Methodology

The American Trends Panel (ATP), created by the Pew Research Center, is a nationally representative panel of randomly selected U.S. adults recruited from landline and cell phone random digit dial surveys. Panelists participate via monthly self-administered Web surveys. Panelists who do not have internet access are provided with a tablet and wireless internet connection. The panel is being managed by Abt SRBI.

Data in this report are primarily drawn from two different panel waves. The first was conducted October 25-November 8, 2016 among 4,265 respondents. The margin of sampling error for this first wave of 4,265 respondents is plus or minus 2.7 percentage points. The second was conducted November 29-December 12, 2016 among 4,183 respondents. The margin of sampling error for this second wave of 4,183 respondents is also plus or minus 2.7 percentage points.

For more details on how panelists were recruited and the weighting procedures followed:

http://www.pewresearch.org/methodology/u-s-survey-research/american-trends-panel/

County classification

For the purposes of this analysis, counties were classified according to the proportion of the two-party vote (i.e., excluding third party candidate vote totals from the denominator). County vote totals come from David Leip's Atlas of U.S. Presidential Elections. For instance *Trump by 40+* counties are those where Donald Trump received more than 70% of the two-party vote, while *Clinton by 40+* counties are those where Hillary Clinton received more than 70% of the two-party vote. *Trump by 20 to<40* counties are those where Trump received between 60 and 70% of the two-party vote; *Clinton by 20 to <40* counties are those where Clinton received between 60 and 70% of the two-party vote. *Either by <20* counties are those where the two-party margin was less than 20 percentage points.

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:

Minimum sample sizes across both waves

Group	Unweighted sample size	Plus or minus ...
Total sample	4,183	2.7 percentage points
Republican/Lean Republican	1,880	4.1 percentage points
Democrat/Lean Democrat	2,212	3.7 percentage points
Republicans and Republican leaners living in counties where the two-party vote share was ...		
Trump by 40+	386	9.0 percentage points
Trump by 20 to <40	376	9.1 percentage points
Either by <20	706	6.6 percentage points
Clinton by 20 to <40	245	11.3 percentage points
Clinton by 40+	167	13.6 percentage points
Democrats and Democratic leaners living in counties where the two-party vote share was ...		
Trump by 40+	147	14.5 percentage points
Trump by 20 to <40	294	10.3 percentage points
Either by <20	838	6.1 percentage points
Clinton by 20 to <40	395	8.9 percentage points
Clinton by 40+	538	7.6 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 November 2016 wave had a response rate of 79% (4,183 responses among 5,280 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 wave is 2.6 %.[1]

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[1] 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.