

Survey of Young Americans' Attitudes  
Toward Politics and Public Service:  
26th Edition

Institute of Politics, Harvard University



Harvard Public Opinion Project  
October 29, 2014

#HarvardYouthPoll

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## Introduction

Conceived by two Harvard undergraduate students during the winter of 1999, Harvard University's Institute of Politics Survey of Young Americans' Attitudes toward Politics and Public Service began in 2000 as a national survey of 18- to 24- year old college undergraduates. Over the last 14 years, this research project has grown in scope and mission, as this report now includes an analysis of 18- to 29- year olds on a broad set of longitudinal and current events issues.

The first survey of N=800 college undergraduates was completed in the Spring of 2000 and all interviews were conducted over the telephone; since that time, 24 subsequent surveys have been released. Over this period, a number of modifications have been made to the scope and methodology in order to ensure that sampling methods most accurately capture the view of the population of young adults in a manner that will be useful to both the Institute of Politics and the broader research and political communities.

- In 2001, the survey was expanded from N=800 to N=1,200 college students in order to capture a more robust sample of the undergraduate population.
- In 2006, the survey expanded to N=2,400 interviews, as we began interviewing members of the 18- to 24- year-old cohort who were not currently attending a four-year college or university. In addition, because of changing uses of technology among younger Americans, in 2006 the survey moved from a telephone poll to a survey that was administered online.
- In 2009, we expanded our scope a third time to include the population of young adults aged 18 to 29. While we will continue to report on the attitudes and opinions of U.S. college students, this change in our research subject was made to allow for better and more direct comparisons to the broader set of election and general public opinion research tracking data, which tends to track the 18- to 29-year-old demographic group. Our fall political tracking surveys will include samples of N=2,000, while the spring semester's research will be more in-depth and include N=3,000 interviews. All of our interviews are conducted in English and Spanish. Using GfK (formerly Knowledge Networks) as our research partner, IOP surveys use RDD and Address-Based Sampling (ABS) frames and are administered online (see Appendix).

The interviewing period for this survey of N=2,029 18- to 29- year olds was September 26 to October 9, 2014. The margin of error for the poll is +/- 2.6 percentage points at the 95 percent confidence level. During the interviewing period, major media stories included an easing of tensions in Ferguson, MO, pro-democracy protests in Hong Kong, resignation of the Secret Service chief after handling of White House intruder, confirmed Ebola case in Dallas and a video showing ISIS beheading of a British hostage.

Harvard IOP Polling Director John Della Volpe supervised the survey group of undergraduates. As always, the IOP survey group would like to thank IOP Director Maggie Williams and Executive Director Catherine McLaughlin for their insight and support over the course of this and all IOP projects.

## Demographic and Political Profile

For this survey, we completed N=2,029 web-enabled interviews with 18- to 29- year-olds in the U.S.

### Demographic profile:

- 50 percent male, 50 percent female;
- 58 percent are between the ages of 18 and 24; 42 percent are between the ages of 25 and 29;
- 56 percent White (non-Hispanic), 21 percent Hispanic, 14 percent African-American (non-Hispanic), 7 percent other and 2 percent 2+ races;
- 21 percent are Catholic, 13 percent Fundamental/Evangelical, 12 percent Protestant, 2 percent Mormon, 1 percent Jewish, less than one percent Muslim, 10 percent another religion, 23 percent cite no religious preference and 12 percent decline to answer or say “not sure;”
- 44 percent with a religious preference say that religion is a very important part of their life, 36 percent say that it is somewhat important and 16 percent say it is not very important;
- 21 percent are married, 15 percent are living with a partner, 1 percent are divorced, 1 percent are separated and 61 percent have never been married.

### Current educational status:

- 4 percent of the sample indicated that they are in high school, 1 percent in a trade or vocational school, 12 percent are in a two-year junior or community college, 22 percent in a four-year college, 4 percent in graduate school, 1 percent in a business or professional school, 2 percent are not enrolled but taking at least one class and 54 percent of 18- to 29- year olds surveyed are not enrolled in any of these categories;
- 70 percent of college students attend a public institution, 26 percent a private one.

### Political and ideological profile:

- 66 percent say they are registered to vote;
- 18 percent consider themselves to be politically engaged or active;
- 34 percent self-identify as liberal or leaning liberal, 29 percent moderate, and 37 percent conservative or leaning conservative;
- 33 percent consider themselves Democrats, 22 percent Republicans and 42 percent Independents.

### Employment status:

- 60 percent are working as a paid employee, 4 percent are self-employed and 18 percent are looking for work.

## Executive Summary

In 2010, some 24 percent of Americans age 18 to 29 voted in midterm elections. According to exit polls, these young voters favored Democrats by 58 to 42 percent, a 16-point margin<sup>1</sup>. Four years later, the Harvard Institute of Politics' pre-midterm polling sees a starkly different picture emerging. While the numbers of young voters participating will likely be unchanged, their partisan preferences will have significantly shifted. Our IOP survey finds that likely young voters prefer Republican control of the Congress by a slim four-point margin of 51 to 47 percent.

Whether Republicans are able to build on this narrow lead or Democrats can mobilize enough young supporters to shrink it, IOP's polling raises important questions—were the Obama/Democratic surges of 2008, 2010 and 2012 the start of a long-term trend, or were they one-time, stand-alone events, following which young Americans will revert to their more familiar history as a swing-voting bloc that often helps decide U.S. elections?

When IOP polling began in 2000, the youth vote was very much up for grabs in both presidential and midterm elections. When Bill Clinton ran for president in 1992 and 1996, young voters backed the Democrats by ten percentage points, but backed Republicans by two points in the 1994 midterms. In 1998, 18- to 29- year-olds split their votes 50-50. In the next two cycles—the Bush/Gore election of 2000 and the post-9/11 midterms of 2002—Democrats won the youth vote by only two points. In the years that followed, this would change, as exit-polling showed the impact that two long wars, the horrors of Hurricane Katrina, the advent of social media and the Obama campaign's voter-targeting had on young voters; they favored Democrats by 12 points in 2004, by 22 in 2006, and by a huge, 30-point margin, electing President Obama in 2008. The Democratic lead held—by 16 points in 2010 and by 23 two years later.

Our recent polling also shows that on a wide range of issues and questions, young voters have ceased to be outliers and now look very much like the electorate at large—pessimistic, untrusting, lacking confidence in government and suspecting the motives of the Congress in general and of their own elected leaders in particular. President Obama's job approval rating has dropped to 43 percent, the second-lowest measured by Harvard's IOP since he took office. Approval of the president's handling of such issues as the economy, health care and foreign policy is even lower.

