

## Methodology

### The American Trends Panel survey methodology

#### Overview

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. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from the panel wave conducted from Feb. 22 to March 5, 2023, among a sample of U.S. adults who identify as Black either alone or in combination with another race. A total of 4,742 panelists responded out of 7,518 who were sampled, for a response rate of 66% (AAPOR RR3). This included 1,745 respondents from the ATP and an additional 2,997 from Ipsos' KnowledgePanel (KP).

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 2%. The break-off rate among panelists who logged on to the survey and completed at least one item is 5%. The margin of sampling error for the full sample of 4,742 respondents is plus or minus 2.1 percentage points.

#### Panel recruitment

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

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#### 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	1,504
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	881
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	434
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	4,116
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,472
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,541
May 29 to July 7, 2021; Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	788
May 24 to Sept. 29, 2022	ABS	3,354	2,869	1,700
	<b>Total</b>	<b>42,894</b>	<b>30,283</b>	<b>12,436</b>

Note: RDD is random-digit dial; ABS is address-based sampling. 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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these three surveys, a total of 19,718 adults were invited to join the ATP, of whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. Sampled households receive mailings asking a randomly selected adult to complete a survey online. A question at the end of the survey asks if the respondent is willing to join the ATP. In 2020 and 2021 another stage was added to the recruitment. Households that did not respond to the online survey were sent a paper version of the questionnaire, \$5 and a postage-paid return envelope. A subset of the adults who returned the paper version of the survey were invited to join the ATP. This subset of adults received a follow-up mailing with a \$10 pre-incentive and invitation to join the ATP.

Across the five address-based recruitments, a total of 23,176 adults were invited to join the ATP, of whom 20,341 agreed to join the panel and completed an initial profile survey. In each household, one adult was selected and asked to go online to complete a survey, at the end of which they were invited to join the panel. Of the 30,283 individuals who have ever joined the ATP, 12,436 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.<sup>1</sup> The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

### **Sample design**

The overall target population for this survey was non-institutionalized persons ages 18 and older living in the U.S., including Alaska and Hawaii who identify as Black either alone or in combination with another race. All eligible members of both the ATP and Ipsos' KnowledgePanel were invited to participate in this wave.

### **Questionnaire development and testing**

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated

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

test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

### **Incentives**

All ATP respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Ipsos operates an ongoing modest incentive program for KnowledgePanel 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, panel members are assigned 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. For this survey, during the last few days of data collection, KnowledgePanel members who self-identified as Black were offered 10,000 points (equivalent to \$10) in addition to the regular incentive program in an attempt to boost the number of responses from panel members who identified as Black American.

### **Data collection protocol**

The data collection field period for this survey was Feb. 22 to March 5, 2023. Postcard notifications were mailed to all ATP panelists with a known residential address on Feb. 22.

Invitations were sent out in two separate launches: soft launch and full launch. Thirty-nine ATP panelists and 300 KP panelists were included in the soft launch, which began with an initial invitation sent on Feb. 22. The ATP panelists chosen for the initial soft launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining English- and Spanish-speaking panelists were included in the full launch and were sent an invitation on Feb. 23.

All panelists with an email address received an email invitation and up to four email reminders if they did not respond to the survey. All ATP panelists who consented to SMS messages received an SMS invitation and up to four SMS reminders.

**Invitation and reminder dates, ATP Wave 122**

	<b>Soft launch</b>	<b>Full launch</b>
Initial invitation	February 22, 2023	February 23, 2023
First reminder	February 25, 2023	February 25, 2023
Second reminder	February 27, 2023	February 27, 2023
Third reminder	March 1, 2023	March 1, 2023
Final reminder	March 3, 2023	March 3, 2023

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**Data quality checks**

To ensure high-quality data, the Center's researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for very high rates of leaving questions blank, as well as always selecting the first or last answer presented. As a result of this checking, 13 respondents were removed from the survey dataset prior to weighting and analysis.

