR IDEODEM, IDEOREP, AND IDEOSELF.]**

Very liberal       -----  (10)

                                 (9)

                                 (8)

                                (7)

                                 (6)

                       -----  (5)

                                (4)

                                (3)

                                 (2)

                                 (1)

Very conservative   ----- (0)

Base: all qualified respondents

**VOL1 [S]**

We are interested in volunteer activities for which people are not paid, except perhaps expenses. We

only want you to include volunteer activities that you did through or for an organization, even if you only

did them once in a while.

In the last 12 months that is since [Please insert CURRENT MONTH] of last year, have you done any volunteer activities through or for an organization? {W27.5; RF2}

1 Yes

2 No

Base: VOL1=2 or refused

**VOL2 [S]**

Sometimes people don’t think of activities they do infrequently or activities they do for children’s schools

or youth organizations as volunteer activities. Since [CURRENT MONTH] of last year, have you done any

of these types of volunteer activities? {W27.5; RF2}

1 Yes

2 No

Base: all qualified respondents

Scripter: Custom prompt if “Something else” is selected and nothing in text box: You did not provide a response for “Something else”. If you would like to skip, click Next.

**RELIG [S]**

What is your present religion, if any?{RF2}

1      Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, etc.)

2       Roman Catholic

3       Mormon (Church of Jesus Christ of Latter-day Saints or LDS)

4       Orthodox (such as Greek, Russian, or some other Orthodox church)

5       Jewish

6      Muslim

7      Buddhist

8      Hindu

9      Atheist

10    Agnostic

11   Something else Specify:

12    Nothing in particular

Base: RELIG=11 or Refused

**CHR** **[S]**

Do you think of yourself as a Christian or not?{RF2}

1      Yes

2      No

Base: if RELIG =1-4 OR CHR=1

**BORN [S]**

Would you describe yourself as a born-again or evangelical Christian, or not?{RF2}

1    Yes, born-again or evangelical Christian

2 No, not born-again or evangelical Christian

Base: all respondents

**RELIMP [S]**

How important is religion in your life? {W30}

1 Very important

2 Somewhat important

3 Not too important

4 Not at all important

Base: all respondents

**TALKREL [S]**

How often do you talk about religion with people outside your family?{W6}

**Please REVERSE ORDER OF RESPONSE OPTIONS, so half respondents would see 1-5, and half respondents ee 5-1; PLEASE RECORD ORDER**

1       At least once a week

2       Once or twice a month

3       Several times a year

4       Seldom

5       Never

Base: VOTED=1 OR 2 OR REFUSED

**REG [S]**

Which of these statements best describes you? {W27.5; RF2}

**IF RESPONDENT INDICATED THAT THEY VOTED IN 2018 (VOTED = 3) AUTOMATICALLY SET REG = 1 AND DO NOT DISPLAY THE QUESTION.**

1 You are ABSOLUTELY CERTAIN that you are registered to vote at your current address

2 You are PROBABLY registered, but there is a chance your registration has lapsed

3 You are NOT registered to vote at your current address

Base: all respondents

**POLTWEET [S]**

Have you ever tweeted or retweeted about politics? {NEW}

1. No
2. Yes, but not in the last 30 days

3 Yes, in last 30 days

# Appendix B: KnowledgePanel® Response Rate Report

KnowledgePanel® is a probability-based panel. By definition, all members of KnowledgePanel® have a known probability of selection. As a result, it is mathematically possible to calculate a proper response rate that takes into account all sources of nonresponse. Below are the components of the response rate calculation and the actual calculations. An extended description of how to compute response metrics for online panels can be found in:

Callegaro, Mario & DiSogra, Charles (2008). Computing response metrics for online panels. *Public Opinion Quarterly 72*(5). pp. 1008-1032.[[5]](#footnote-5)