At the same time, our poll reports deep, political divisions along racial lines, upending an often-expressed view of millennials as a post-racial generation whose politics are not influenced by race. Evidence of young, white voters' disaffection with the president and his party appeared in our earlier surveys—recent exit polls and our fall polling show a similar pattern, as young whites disapprove of the president by two-to-one (31% approve, 65% disapprove), while young African-Americans overwhelmingly approve of the president's performance, 78 percent to 17 percent. This 47-point gap between Obama's black and white approval rates is significantly wider than the 36-point gap found by the IOP

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<sup>1</sup> <http://www.nytimes.com/interactive/2010/11/07/weekinreview/20101107-detailed-exitpolls.html?module=Search&mabReward=relbias%3Ar%2C%7B%221%22%3A%22RI%3A9%22%7D&r=0>

poll in 2009. The divide is still present when young Americans are asked which party should control Congress—whites prefer Republicans by a 53-to-40 percent margin, while young African-Americans prefer that Democrats control Congress by a 68-to-25 percent margin. The racial gap persists with other issues as well; blacks are much more optimistic than whites about where the nation is headed; asked how well the president is handling domestic and foreign affairs, black and white opinions differ significantly; and similarly, wide gaps are found when young white and African-Americans declare which party they trust to handle issues like the economy or immigration. Partisan gaps between white and blacks are not new in our politics, but the IOP's polling evidence suggests that political differences between young black and white Americans have grown not less but more pronounced in the past decade. If this trend continues, Democrats are poised to win less than 40 percent of the white youth vote for the first time since at least 1982.

Compounding their problems, Democrats also face the potential of shrinking support among young Hispanic and Latino voters, who in 2012 chose President Obama over Mitt Romney by 51 points—74 percent to 23 percent. Now, however, only 49 percent of Latinos approve of the president's performance, with 46 percent disapproving—his lowest rating since we began tracking the Obama administration in 2009. Only six months ago, IOP polling showed that 60 percent of young Latinos and Hispanics approved of Obama's performance. Five years ago that number was 81 percent.

For both parties, these numbers present serious challenges, as well as certain opportunities. While Democrats clearly perform less well in the eyes of young voters than they did early in the Obama administration, there are few signs of Republicans gaining ground; less than one in four 18-to-29-year-olds approve of their performance in Congress.

Although millennials may be souring on both political parties and Washington politics in general, our polling and other research also bear strong evidence that they care deeply about their country and are willing to work—with or without government—to improve the quality of life in their communities through public service programs and activities.

Other noteworthy findings of the 26th Harvard IOP poll include:

- Turnout by voters age 18 to 29 appears headed toward levels we saw in 2010, when 27 percent said they “definitely” would vote. This year 26 percent say the same thing (CIRCLE reported census data showing that 24 percent actually voted in 2010). In addition, older millennials are somewhat more likely than their younger counterparts to vote in 2014, and young Hispanics are less likely to vote this fall than are their African-American and white peers.
- There is not a serious gender gap among young voters on most national issues tested in the survey, including approval ratings of the president.
- Young people care about religion, whether or not they regularly attend religious services. Of the 64 percent who cite a religious preference or say they are unsure of one, a combined 80 percent say religion is either very or somewhat important in their lives.

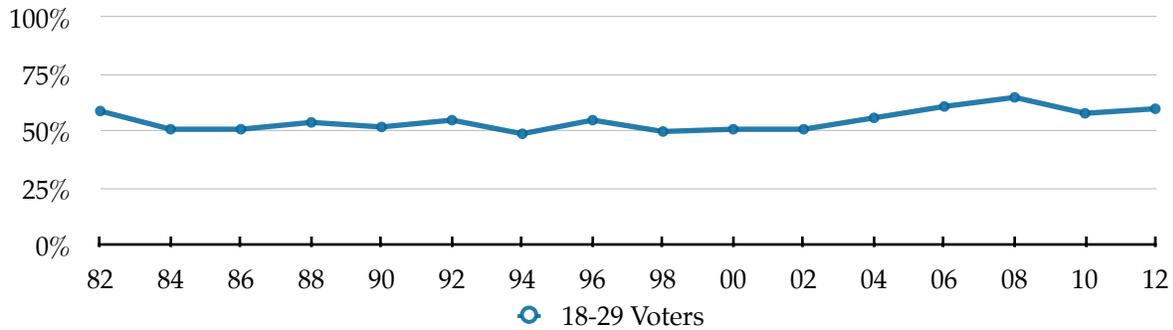
- By 57 to 39 percent, young Americans disapprove of the Affordable Care Act, the president's signature legislative achievement. Last fall our polling found similar, strong disapproval of 56 to 39 percent. These negative numbers are driven largely by young whites, who disapprove of the health care law by 65 to 31 percent. Young Hispanics also disapprove—though less dramatically—by 55 to 41 percent.
- Young voters are willing to be civically involved but most would prefer to do so outside the political system. One-third say that, if asked, they would volunteer for a campaign, but far more—67 percent—say they would volunteer for community service to support a worthy cause.

# Democratic Gains Dissipate, Youth Vote Back to Swing Voting Bloc

## GOP Advantage Emerges as Midterms Approach

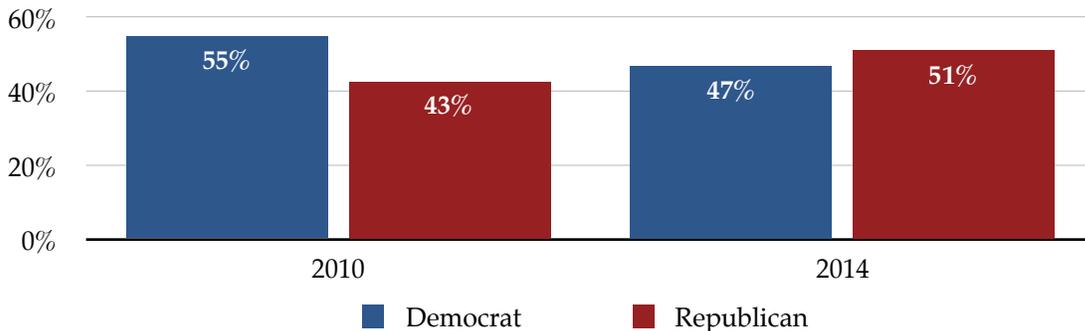
The end of the 1990's seemed to bring good news for Republicans. President Clinton's 1996 landslide included a 10-point advantage among 18- to 29- year olds, but George W. Bush lost the youth vote to Al Gore by only two points in 2000, and Republicans trailed Democrats by the same in the 2002 midterms. Soon thereafter, the war in Iraq, response to Katrina, disapproval with President Bush and the promise of Barack Obama solidified significant Democratic advantages among young voters from 2004 to 2012 — but today, the decade long advantage for Democrats seems to be nearing its end.

**Democratic Share of the Youth Vote, 1982-2012**



While more 18- to 29- year-old Americans would prefer that Congress be controlled by Democrats instead of Republicans, the numbers improve dramatically for the GOP when only likely voters are studied. Among likely voters, the GOP turns a 7-point deficit among all 18- to 29- year olds (50% to 43%) into a four-point advantage. Our poll shows that among those who say they are “definitely” voting, the preference shifts, with 51 percent preferring a Republican-run Congress and 47 percent wanting Democrats to be in charge. In 2010, the GOP trailed Democrats in our pre-election poll by 12 points, 55 to 43 percent among likely voters.

