

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 recruited from landline and cellphone random-digit-dial (RDD) 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 GfK.

Data in this report are drawn from the panel wave conducted May 29-June 11, 2018, among 4,594 respondents. The margin of sampling error for the full sample of 4,594 respondents is plus or minus 2.4 percentage points.

Members of the American Trends Panel were recruited from several large, national landline and cellphone 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 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.¹ The second group of panelists was recruited from the 2015 Pew Research Center Survey on Government, conducted 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.² The third group of panelists was recruited from a survey conducted April 25 to June 4, 2017. Of the 5,012 adults interviewed in the survey or pretest, 3,905 were invited to take part in the panel and a total of 1,628 agreed to participate.³

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 aligns the sample to population benchmarks on a number of dimensions. Gender, age, education, race, Hispanic origin and region parameters come from the U.S. Census Bureau's 2016 American Community Survey. The county-level population density parameter (deciles) comes from the 2010 U.S. decennial census. The telephone service benchmark comes from the July-December 2016 National Health

¹ 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.

² 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 Pew Research Center Survey on Government who refused to provide an email address were not permitted to join the panel.

³ White, non-Hispanic college graduates were subsampled at a rate of 50%.

Interview Survey and is projected to 2017. The volunteerism benchmark comes from the 2015 Current Population Survey Volunteer Supplement. The party affiliation benchmark is the average of the three most recent Pew Research Center general public telephone surveys. The internet access benchmark comes from the 2017 ATP Panel Refresh Survey. Respondents who did not previously have internet access are treated as not having internet access for weighting purposes. 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 ATP 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:

Group	Unweighted sample size	Plus or minus ...
Total sample	4,594	2.4 percentage points
Facebook users	3,413	2.8 percentage points
18-29	370	8.4 percentage points
30-49	1,072	5.0 percentage points
50-64	1,097	4.9 percentage points
65+	871	5.5 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 May 2018 wave had a response rate of 84 % (4,594 responses among 5,486 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 2.4%⁴.

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⁴ 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.

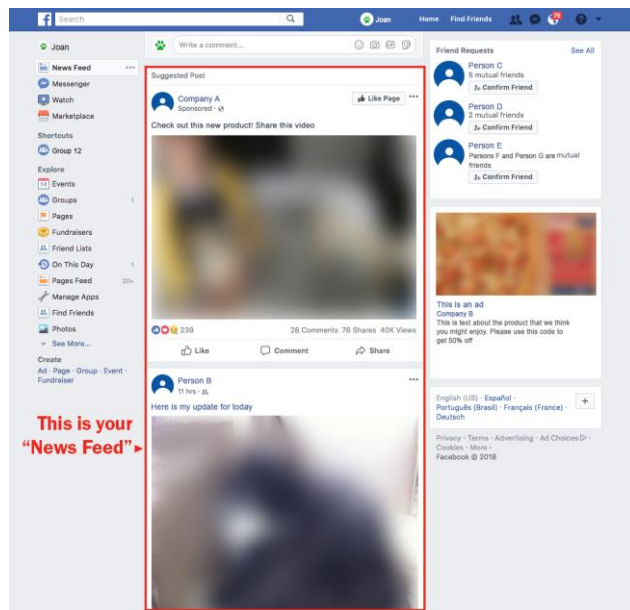
Topline questionnaire

**2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 35 MAY 2018
FINAL TOPLINE
MAY 29 – JUNE 11, 2018
TOTAL N=4,594**

ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:

FB1 Now thinking specifically about how you use FACEBOOK...

How much, if at all, do you feel you understand why certain posts are included in your Facebook News Feed and others are not? In the picture below, the News Feed is outlined in red.



May 29-
Jun 11
2018

14	Very well
32	Somewhat well
33	Not very well
20	Not well at all
1	No Answer

[FB2 NOT SHOWN]

ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:

FB3a How much control do you think users have over the content that appears in their Facebook News Feed?

May 29-
Jun 11
2018

14	A lot
57	A little
28	None
1	No Answer

ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:

FB3b Have you ever intentionally tried to influence or change the content you see on your Facebook News Feed?

May 29-
Jun 11
2018

36	Yes
63	No
1	No Answer

ASK IF YES TO FB3b (FB3b=1) [N=1,219]:

FB3c What actions have you taken to try and influence what shows up in your Facebook News Feed? **[RANDOMIZE 1-5, ITEM 6 ALWAYS LAST]**

[Check all that apply]

	<u>Selected</u>	<u>Not Selected/ No Answer</u>
1. Friended or unfriended certain people May 29- Jun 11, 2018	73	27
2. Liked, shared or commented on certain types of content May 29- Jun 11, 2018	70	30
3. Indicated that you wanted to see less of certain people or types of content May 29- Jun 11, 2018	76	24
4. Changed your privacy settings or ad preferences May 29- Jun 11, 2018	70	30
5. Followed or unfollowed certain groups or organizations May 29- Jun 11, 2018	81	19
6. Something else (SPECIFY) May 29- Jun 11, 2018	6	94