## Weighting

The data is weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process. First, each panelist begins with a base weight that reflects their probability of selection for their initial recruitment survey. That weight is then adjusted to account for nonresponse to the recruitment survey and panel attrition. Next, the weights for ATP and KnowledgePanel respondents are separately scaled to be proportional to their effective sample size.

The ATP and KnowledgePanel respondents are then recombined and their weights

are calibrated to align with the population benchmarks, calculated among respondents to benchmark surveys who identify as Black (alone or in combination), identified in the accompanying table. These weights were then trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

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### American Trends Panel weighting dimensions among Black adults

Variable	Benchmark source
Age (detailed)	2021 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Hispanic ethnicity	
Single vs. multiracial	
Years lived in the U.S.	
Census region	2021 CPS March Supplement
Metro/Non-metro	
Volunteerism	2022 American Trends Panel Annual Profile Survey/2019 CPS Volunteering & Civic Life Supplement
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	2022 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	

Note: Estimates from the ACS are based on noninstitutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population. Volunteerism is estimated using a model to account for potential changes in volunteering behavior due to the coronavirus outbreak that began in February 2020.

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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.

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**Sample sizes and margins of error, ATP Wave 122**

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	4,742	2.1 percentage points
Lower income	1,579	3.6 percentage points
Middle income	2,190	3.1 percentage points
Upper income	690	5.4 percentage points

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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.

## Dispositions and response rates

### Final dispositions, ATP Wave 122

	AAPOR code	ATP	KP	TOTAL
Completed interview	1.1	1,745	2,997	4,742
Logged on to survey; broke off	2.12	26	207	233
Logged on to survey; did not complete any items	2.1121	9	104	113
Never logged on (implicit refusal)	2.11	199	1,972	2,171
Survey completed after close of the field period	2.27	0	0	0
Completed interview but was removed for data quality	2.3	2	11	13
Screened out	4.7	98	148	246
<b>Total panelists in the survey</b>		<b>2,079</b>	<b>5,439</b>	<b>7,518</b>
Completed interviews	I	1,745	2,997	4,742
Partial interviews	P	0	0	0
Refusals	R	28	218	246
Non-contact	NC	0	0	0
Other	O	0	0	0
Unknown household	UH	0	0	0
Unknown other	UO	208	2,076	2,284
Not eligible	NE	0	0	0
Screen out	SO	98	148	246
<b>Total</b>		<b>2,079</b>	<b>5,439</b>	<b>7,518</b>
Est. eligibility rate among unscreened: $e = (I+R)/(I+R+SO)$		95%	96%	95%
$AAPOR\ RR1 = I / (I+P+R+NC+O+UH+UO)$		88%	57%	65%
$AAPOR\ RR3 = I / (I+R+[e*UO])$		89%	58%	66%

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### Cumulative response rate as of ATP Wave 122

	ATP	KP	TOTAL
Weighted response rate to recruitment surveys	12%	9%	10%
% of recruitment survey respondents who agreed to join the panel, among those invited	71%	61%	64%
% of those agreeing to join who were active panelists at start of Wave 122	49%	34%	38%
Response rate to Wave 122 survey	89%	58%	66%
<b>Cumulative response rate</b>	<b>4%</b>	<b>1%</b>	<b>2%</b>

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### **Adjusting income and defining income tiers**

To create upper-, middle- and lower-income tiers, respondents' 2021 family incomes were adjusted for differences in purchasing power by geographic region and household size. "Middle-income" adults live in families with annual incomes that are two-thirds to double the median family income in the panel (after incomes have been adjusted for the local cost of living and household size). The middle-income range for the American Trends Panel is about \$43,800 to \$131,500 annually for an average family of three. Lower-income families have incomes less than roughly \$43,800, and upper-income families have incomes greater than roughly \$131,500 (all figures expressed in 2021 dollars).

Based on these adjustments, 41% of respondents in Wave 122 are lower income, 43% are middle income and 11% fall into the upper-income tier. An additional 5% either didn't offer a response to the income question or the household size question.

For more information about how the income tiers were determined, please see [here](#).

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