**What is your preference for the outcome of the Congressional elections, a Congress controlled by Republicans or a Congress controlled by Democrats? (Likely Voters Only)**



Further, compared to the last midterm election of 2010, Democrats are less likely to participate and Republicans more likely. By a significant 12-point margin, 42 percent to 30 percent, young Republicans say they are more likely to vote in November. In the fall of 2010, the margin was 5 points, 38 percent for Republicans and 33 percent for Democrats. Others who are more likely to participate than their counterparts include: college students (31% say they will definitely vote), college graduates (40%), males (31%), Romney voters (57%), Whites (29%) and Blacks (28%) compared to Hispanics (17%).

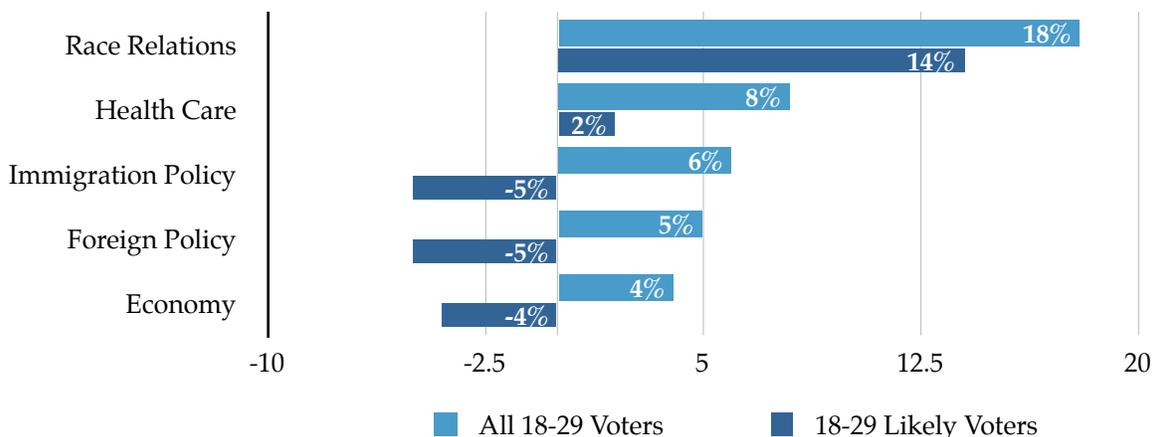
When it comes to young voters' assessment of how Congressional Democrats and Republicans are handling specific issues, the trends are similar for the 18- to 29 year old cohort overall compared to likely voters. Asked who is better equipped to handle the economy – which 77 percent considered very or somewhat important in their November decisions – Democrats were preferred overall by a 30 to 26 percent margin. Among likely voters, 39 percent said they trusted Republicans and 35 percent said they trusted Democrats.

On who is better trusted to handle foreign policy, Democrats win, 29 percent to 24 percent. But among likely voters, the GOP held an advantage, 40 percent to 35 percent. On immigration policy, Democrats are seen as better equipped, 32 percent to 26 percent, to deal with the issue but among likely voters, the GOP is seen as the better stewards by a margin of 40 percent to 35 percent.

Democrats win in both race relations and health care. Overall, young Americans report Democrats, by a 34 to 16 percent margin (46% were not sure), are more trustworthy when it comes to race relations. The gap is almost as significant among likely voters, who favor Democrats on the issue by a 40 to 26 percent margin.

On health care, Democrats also prevail among both young voters overall (who say Democrats are better at dealing with health care than Republicans by a 33 to 25 percent margin) and likely young voters (who side with Democrats by a slim 40 to 38 percent margin). This is despite the fact that our poll shows significant unhappiness with President Obama and the Democrats' most notable health care law, the Affordable Care Act. Young Americans disapprove of the law by a significant 39 to 57 point margin.

**Which party do you trust more to handle the following issues?  
(Ranked by Net Democratic Advantage)**



## Obama Approval Rating Falters Among Young Whites and Hispanics

President Obama has also seen his popularity suffer, with 43 percent of young voters approving and 53 percent disapproving. Presidential approval drops one to 42 percent among likely voters, with disapproval up to 56 percent. Compared to our last poll that was released in April 2014, support for the president is down across the board, but most significantly among the Hispanic and Latino electorate where his approval rating is below 50 percent for the first time in our poll's history.

### Approval Rating of President Obama, 18-29 Year Olds

	NOV 2009	FEB 2010	OCT 2010	FEB 2011	DEC 2011	MAR 2012	OCT 2012	APR 2013	NOV 2013	APR 2014	OCT 2014
<b>ALL 18-29</b>	58%	56%	49%	55%	46%	52%	52%	52%	41%	47%	43%
<b>18-24</b>	60%	55%	48%	55%	44%	50%	50%	51%	39%	45%	42%
<b>25-29</b>	56%	57%	52%	55%	47%	55%	55%	54%	43%	48%	44%
<b>COLLEGE</b>	57%	60%	51%	60%	48%	52%	49%	50%	39%	47%	42%
<b>DEM.</b>	86%	84%	79%	81%	74%	81%	87%	86%	79%	79%	78%
<b>REP.</b>	21%	21%	18%	17%	15%	18%	12%	10%	7%	12%	11%
<b>IND.</b>	49%	49%	42%	46%	39%	40%	46%	46%	31%	38%	33%
<b>WHITE</b>	48%	45%	37%	44%	35%	41%	40%	38%	28%	33%	31%
<b>BLACK</b>	84%	83%	83%	83%	83%	82%	86%	84%	75%	83%	78%
<b>HISPANIC</b>	81%	69%	62%	68%	52%	66%	70%	71%	53%	60%	49%
<b>MALE</b>	56%	53%	47%	52%	44%	50%	51%	50%	41%	45%	41%
<b>FEMALE</b>	60%	59%	52%	57%	48%	54%	53%	55%	40%	48%	45%

On issues including the economy, health care, the budget deficit, foreign policy and immigration, we see gaps in the approval - disapproval rate of anywhere between 22 points (health care) to 34 points (the deficit). Only on race relations is the president close to 50 percent with young Americans, 47 percent of whom approve of his handling of the issue, with 49 percent disapproving.

### Approval Rating for Congressional Republicans Below 25%

While President Obama's performance has not met the expectations of young Americans of late, neither have the Republicans in Congress. At 23 percent, Congressional Republican approval is approximately half of the president's (Republican disapproval is 72%). Democrats in Congress hold a significantly higher approval rating of 35 percent, with 60 percent disapproving.

In trends that mirror polling on the electorate at large, young voters are clearly troubled with how Washington is working, and how their elected officials are doing. Asked who is to blame for the political gridlock in Washington, a strong majority (56 percent) said both Republicans and Democrats, or “all of them.” For nearly every demographic, be it party affiliation, income, gender, race, level of education or intention of voting this fall, the answer of “all of them” was a majority or plurality of responses. Among Independents, a full 70 percent blamed the full DC team for Washington’s dysfunction. Among young Americans overall, Republicans in Congress got the second-biggest amount of blame (22%), followed by President Obama (13%) and then Congressional Democrats who were singly blamed by just five percent of voters.

