

## Methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults living in households. Respondents who self-identify as internet users and who provided an email address participate in the panel via monthly self-administered web surveys, and those who do not use the internet or decline to provide an email address participate via the mail. The panel is being managed by Abt SRBI.

Data in this report are drawn from the December wave of the panel, conducted Nov. 24-Dec. 21, 2015, among 4,787 respondents (4,317 by web and 470 by mail). The margin of sampling error for the full sample of 4,787 respondents is plus or minus 1.94 percentage points.

Members of the American Trends Panel were recruited from two large, national landline and cellphone random-digit-dial (RDD) surveys conducted in English and Spanish. At the end of each survey, respondents were invited to join the panel. The first group of panelists was recruited from the 2014 Political Polarization and Typology Survey, conducted from Jan. 23 to March 16, 2014. Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel and a total of 5,338 agreed to participate.<sup>1</sup> The second group of panelists was recruited from the 2015 Survey on Government, conducted from Aug. 27 to Oct. 4, 2015. Of the 6,004 adults interviewed, all were invited to join the panel and 2,976 agreed to participate.<sup>2</sup>

Participating panelists provided either a mailing address or an email address to which a welcome packet, a monetary incentive and future survey invitations could be sent. Panelists also receive a small monetary incentive after participating in each wave of the survey.

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 some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the propensity to join the panel and remain an active panelist varied across different groups in the sample. The final step in the weighting uses an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the U.S. Census Bureau's 2013 American Community Survey. Population density is weighted to match the 2010 U.S. Decennial Census. Telephone service is weighted to estimates of telephone coverage for 2015 that were

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<sup>1</sup> When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.

<sup>2</sup> Respondents to the 2014 Political Polarization and Typology Survey who indicated that they are internet users but refused to provide an email address were initially permitted to participate in the American Trends Panel by mail but were no longer permitted to join the panel after Feb. 6, 2014. Internet users from the 2015 Survey on Government who refused to provide an email address were not permitted to join the panel.

projected from the July-December 2014 National Health Interview Survey. It also adjusts for party affiliation using an average of the three most recent Pew Research Center general public telephone surveys and for internet use using as a parameter a measure from the 2014 Survey of Political Polarization. Sampling errors and statistical tests of significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the Hispanic sample in the American Trends Panel is predominantly native born and English speaking.

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:

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	4,787	1.9 percentage points

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.

The web component of the December wave had a response rate of 68.4% (4,317 responses among 6,308 web-based individuals in the panel); the mail component had a response rate of 66% (417 responses among 712 non-web individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%) and attrition from panel members who were removed at their request or for inactivity, the cumulative response rate for the December ATP wave is 3%.<sup>3</sup>

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<sup>3</sup> Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

## Topline questionnaire

### 2015 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL WAVE 13 DECEMBER

#### FINAL TOPLINE

November 24 – December 21, 2015

TOTAL N=4,787

WEB RESPONDENTS N=4,317

MAIL RESPONDENTS N=470

#### ASK ALL:

SHOP15. When you are deciding whether or not to use a particular service or whether to shop at a particular store, how important is it that you know something about the pay and working conditions for the people who work there?

Nov 24-Dec 21

2015

N=4,787

53	NET Important
13	Extremely important
40	Somewhat important
46	NET Not important
32	Not too important
14	Not important at all
1	No Answer

#### ASK ALL:

SHOP16. In general, how easy is it for you to get accurate information on the pay and working conditions of the people who work at the businesses you frequent?

Nov 24-Dec 21

2015

N=4,787

23	NET Easy
5	Very easy
18	Somewhat easy
38	NET Not Easy
25	Not very easy
14	Not easy at all
38	Not sure/ Haven't tried this
1	No Answer

**ASK ALL:**

SHOP17. Which of the following statements best describes you, even if neither is exactly right?

Nov 24-Dec 21

2015

N=4,787

28

I often pay extra to support businesses that provide good pay and working conditions for their employees

67

I would like to support businesses that provide good pay and working conditions for their employees, but many times it's hard to justify the additional cost involved

5

No Answer