**Response Rate Summary Metrics:**

|  |  |
| --- | --- |
| 1. Number of Assigned Panelists | **7,665** |
| 1. Study-Specific Average Panel Recruitment Rate (RECR) | **12.5%** |
| 1. Study-Specific Average Household Profile Rate (PROR) | **63.5%** |
| 1. Study-Specific Average Household Retention Rate (RETR) | **26.5%** |
| 1. Number of Total Study Completes | **4,477** |
| 1. Study Completion Rate (COMPR)\* | **58.4%** |
| 1. Number of Study Break-offs | **428** |
| 1. Study Breakoff Rate (BOR) | **8.7%** |
| 1. Number of Qualified Completes | **3,293** |
| 1. Study Qualification Rate (QUALR) | **73.6%** |
| 1. **Cumulative Response Rate** | **4.6%** |

**Comparison of Response Rates**

It is important to note the differences between a Random Digit Dial (RDD) telephone or mail sample and KnowledgePanel®. RDD telephone and mail samples can be compared because they are one-time surveys. However, an online panel such as KnowledgePanel® is composed of people recruited at different times and, more importantly, committed to answering multiple surveys for a period of time and not just a single survey. Further, with KnowledgePanel®, Panelists must also complete profile surveys in order to become members of the Panel.  These differences are reflected in the recruitment and profile rates reported above. These differences make directly comparing response rates between one-time surveys and Panel surveys difficult and perhaps not illuminating.

Opt-in web panels do not permit the calculation of a response rate since the probabilities of selection are unknown. Consequently, opt-in panels are only mathematically capable of computing the survey completion rate, which represents the final stage of gaining the cooperation of survey research subjects and excludes the nonresponse resulting from panel recruitment, connection, and panel retention. In addition, studies relying on opt-in intercept, sometimes called “river,” samples where respondents are recruited for a particular survey using various banner or pop-up ads placed on numerous websites rather than from a panel, also have no known selection probabilities and are therefore unable to report response rates. Further, such opt-in online intercept studies are unable to compute completion rates since a sample is not selected and can only report survey breakoff rates.

**Practical Advice for Reporting Response Rates**

Many journals ask for the final stage completion rate that can be easily reported. Breakoff rates are also another indicator of quality.

An example of reporting response metrics is the following:

A random sample of 1,234 panel members was drawn from Ipsos’ KnowledgePanel®. 850 (excluding breakoffs) responded to the invitation and 850 qualified for the survey, yielding a final stage completion rate of 68.9% and a qualification rate of 100.0% percent. The recruitment rate for this study, reported by Ipsos, was 13.3% and the profile rate was 63.7%, for a cumulative response rate of 5.8%.

**Formulas Used for Response Summary Metric Calculations**

The formulas, from Callegaro & DiSogra (2008), used to calculate the response summary metrics reported above are presented in below. Respondent-level cohort recruitment, profile, and retention rates are calculated for each study respondent and averaged across all study respondents to yield the study-specific rates reported on the previous page.