### **Majority Would Recall and Replace All Members of Congress**

A majority of young Americans seem content to dispense with all of Congress, with 53 percent saying they would be willing to recall and replace all members; the number rises to 62 percent when only the most likely voters are surveyed. And despite the old adage that “people hate Congress but love their own representative,” young voters are not much happier with their own member in Congress. Nearly 42 percent said they would recall their own member; 48 percent among the “definite” voters. And again, the distaste runs across party lines, with 41 percent of Democrats, 43 percent of Republicans and 44 percent of Independents saying they would vote out even their own member of Congress. And it is clear why the lawmakers are so unpopular. Asked whom their individual is really representing in Congress, just 10 percent said “their constituents.” Another 27 percent said their member of Congress is representing campaign donors and another 25 percent said the lawmakers were loyal to their own parties first. But the biggest category (one-third) represents a damning view of what young voters think their representative cares about the most: “themselves.”

## Race and Ethnicity Still Play a Role In Political Attitudes

### **Unlike Whites and Hispanics, Young African-Americans Remain Loyal to Obama and Democrats**

Young voters claim an historic distinction: they played a key role in the election of the nation's first African-American president. Yet despite varying levels of support for President Obama among whites, African-Americans and Latinos who voted for the Democrat by majorities in 2008, a deep racial divide that has been evident among young voters for more than 30 years appears to have only hardened -- especially between young white and young black voters. And the disparity is not simply in how they vote; it extends into which social networks they prefer as well.

Even as Obama's approval ratings have dipped, African-American youth remain largely supportive of the president, with 78 percent approving of the president's job performance, compared to 31 percent of whites and 49 percent of Hispanics. Since we began our regular polling of the Obama administration in 2009, approval ratings among African-Americans have never been lower than 75 percent and in 9- of 11- IOP polls, they have been over 80 percent.

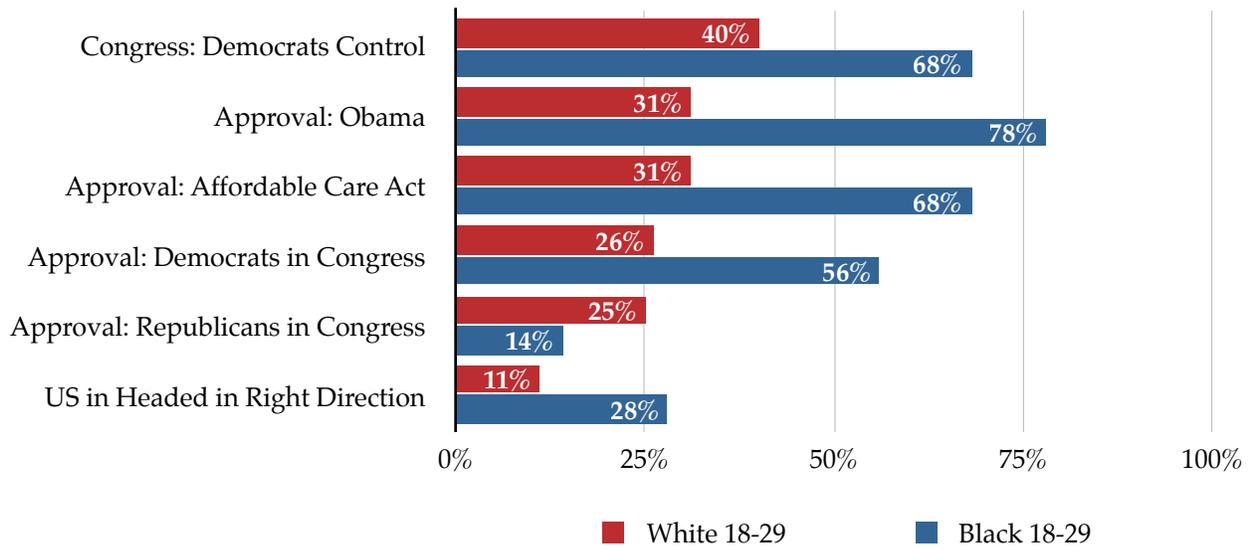
Race is the biggest factor (aside from party identification and political ideology) when it comes to approval of President Obama. Between gender, different age groups, religions, income levels, education, geography and community type, no gap in approval was as wide as the ones between whites and blacks. Looking back to our pre-election 2008 poll in which Obama led John McCain by 28 points among likely voters under the age of 30, he led by 8 points among whites and by 86 points among blacks. According to exit polls, Obama won young white voters by 4 points in 2008, and black young voters by 90.

A racial divide in support of Congress can be seen as well; 26 percent of whites and 56 percent of blacks give positive approval ratings to Congressional Democrats. Republican lawmakers experience a smaller racial gap, with 25 percent of whites approving of Republican members of Congress and 14 percent of blacks feeling the same way.

On the question of which party should control Congress, blacks chose Democrats and whites, Republicans. And on specific issues related to the president's performance, African-Americans gave Obama high marks on handling immigration, the deficit, the economy, foreign policy and health care while low approval ratings from white voters were a drag on the president's overall rating.

On the direction of the country, blacks are significantly more optimistic than their white counterparts, with 11 percent of whites saying the country is generally going in the right direction, compared to 28 percent for blacks. The presence of actual pessimism is displayed in a wider gap: 54 percent of whites believe the nation is on the wrong track, compared to 16 percent of African-Americans. More than twice as many blacks than whites approve of the Affordable Care Act, 68 compared to 31 percent.

### Perspective on Major Issues by Race



And other questions show a different worldview and day-to-day experience between black and white millennials. Neither group is happy with how members of Congress are behaving, but white voters tend to believe representatives most favor the campaign donors, while blacks think lawmakers are more responsive to their party leadership.

When we studied the use of social media platforms, we found significant differences by race as well. For example, white millennials are significantly more likely than African-Americans to use Facebook and Snapchat, and are more than twice as likely as blacks to use Pinterest. African-Americans, on the other hand, are more likely than whites to prefer Instagram and Twitter.

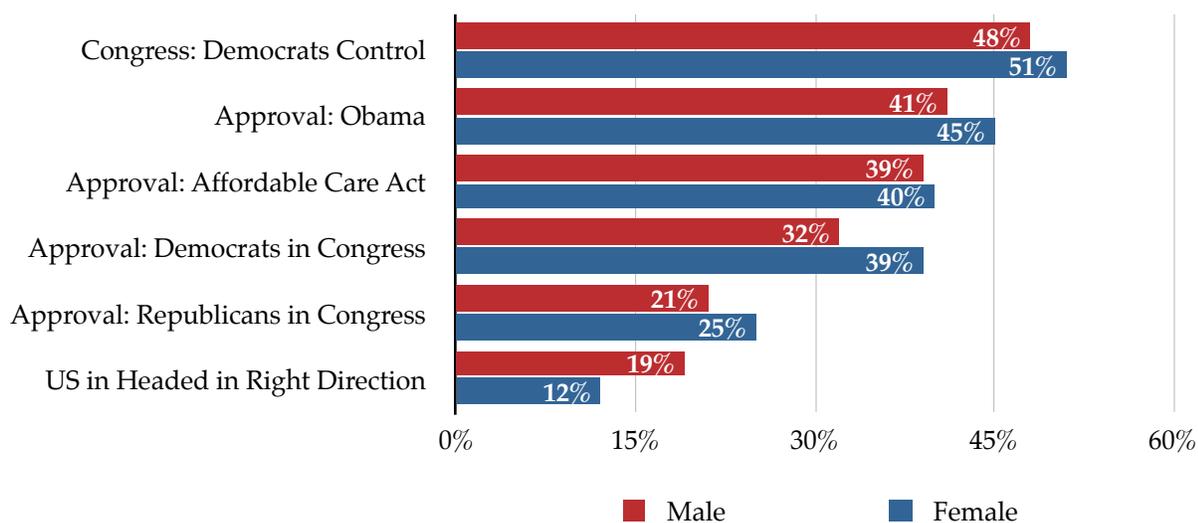
## Hot Button Topics: Gender Gap, National Security and Health Care

