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 is drawn from the panel wave conducted March 19 to March 24, 2020. A total of 11,537 panelists responded out of 15,433 who were sampled, for a response rate of 75%. This does not include five 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 4.1%. The break-off rate among panelists who logged on to the survey and completed at least one item is 2%. The margin of sampling error for the full sample of 11,537 respondents is plus or minus 1.5 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	2,311
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,335
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	685
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	6,412
Aug. 19 to Nov. 30, 2019	ABS/web	5,900	4,720	4,690
	Total	**35,014**	**23,440**	**15,433**

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.

PEW RESEARCH CENTER

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. The same recruitment procedure was carried out on August 19, 2019, from which a total of 5,900 were invited to join the panel and 4,720 agreed to join the panel and completed an initial profile survey. Of the 23,440 individuals who have ever joined the ATP, 15,433 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 was weighted in a multistep process that begins with a base weight incorporating the respondents' original selection probability. 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.

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.

Weighting dimensions

Variable	Benchmark source
Gender	2018 American Community Survey
Age	
Education	
Race/Hispanic origin	
Country of birth among Hispanics	
Home internet access	
Years lived in the United States among Hispanics	
Region x Metropolitan status	2019 CPS March Supplement
Volunteerism	2017 CPS Volunteering & Civic Life Supplement
Voter registration	2018 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.

PEW RESEARCH CENTER

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	Weighted percentage	Plus or minus ...
Total sample	11,537		1.5 percentage points
Men	5,177	48	2.3 percentage points
Women	6,339	52	1.9 percentage points
White, non-Hispanic	7,535	63	1.7 percentage points
Black, non-Hispanic	881	11	4.9 percentage points
Hispanic	2,358	16	4.0 percentage points
Ages 18-29	1,286	20	4.1 percentage points
30-49	3,775	33	2.5 percentage points
50-64	3,448	26	2.6 percentage points
65+	2,968	21	2.7 percentage points
HS or less	1,684	37	3.1 percentage points
Some college	3,447	31	2.4 percentage points
College+	6,380	31	1.6 percentage points
Rural	2,374	26	3.0 percentage points
Suburban	5,738	47	2.0 percentage points
Urban	3,407	27	2.8 percentage points
Democrat/lean Democrat	6,474	52	2.0 percentage points
Republican/lean Republican	4,738	44	2.2 percentage points

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

Topline questionnaire

2020 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 64 MARCH 2020
FINAL TOPLINE
MARCH 19-24, 2020
TOTAL N= 11,537

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

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

	Sample size	**Margin of error at 95% confidence level**
U.S. adults	11,537	+/- 1.5 percentage points

ASK ALL:
COVID_ACT_T Have you done any of the following as a result of the coronavirus outbreak? **[RANDOMIZE ITEMS]**

		Yes, have done this	No, have not done this	No answer	Not an internet user
a.	Searched online for information about the coronavirus				
	Mar 19-24, 2020	70	25	*	4
b.	Used social media to share or post information about the coronavirus				
	Mar 19-24, 2020	37	58	*	4
c.	Used the internet or email to connect with doctors or other medical professionals				
	Mar 19-24, 2020	16	79	*	4
d.	Used email or messaging services to communicate with others				
	Mar 19-24, 2020	76	19	*	4
e.	Used video calling or online conferencing services like Zoom or Webex to attend a work meeting				
	Mar 19-24, 2020	25	70	1	4

ASK ALL:

TECH_SERVICE If you were to experience a major interruption in your internet or cellphone service during the coronavirus outbreak, how much of a problem would it be for daily life in your household?

Mar 19-24, 2020	
49	A very big problem
28	A moderately big problem
16	A small problem
6	Not a problem at all
1	No answer

ASK ALL:

TECHSUB2 Thinking about the limits on social contact that experts are recommending during the coronavirus outbreak, if many of the everyday interactions you have in person have to be done online or by telephone, do you think it…

Mar 19-24, 2020	
27	Will be just as good as in person contact
64	Will be useful but will not be a replacement for in person contact
8	Won't be of much use
1	No answer