**Respondent-level Panel Recruitment Rate (RECR):**

*=*

**Respondent-level Profile Rate (PROR):**

*=*

**Respondent-level Retention Rate (RETR):**

*=*

**Study Completion Rate (COMR):**

*=*

**Breakoff Rate (BOR):**

*=*

**Qualification Rate (QUALR):**

*=*

**Cumulative Response Rate (CUMRR):**

*= RECR\*PROR\*COMR*

# Appendix C: Benchmark Distributions

|  |  |
| --- | --- |
| **Twitter User Benchmarks from Pew** | |
|  |  |
|  |  |
| **AGE X SEX** | Freq |
| Male:18-24 | 12.00 |
| Female:18-24 | 10.63 |
| Male:25-34 | 14.18 |
| Female:25-34 | 9.30 |
| Male:35-44 | 11.02 |
| Female:35-44 | 9.01 |
| Male:45-54 | 7.59 |
| Female:45-54 | 9.53 |
| Male:55-64 | 3.43 |
| Female:55-64 | 5.90 |
| Male:65+ | 3.66 |
| Female:65+ | 3.74 |
|  |  |
| **EDUCATION LEVEL X SEX** | Freq |
| Male:Coll grad | 20.39 |
| Female:Coll grad | 19.55 |
| Male:Some coll | 17.93 |
| Female:Some coll | 16.47 |
| Male:HS or less | 13.56 |
| Female:HS or less | 12.09 |
|  |  |
| **EDUCATION LEVEL X AGE** | Freq |
| 18-34:Coll grad | 14.26 |
| 35-54:Coll grad | 18.14 |
| 55+:Coll grad | 7.55 |
| 18-34:Some coll | 18.06 |
| 35-54:Some coll | 11.33 |
| 55+:Some coll | 5.01 |
| 18-34:HS or less | 13.79 |
| 35-54:HS or less | 7.68 |
| 55+:HS or less | 4.18 |
|  |  |
| **RACE/ETHNICITY X EDUCATION LEVEL** | Freq |
| White non-Hisp:Coll grad | 27.46 |
| Black non-Hisp:Coll grad | 3.46 |
| Hispanic:Coll grad | 3.40 |
| Other or Mixed non-Hisp | 12.14 |
| White non-Hisp:Some coll | 19.06 |
| Black non-Hisp:Some coll | 4.62 |
| Hispanic:Some coll | 7.36 |
| White non-Hisp:HS or less | 12.00 |
| Black non-Hisp:HS or less | 3.37 |
| Hispanic:HS or less | 7.15 |
|  |  |
| **PARTY** | Freq |
| Republican | 19.94 |
| Democrat | 36.22 |
| Independent/Other/DK/Ref | 43.84 |
|  |  |
| **VOLUNTEERING** | Freq |
| Volunteered | 32.55 |
| Did not volunteer | 67.45 |
|  |  |
| **VOTER REGISTRATION** | Freq |
| Registered | 68.09 |
| Not registered | 31.91 |
|  |  |
| **REGION** | Freq |
| Northeast | 19.52 |
| Midwest | 20.72 |
| South | 37.22 |
| West | 22.54 |
|  |  |
| **METROPOLITAN STATUS** | Freq |
| Non-metropolitan | 8.04 |
| Metropolitan | 91.96 |