The gender gap has been a prominent theme in many of November’s pivotal Senate and congressional races. But among young voters, our poll finds a striking absence of a strong gender gap. Women 18 to 29 are more likely than men to call themselves Democrats, by a 44 to 41 percent margin. That is a much smaller gap than the nine-point gender gap in Democratic party registration for all age groups as reported by the Center for the American Woman in Politics and Rutgers University in April of 2014 – and the gender gap apparent in 2010 exit polls which found that young males supported Congressional Democrats by 12 points, whereas young women supported Democrats by 22. Today though, Obama’s approval rating is only slightly higher among 18- to 29- year-old women than men (45 percent for women, 41 percent for men).

On specific issues and the direction of Congress, there is not much variation between the sexes. Males and females 18 to 29 give the same or similar ratings to the president on every issue polled -- immigration, race relations, foreign policy, the economy, the deficit and health care. Attitudes toward the Affordable Care Act are also nearly the same. Asked who should control Congress, 48 percent of young males and 51 percent of young females said the Democrats, while 45 percent of men and 42 percent of women chose Republicans. On the question of whether the country is on the right track or wrong track, both sexes were pessimistic, and by similar margins.

Women of this age group still tend to vote more Democratic, but their answers to questions on specific issues suggest their outlooks are not significantly different – at least at this age – than those of their male counterparts. And any advantage Democrats do have among females 18 to 29 may be diminished by turnout: just 21 percent of young females say they definitely plan to vote in November, compared to 31 percent of males.

**Perspective on Major Issues by Gender**



On other issues in the news, we found:

- **ISIS.** By nearly a two-to-one margin (39 percent to 20 percent), millennials approve of President Obama's expansion of the US air campaign against ISIS. Importantly, an additional 38 percent don't know – and 3 percent refused the question. Men are more likely than women to support the expanded strikes, by a 44 to 33 percent margin, but outright opposition to the campaign is similar, with 19 percent of men and 21 percent of women opposing the strategy.
- **Terrorism.** 61 percent of millennials say they are “a great deal” or “somewhat” worried about another terrorist attack. Women, by a 66 to 56 percent margin, are more concerned about it than men. Among ethnic and racial lines, Hispanics were most worried, with 66 percent fearing another attack, compared to 61 percent of whites and 54 percent of African-Americans. Republicans (73 percent) are more concerned about an attack than Democrats (62 percent). Among college students, 57 percent report that they are concerned, which is 16 points lower than the number of college students who shared similar concerns in our 2001 poll taken in the aftermath of 9/11.
- **Health care.** The Affordable Care Act is polling at about the same rate that it was in November 2013 around the time that the website was launched, with 57 percent disapproving, and 39 percent approving of the health care law. But a closer look at the numbers shows that attitudes toward the president's signature law correlate with attitudes toward Obama himself. There is a vast difference of opinion along racial and ethnic lines. African-American millennials overwhelmingly back the president's signature health care law, with 68 percent approving of the ACA. Among Hispanics, support is 41 percent, and among whites, the ACA draws a 31 percent approval rating. Democrats are also far more likely to support the law, with 66 percent approving, than are Republicans, only 7 percent of whom like the ACA. Among independents, support is at 36 percent.

# Harvard Public Opinion Project

Harvard's Institute of Politics (IOP) was established in 1966 as a memorial to President Kennedy and aims to inspire undergraduates to consider careers in politics and public service. The Institute oversees the John F. Kennedy Jr. Forum, one of the world's premier arenas for political speech, discussion, and debate, and runs a fellowship program offering a unique opportunity for political practitioners to spend semesters at Harvard and interact with students. The IOP also offers dozens of paid internships for eight to ten weeks during the summer; a nonpartisan, quarterly journal written and run entirely by undergraduates; and a unique, nationwide survey project of young adults' political views.

Students are offered wide-ranging opportunities, including internships and conferences intended to provide opportunities for interaction with the people who shape politics and public policy. The IOP does not offer formal courses or degree-granting programs; instead, it provides avenues for practical experience and encourages students to examine critically and think creatively about politics and public issues. For more information, including past results of these polls, please visit us online at [www.iop.harvard.edu](http://www.iop.harvard.edu).

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## Appendix

The GfK Group (formerly Knowledge Networks) conducted a study of young adults on political issues on behalf of the Harvard University Institute of Politics. The goal of the project was to collect 2,000 completed interviews with KN panelists 18- to 29- years of age in English and Spanish. The main sample data collection took place from September 26 to October 4, 2014. A small pretest was conducted prior to the main survey to examine the accuracy of the data and the length of the interview.

Four thousand, four hundred and thirty seven (4,437) KnowledgePanel members were assigned to the study. The cooperation rate was 45.7 percent resulting in 2,029 completed interviews. Eighty seven (87) interviews were conducted in Spanish with the remainder done in English.

Key personnel from GfK involved in this project include:

- Wendy Mansfield – Vice President, Research Development. W. Mansfield is based in Washington, D.C.  
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The GfK Group (formerly Knowledge Networks) is passionate about research in marketing, media, health and social policy – collaborating closely with client teams throughout the research process, while applying rigor in everything we do. We specialize in innovative online research that consistently gives leaders in business, government, and academia the confidence to make important decisions. GfK has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

GfK recruits panel members by using address-based sampling methods [formerly GfK relied on random-digit dialing methods]. Once household members are recruited for the panel and assigned to a study sample, they are notified by email for survey taking, or panelists can visit their online member page for survey taking (instead of being contacted by telephone or postal mail). This allows surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since email notification is less intrusive than telephone calls, and most respondents find answering Web questionnaires more interesting and engaging than being questioned by a telephone

interviewer. Furthermore, respondents have the freedom to choose what time of day to complete their assigned survey.

Documentation regarding KnowledgePanel sampling, data collection procedures, weighting, and IRB-bearing issues are available at the below online resources.

- <http://www.knowledgenetworks.com/ganp/reviewer-info.html>
- <http://www.knowledgenetworks.com/knpanel/index.html>
- <http://www.knowledgenetworks.com/ganp/irbsupport/>

## **The GfK Group**

The GfK Group has a strong tradition in working with sophisticated academic, government, and commercial researchers to provide high quality research, samples, and analyses. The larger GfK Group offers the fundamental knowledge for governmental agencies, academics, industries, industry, retailers, services companies and the media need to provide exceptional quality in research to make effective decisions. It delivers a comprehensive range of information and consultancy services. GfK is one of the leading survey research organizations worldwide, operating in more than 100 countries with over 11,000 research staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion.

