

Methodology

The American Trends Panel survey methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. The panel is being managed by Ipsos.

Data in this report are drawn from the panel wave conducted June 3 to June 17, 2019. A total of 4,272 panelists responded out of 5,869 who were sampled, for a response rate of 73%. This does not include six panelists who

were removed from the data due to extremely high rates of refusal or straightlining. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 5.1%. The break-off rate among panelists who logged onto the survey and completed at least one item is 1.7%. The margin of sampling error for the full sample of 4,272 respondents is plus or minus 1.9 percentage points.

American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	2,503
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,464
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	801
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	8,691
	Total	29,114	18,720	13,459

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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The subsample from the ATP was selected by grouping panelists into five strata so demographic groups that are underrepresented in the panel had a higher probability of selection than overrepresented groups:

- Stratum A consists of panelists who are non-internet users. They were sampled at a rate of 100%.
- Stratum B consists of panelists with a high school education or less. They were sampled at a rate of 98.9%.
- Stratum C consists of panelists that are Hispanic, unregistered to vote, or non-volunteers. They were sampled at a rate of 44.8%.

- Stratum D consists of panelists that are black or 18 to 34 years old. They were sampled at a rate of 18.2%.
- Stratum E consists of the remaining panelists. They were sampled at a rate of 13.5%.

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of which 9,942 agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a random, address-based sample (ABS) of households selected from the U.S. Postal Service's Delivery Sequence File. In each household, the adult with the next birthday was asked to go online to complete a survey, at the end of which they were invited to join the panel. For a random half-sample of invitations, households without internet access were instructed to return a postcard. These households were contacted by telephone and sent a tablet if they agreed to participate. A total of 9,396 were invited to join the panel, and 8,778 agreed to join the panel and completed an initial profile survey. Of the 18,720 individuals who have ever joined the ATP, 13,459 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.¹

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

Weighting

The ATP data were weighted in a multistep process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 and 2017 some respondents were subsampled for invitation to the panel. The next step in the weighting uses an iterative technique that aligns the sample to population benchmarks on the dimensions listed in the accompanying table.

Sampling errors and test of statistical significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the American Trends Panel's Hispanic sample is predominantly U.S. born and English speaking.

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.

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:

Group	Unweighted sample size	Plus or minus ...
U.S. adults	4,272	1.9 percentage points
Form 1 sample	2,140	2.6 percentage points
White, non-Hispanic	1,445	3.1 percentage points
Black, non-Hispanic	224	8.2 percentage points
Hispanic	309	7.9 percentage points
Ages 18-29	342	6.8 percentage points
30-49	660	4.6 percentage points
50-64	654	4.7 percentage points
65+	484	5.4 percentage points
Form 2 sample	2,132	2.6 percentage points

Weighting dimensions

Variable	Benchmark source
Gender	2017 American Community Survey
Age	
Education	
Race/Hispanic origin	2018 CPS March Supplement
Hispanic nativity	
Home internet access	
Region x Metropolitan status	2017 CPS Volunteering and Civic Life Supplement
Volunteerism	
Voter registration	2016 CPS Voting and Registration Supplement
Party affiliation	Average of the three most recent Pew Research Center telephone surveys.

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

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White, non-Hispanic	1,442	3.1 percentage points
Black, non-Hispanic	221	8.2 percentage points
Hispanic	302	7.7 percentage points
Ages 18-29	329	6.7 percentage points
30-49	654	4.7 percentage points
50-64	654	4.8 percentage points
65+	493	5.2 percentage points
<\$30K	556	5.4 percentage points
\$30K-\$74K	733	4.4 percentage points
\$75K+	740	4.3 percentage points
HS or less	748	4.6 percentage points
Some college	584	4.8 percentage points
College+	798	4.1 percentage points

Group	Unweighted sample size	Weighted percentage	Plus or minus ...
Form 2			
Rep/Lean Rep	908	44	4.0 percentage points
Dem/Lean Dem	1,143	52	3.6 percentage points

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

Topline questionnaire

**2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 49 JUNE 2019
FINAL TOPLINE
JUNE 3-17, 2019
TOTAL N=4,272**

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE EITHER BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

ASK ALL:

PUBLICDATA

Today a wide range of information about people is searchable online. Do you think it is more important for people to have the ability to... **[RANDOMIZE 1 AND 2]**

June 3-17,
2019
23
74
3

Discover potentially useful information about others
Keep things about themselves that might be potentially damaging from being searchable online
No Answer

ASK FORM 1 [N=2,140]:

RTBF

Do you think that ALL Americans should have the right to have the following information about themselves removed from public online search results?

	<u>Yes, should be able to remove this from online searches</u>	<u>No, should not be able to remove this from online searches</u>	<u>No Answer</u>
a. Data collected by law enforcement, such as criminal records or mugshots June 3-17, 2019	39	59	2
b. Information about their employment history or work record June 3-17, 2019	67	31	1
c. Negative media coverage June 3-17, 2019	56	42	2
d. Potentially embarrassing photos or videos June 3-17, 2019	85	14	1

ASK FORM 2 [N=2,132]:**[RANDOMIZE AND RECORD ORDER OF QUESTIONS A-D]**

RTD

Do you think that ALL Americans should have the right to have the following data about themselves be permanently deleted by the people or organizations who have that information?

	<u>Yes, should have the right to have this deleted</u>	<u>No, should not have the right to have this deleted</u>	<u>No Answer</u>
a. Data collected by law enforcement, such as criminal records or mugshots June 3-17, 2019	36	61	3
b. Potentially embarrassing photos or videos June 3-17, 2019	87	11	2
c. Medical data collected by a health provider June 3-17, 2019	69	29	2
d. Financial data collected by their tax preparer June 3-17, 2019	79	19	2

ASK ALL [N=4,272]:

PARTY In politics today, do you consider yourself a:

ASK IF INDEP/SOMETHING ELSE (PARTY=3 or 4) OR MISSING:PARTYLN As of today do you lean more to...²

<u>Republican</u>	<u>Democrats</u>	<u>Independent</u>	<u>Something else</u>	<u>No answer</u>	<u>Lean Rep</u>	<u>Lean Dem</u>
26	32	28	13	2	18	20

² Party and Partyln asked in a prior survey.