|  |  |  |
| --- | --- | --- |
| **Twitter Opinion - Qualified Respondents** | | |
| **Weighted by weight** | | |
|  |  |  |
| sexage | Frequency | Percent |
| Male:18-24 | 244.5433 | 8.76 |
| Female:18-24 | 283.6161 | 10.16 |
| Male:25-34 | 401.7608 | 14.39 |
| Female:25-34 | 272.895 | 9.78 |
| Male:35-44 | 323.5424 | 11.59 |
| Female:35-44 | 266.8191 | 9.56 |
| Male:45-54 | 224.6438 | 8.05 |
| Female:45-54 | 276.9135 | 9.92 |
| Male:55-64 | 102.4103 | 3.67 |
| Female:55-64 | 174.7866 | 6.26 |
| Male:65+ | 108.3183 | 3.88 |
| Female:65+ | 110.7509 | 3.97 |
|  |  |  |
| sexeduc | Frequency | Percent |
| Male:Coll grad | 604.5688 | 21.66 |
| Female:Coll grad | 576.186 | 20.64 |
| Male:Some coll | 459.7576 | 16.47 |
| Female:Some coll | 475.4213 | 17.03 |
| Male:HS or less | 340.8925 | 12.21 |
| Female:HS or less | 334.1737 | 11.97 |
|  |  |  |
| ageeduc | Frequency | Percent |
| 18-34:Coll grad | 418.7053 | 15 |
| 35-54:Coll grad | 537.6845 | 19.26 |
| 55+:Coll grad | 224.3651 | 8.04 |
| 18-34:Some coll | 450.9896 | 16.16 |
| 35-54:Some coll | 335.6787 | 12.03 |
| 55+:Some coll | 148.5105 | 5.32 |
| 18-34:HS or less | 333.1202 | 11.94 |
| 35-54:HS or less | 218.5556 | 7.83 |
| 55+:HS or less | 123.3904 | 4.42 |
|  |  |  |
| educrace | Frequency | Percent |
| White non-Hisp:Coll grad | 812.6276 | 29.12 |
| Black non-Hisp:Coll grad | 102.3846 | 3.67 |
| Hispanic:Coll grad | 100.5829 | 3.6 |
| Other or Mixed non-Hisp | 309.6705 | 11.1 |
| White non-Hisp:Some coll | 514.9281 | 18.45 |
| Black non-Hisp:Some coll | 125.9432 | 4.51 |
| Hispanic:Some coll | 200.8636 | 7.2 |
| White non-Hisp:HS or less | 353.3033 | 12.66 |
| Black non-Hisp:HS or less | 87.66339 | 3.14 |
| Hispanic:HS or less | 183.033 | 6.56 |
|  |  |  |
| party3 | Frequency | Percent |
| Republican | 582.6518 | 20.88 |
| Democrat | 997.5016 | 35.74 |
| Independent/Other/DK/Ref | 1210.847 | 43.38 |
|  |  |  |
| vol | Frequency | Percent |
| Volunteered | 924.4798 | 33.12 |
| Did not volunteer | 1866.52 | 66.88 |
|  |  |  |
| regvoter | Frequency | Percent |
| Registered | 1965.71 | 70.43 |
| Not Registered | 825.2896 | 29.57 |
|  |  |  |
| PPREG4 | Frequency | Percent |
| Northeast | 543.6138 | 19.48 |
| Midwest | 590.7146 | 21.16 |
| South | 1024.863 | 36.72 |
| West | 631.8088 | 22.64 |
|  |  |  |
| PPMSACAT | Frequency | Percent |
| Non-metropolitan | 230.3697 | 8.25 |
| Metropolitan | 2560.63 | 91.75 |
|  |  |  |
| TWITTER | Frequency | Percent |
| Yes | 2791 | 100 |
|  |  |  |
| TWITTER\_USE | Frequency | Percent |
| Several times a day | 994.0817 | 35.62 |
| Once a day | 400.6703 | 14.36 |
| A few times a week | 575.9 | 20.63 |
| Once a week | 160.7904 | 5.76 |
| A few times a month | 356.59 | 12.78 |
| Once a month or less | 302.7878 | 10.85 |
| Refused | 0.179749 | 0.01 |
|  |  |  |
| qflag | Frequency | Percent |
| 1 | 2791 | 100 |

1. MacInnis, B., Krosnick, J., Ho, A., and M. Cho (2018). “The Accuracy of Measurements with Probability and Nonprobability Survey Samples: Replication and Extension.” Public Opinion Quarterly, Winter 2018. [↑](#footnote-ref-1)
2. Yeager, D., Krosnick, J., Chang, L., Javitz, H., Levendusky, M., Simper, A. and R. Wang (2011). "Comparing the Accuracy of RDD Telephone Surveys and Internet Surveys Conducted With Probability and Non-Probability Samples." Public Opinion Quarterly, Winter 2011. [↑](#footnote-ref-2)
3. Fahimi, M. and D. Kulp (2009). “Address-Based Sampling – Alternatives for Surveys That Require Contacts with Representative Samples of Households.” Quirk’s Marketing Research Review, May 2009. [↑](#footnote-ref-3)
4. Callegaro, M. and C. DiSogra (2008). “Computing Response Metrics for Online Panels.” *Public Opinion Quarterly*, Vol. 72, No. 5. [↑](#footnote-ref-4)
5. The full text of the paper is available on the Public Opinion Quarterly – Special issue webpage: <http://www.oxfordjournals.org/our_journals/poq/special.html> [↑](#footnote-ref-5)