## **Panel Recruitment Methodology**

When GfK began recruiting in 1999 as Knowledge Networks, the company established the first online research panel (now called KnowledgePanel®) based on probability sampling covering both the online and offline populations in the U.S. Panel members are recruited through national random samples, originally by telephone and now almost entirely by postal mail. Households are provided with access to the Internet and a netbook computer, if needed. Unlike Internet convenience panels, also known as "opt-in" panels, that include only individuals with Internet access who volunteer themselves for research, KnowledgePanel recruitment has used dual sample frames to construct the existing panel. As a result, panel members come from listed and unlisted telephone numbers, telephone and non-telephone households, and cell phone only households, as well as households with and without Internet access, which creates a representative sample. Only persons sampled through these probability-based techniques are eligible to participate on KnowledgePanel. Unless invited to do so as part of these national samples, no one on their own can volunteer to be on the panel.

## **RDD and ABS Sample Frames**

KnowledgePanel members today may have been recruited by either the former random digit dialing (RDD) sampling or the current address-based sampling (ABS) methodologies. In this section, we will describe the RDD-based methodology; the ABS methodology is described in a separate section below. To offset attrition, multiple recruitment samples are fielded evenly throughout the calendar year.

KnowledgePanel recruitment methodology has used the quality standards established by selected RDD surveys conducted for the Federal government (such as the CDC-sponsored National Immunization Survey).

GfK employed list-assisted RDD sampling techniques based on a sample frame of the U.S. residential landline telephone universe. For purposes of efficiency, GfK excluded only those banks of telephone numbers (a bank consists of 100 numbers) that had fewer than two directory listings. Additionally, an oversampling was conducted within a stratum of telephone exchanges that had high concentrations of African American and Hispanic households based on Census data. Note that recruitment sampling was done without replacement, thus numbers attempted in earlier waves were excluded from subsequent recruitment waves.

A telephone number for which a valid postal address can be matched occurred in about 67-70% of each sample at the time RDD was being used for recruitment. These address-matched cases were all mailed an advance letter informing them that they had been selected to participate in the KnowledgePanel. For purposes of efficiency, the numbers without a matched-physical address were under-sampled at a rate of 0.75 relative to the address-matched numbers. Both the minority oversampling mentioned above and this under-sampling of non-address households are accounted for appropriately in the in the panel's weighting procedures.

Following the mailings, telephone recruitment by professional interviewers/recruiters began for all sampled telephone numbers. Telephone numbers for cases sent to recruiters were dialed for up to 90 days, with at least 14 dial attempts for cases in which no one answers the phone, and for numbers known to be associated with households. As occurs for most telephone interviews, for those participants who were hesitant or expressed a soft refusal, extensive refusal conversion was also performed. The recruitment interview, about 10 minutes in length, begins with informing the household member that the household had been selected to join KnowledgePanel. If the household did not have a computer and access to the Internet, the household member is told that, as reward for completing a short survey weekly, the household will be provided with free monthly Internet access and a laptop computer (in the past, the household was provided with a WebTV device, currently, netbooks are provided). All members of the household were enumerated, and some initial demographic and background information on prior computer and Internet use was collected.

Households that informed recruiters that they had a home computer and Internet access were asked to take GfK surveys using their own equipment and Internet connection. Incentive points per survey, redeemable for cash, are given to these "PC" (personal computer) respondents for completing their surveys. Panel members provided with a laptop computer and free Internet access do not participate in this per-survey points-incentive program. However, all panel members receive special incentive points for selected surveys to improve response rates and/or for all longer surveys as a modest compensation for the extra burden of their time and participation.

For those panel members receiving a laptop or netbook computer, each unit is custom-configured prior to shipment with individual email accounts so that it is ready for immediate use by the household. Most households are able to install the hardware without additional assistance, although GfK maintains a toll-free telephone line for technical support. The GfK Call Center contacts household members who do not respond to email and attempts to restore both contact and participation. PC

panel members provide their own email addresses, and we send their weekly survey invitations to that email account.

All new panel members receive an initial survey for the dual purpose of welcoming them as new panel members and introducing them to how online survey questionnaires work. New panel members also complete a separate profile survey that collects essential demographic information such as gender, age, race, income, and education to create a personal member profile. This information can be used to determine eligibility for specific studies and is factored in for weighting purposes. Operationally, once the profile information is stored, it does not need to be re-collected as a part of each and every survey. This information is also updated annually for all panel members. Once new members have completed their profile surveys, they are designated as “active,” and considered ready to be sampled for client studies. [Note: Parental or legal guardian consent is also collected for the purpose of conducting surveys with teenage panel members, aged 13 to 17.]

Once a household is recruited and each household member’s email address is either obtained or provided, panel members are sent survey invitations linked through a personalized email message (instead of by phone or postal mail). This contact method permits surveys to be fielded quickly and economically, and also facilitates longitudinal research. In addition, this approach reduces the burden placed on respondents, since email notification is less intrusive than telephone calls and allows research subjects to participate in research when it is convenient for them.

### **Address-Based Sampling (ABS) Methodology**

When GfK first started panel recruitment in 1999, the conventional opinion among survey experts was that probability-based sampling could be carried out cost effectively through the use of national RDD samples. The RDD landline frame at the time allowed access to 96% of U.S. households. Due to the rapid rise of cell phone-only households, this is no longer the case. In 2009, GfK first used address-based sampling for panel recruitment to reflect the changes in society and telephony over recent years. Some of the factors that have reduced the long-term scientific viability of landline RDD sampling methodology are as follows: declining respondent cooperation in telephone surveys, the development of “do not call” lists to reduce unsolicited commercial calls, call screening with caller-ID devices, increased use of answering machines; dilution of the RDD sample frame as measured by the working telephone number rate (more fax lines and lines dedicated to other functions), and finally, the emergence of cell phone only households (CPOHH), since these households are typically excluded from the RDD frame because they have no landline telephone.

According to the Centers for Disease Control and Prevention (January-June 2011), approximately 33.6% of all U.S. households cannot be contacted through RDD sampling—31.6% as a result of CPOHH status and 2% because they have no telephone service whatsoever. Among some age segments, the RDD non-coverage would be substantial: 47% of young adults, ages 18–24, reside in CPOHHs, 58% of those 25–29 years old, and 46% of those who are 30–34.

After conducting an extensive pilot project in 2008, GfK made the decision to move to use an address-based sample (ABS) frame in response to the growing number of cell phone only households that are outside the RDD frame. Before conducting the ABS pilot, we also experimented with supplementing RDD samples with cell phone samples. However, this approach was found to be much more costly,

and raised a number of other operational, data quality, and liability issues (for example, calling cell phones while respondents were driving).

The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 97% of households are “covered” in sampling nomenclature. Regardless of household telephone status, those households can be reached and contacted through postal mail. Second, the GfK ABS pilot project revealed several additional advantages beyond expected improvement in recruiting adults from CPOHHs:

- Improved sample representativeness for minority racial and ethnic groups
- Improved inclusion of lower educated and lower income households
- Exclusive inclusion of the fraction of CPOHHs that have neither a landline telephone nor Internet access (approximately four to six percent of US households).

ABS involves probability-based sampling of addresses from the U.S. Postal Service’s Delivery Sequence File. Randomly sampled addresses are invited to join KnowledgePanel through a series of mailings and, in some cases, telephone follow-up calls to non-responders when a telephone number can be matched to the sampled address. Operationally, invited households have the option to join the panel by one of several ways:

- Completing and returning a paper form in a postage-paid envelope,
- Calling a toll-free hotline maintained by GfK, or
- Going to a dedicated GfK web site and completing an online recruitment form.

After initially accepting the invitation to join the panel, respondents are then “profiled” online by answering key demographic questions about themselves. This profile is maintained through the same procedures that were previously established for RDD-recruited panel members. Respondents not having an Internet connection are provided a laptop or netbook computer and free Internet service. Respondents sampled from the ABS frame, like those sampled from the RDD frame, are offered the same privacy terms and confidentiality protections that we have developed over the years and that have been reviewed and approved by dozens of Institutional Review Boards.

Large-scale ABS sampling for KnowledgePanel recruitment began in April 2009. As a result, sample coverage on KnowledgePanel of CPOHHs, young adults, and minority population groups has been increasing steadily since that time.

Because current KnowledgePanel members have been recruited over time from two different sample frames, RDD and ABS, GfK implemented several technical processes to merge samples sourced from these frames. KN’s approach preserves the representative structure of the overall panel for the selection of individual client study samples. An advantage of mixing ABS frame panel members in any KnowledgePanel sample is a reduction in the variance of the weights. ABS-sourced samples tend to align more closely to the overall demographic distributions in the population, and thus the associated adjustment weights are somewhat more uniform and less varied. This variance reduction efficaciously

attenuates the sample's design effect and confirms a real advantage for study samples drawn from KnowledgePanel with its dual frame construction.

### **Sampling and Recruitment Procedures for KnowledgePanel Latino**

In addition to the above-documented English-based panel recruitment, in 2008 GfK constructed KnowledgePanel Latino to provide researchers with the capability to conduct representative online surveys in the U.S. Hispanic community. Prior to the advent of KnowledgePanel Latino, there did not exist anywhere in the U.S. an online panel that represented Hispanics with and without Internet access and that reached that part of the U.S. population able to participate in surveys only in Spanish.

The sample for KnowledgePanel Latino was originally recruited through a hybrid telephone recruitment design based on a random-digit dialing sample of U.S. Latinos and Hispanic-surnames. It is a geographically balanced sample that covers areas that, when aggregated, encompasses approximately 93% of the nation's 45.5 million Latinos.

KnowledgePanel Latino sample Latinos residing in 70 DMAs having Latino populations. The DMA-sampling approach (Designated Market Area) was dedicated to the recruitment of Spanish-Language-Dominant adults, having been categorized as "unassimilated" on the basis of frequency of viewing Spanish-language television and use of Spanish as their primary spoken language at home. The 70 DMAs are grouped into five regions (Northeast, West, Midwest, Southeast, and Southwest). Each region is further divided into two groupings of census tracts, those that have a "high-density" Latino population and those remaining, which have a "low-density" Latino population. The threshold percent for "high density" varies by region. The five regions, each divided into the two density groups, constitute 10 unique sample frames (5 x 2).

Using a geographic targeting approach, an RDD landline sample was generated to cover the high-density census tracts within each region. Due to the inaccuracy of telephone exchange coverage, there is always some spillage outside these tracts and a smaller degree of non-coverage within these tracts. About 32% of the Latino population across these five regions is covered theoretically by this targeted RDD landline sample. All the numbers generated were screened to locate a Latino, Spanish-speaking household.

The remaining 68% of the Latinos in these five regions were addressed through a listed-surname sample. Listed surnames include only those households where the telephone subscriber has a surname that has been pre-identified as likely to be a Latino surname. It is important to note that excluded from this low-density listed sample frame are: (a) the mixed Latino/non-Latino households where the subscriber does not have a Latino surname and (b) all the unlisted landline Latino households. The percent of listed vs. unlisted varies at the DMA level. The use of the listed surname was intended to utilize cost-effective screening to locate Latino households in these low-density areas since the rate of finding Latino households on this list, although not 100%, is still very high.

In 2011, the above described hybrid design was replaced with national RDD samples targeting telephone exchanges that penetrate census blocks with a 45% or greater Latino population density (this density level covers just over 50% of the U.S. Hispanic population). Households are screened in the Spanish language to recruit only those homes where Spanish is spoken at least half the time. In 2012,

the census block Hispanic density was raised to 65% to improve the eligibility efficiency of this RDD approach.

This all probability-based RDD Spanish-language sample supplements the Latino households (English and Spanish) that are now recruited through GfK's general ABS recruitment sample.

### **Survey Sampling from KnowledgePanel**

Once panel members are recruited and profiled, they become eligible for selection for client surveys. In most cases, the specific survey sample represents a simple random sample from the panel, for example, a general population survey. Customized stratified random sampling based on profile data can also be conducted as required by the study design.

The general sampling rule is to assign no more than one survey per week to individual members. Allowing for rare exceptions during some weeks, this limits a member's total assignments per month to four or six surveys. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a subsample of the panel (such as females, Republicans, grocery shoppers, etc.). In such cases, care is taken to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions.

For this survey, a nationally representative sample of U.S. adults aged 18 to 29 was selected.

### **Survey Administration**

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to take. This email notification contains a link that sends them to the survey questionnaire. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

After three days, automatic email reminders are sent to all non-responding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the email reminder before calling. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

GfK also operates an ongoing modest incentive program to encourage participation and create member loyalty. Members can enter special raffles or can be entered into special sweepstakes with both cash rewards and other prizes to be won.

The typical survey commitment for panel members is one survey per week or four per month with duration of 10 to 15 minutes per survey. In the case of longer surveys, an additional incentive is typically provided.

### **Sample Weighting**

The design for KnowledgePanel® recruitment begins as an equal probability sample with several enhancements incorporated to improve efficiency. Since any alteration in the selection process is a

deviation from a pure equal probability sample design, statistical weighting adjustments are made to the data to offset known selection deviations. These adjustments are incorporated in the sample's base weight.

There are also several sources of survey error that are an inherent part of any survey process, such as non-coverage and non-response due to panel recruitment methods and to inevitable panel attrition. We address these sources of sampling and non-sampling error by using a panel demographic post-stratification weight as an additional adjustment.

Prior to this adjustment, Spanish-speaking Latinos are separately weighted before they are merged and re-weighted with the overall panel. This ethnic group is augmented with an independent, geographically targeted, dual frame sample screened for Spanish-language-dominant households. A Spanish-language base weight incorporating selection and language usage adjustments will be described in more detail below. The overall panel demographic post-stratification weight, when calculated for all panel members, proportionally adjusts for the Spanish-speaking U.S. population.

All the above weighting is done before the study sample is drawn. Once a study sample is finalized (all data collected and a final data set made), a set of study-specific post-stratification weights are constructed so that the study data can be adjusted for the study's sample design and for survey non-response.

A description of these types of weights follows.

### **The Base Weight**

In a KnowledgePanel sample there are eight known sources of deviation from an equal probability of selection design. These are corrected in the Base Weight and are described below.

1. Under-sampling of telephone numbers unmatched to a valid mailing address

An address match is attempted on all the Random Digit Dial (RDD)-generated telephone numbers in the sample after the sample has been purged of business and institutional numbers and screened for non-working numbers. The success rate for address matching is in the 60 to 70% range. Households having telephone numbers with valid addresses are sent an advance letter, notifying them that they will be contacted by phone to join KnowledgePanel. The remaining, unmatched numbers are under-sampled as a recruitment efficiency strategy. Advance letters improve recruitment success rates. Under-sampling was suspended between July 2005 and April 2007. It was resumed in May 2007, using a sampling rate of 0.75. RDD recruitment ended in July 2009.

2. RDD selection proportional to the number of telephone landlines reaching the household

As part of the field data collection operation, information is collected on the number of separate telephone landlines in each selected household. The probability of selecting a multiple-line household is down-weighted by the inverse of the number of landlines. RDD recruitment ended in July 2009.

3. Some minor oversampling of Chicago and Los Angeles in early pilot surveys

Two pilot surveys carried out in Chicago and Los Angeles when the panel was initially being built increased the relative size of the sample from these two cities. With natural attrition and growth in size of the overall panel, that impact has declined over time. It remains part of our base adjustment weighting because of a small number of extant panel members from that initial panel cohort.

4. Early oversampling the four largest states and central region states

At the time when the panel was first being built, survey demand in the four largest states (California, New York, Florida, and Texas) necessitated oversampling during January–October 2000. Similarly, the central region states were oversampled for a brief period of time. These now diminishing effects still remain in the panel membership and thus weighting adjustments are required for these geographic areas.

5. Under-sampling of households not covered by the MSN® TV service network

Certain small areas of the U.S. are not serviced by MSN®, thus the MSN®TV units (Web-TV) distributed to non-Internet households prior to January 2009 could not be used for those recruited non-Internet households. Overall, the result is a small residual under-sample in those geographic areas which requires a minor weighting adjustment for those locations. Since January 2010, laptop computers with dial-up access are being distributed to non-Internet households, thus eliminating this under-coverage component.

6. RDD oversampling of African American and Hispanic telephone exchanges

As of October 2001, oversampling of telephone exchanges with a higher density of minority households (specifically, African American and Hispanic) was implemented to increase panel membership for those groups. These exchanges were oversampled at approximately twice the rate of other exchanges. This oversampling is corrected in the base weight. RDD recruitment ended in July 2009.

7. Address-based sample phone match adjustment

Toward the end of 2008, GfK began recruiting panel members by using an address-based sample (ABS) frame in addition to RDD recruitment. Once recruitment through the mail, including follow-up mailings to ABS non-respondents was completed, telephone recruitment was added. Non-responding ABS households where a landline telephone number could be matched to an address were subsequently called and telephone recruitment was initiated. This effort resulted in a slight overall disproportionate number of landline households being recruited in a given ABS sample. A base weight adjustment is applied to return the ABS recruitment panel members to the sample's correct national proportion of phone-match and no phone-match households.

8. ABS oversample stratification adjustment

In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1) and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011,

pre-identified ancillary information and not census block data were used to construct and target four strata as follows: Hispanic ages 18-24, Non-Hispanic ages 18-24, Hispanic ages 25+ and Non-Hispanic ages 25+. An appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs. Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year also using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult over-sample. In 2012, a similar four-stratum design is used but the ages have been changed to 18-29 and 30+ for both the Hispanic and Non-Hispanic strata.

### **The Spanish Language Base Weight**

From 2008 through 2010, as an augmentation to KnowledgePanel, Spanish language-specific panel members were recruited through a geographically targeted dual frame sample that was screened for Spanish-language dominant households. Generally, these are households in which members speak Spanish and completed the recruitment interview in Spanish. Eleven geographic regions covering approximately 95% of the national Latino population was screened. Each region had both high and low density Hispanic population areas. High density areas were screened by using RDD methods, whereas low density areas were screened by using Hispanic surname listed samples. Two adjustments are incorporated in the Spanish language base weight.

1. Selection proportional to the number of telephone landlines reaching the household

As part of the field data collection operation, information was collected on the number of separate telephone landlines in each eligible (Spanish-speaking) household. A multiple-line household's selection probability is down-weighted by the inverse of its number of landlines.

2. Geographic frame balancing for RDD and listed surname samples

The recruitment sample frame has a given proportional distribution across 11 regions, each consisting of both a high and low Hispanic population density area (ranging from 0.3% density to 13.9%; average = 4.6%). This adjustment factor returns the recruited households by area to their correct relative proportion across the 22 geographic density areas.

In 2011, the above telephone recruitment method was replaced with a pure probability-based RDD sample targeting telephone exchanges that covered Hispanic population areas of 45% or greater density based on census block data. In 2012, the density level was raised to 65%. The Spanish-language base weight compensates for this RDD sample approach when combined with other Hispanic panel.

### **The Panel Demographic Post-stratification Weight**

To reduce the effects of any non-response and non-coverage bias in the overall panel membership (before the study sample is drawn), a post-stratification adjustment is applied based on demographic distributions from the March 2013 Supplement data from the Current Population Survey (CPS). Spanish language usage, however, is based on the 2010-2012 Pew Hispanic Center Survey (most recently available published data at this time). Language usage adjustments allow for the correct proportional fitting of Spanish-speaking members relative to other English-speaking Hispanic and non-

Hispanic panel members within Census regions. The benchmark distributions for Internet access among the U.S. population of adults are obtained from the most recent special CPS supplemental survey measuring Internet.

The overall panel post-stratification variables include:

- Gender (Male/Female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household income (under \$10k, \$10K to <\$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K to <\$100k, \$100K+)
- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)
- Member-level Primary Language by Census Region (Non-Hispanic, Hispanic English Proficient, Hispanic Bilingual, Hispanic Spanish Proficient)

The Panel Demographic Post-stratification weight is applied prior to a probability proportional to size (PPS) selection of a study sample from KnowledgePanel. This weight is designed for sample selection purposes.

### **Study-Specific Post-Stratification Weights**

Once the sample has been selected and fielded, and all the study data are collected and made final, a post-stratification weight is computed to adjust for any survey non-response as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. Demographic and geographic distributions for the non-institutionalized, civilian population ages 18+ from the March 2013 CPS Supplement are used as benchmarks in this adjustment. The Spanish language proficiency distributions are from the most currently available Pew Hispanic Center Survey (2010-2012).

The following benchmark distributions are utilized for this post-stratification adjustment:

- Age (18-20, 21-24, 25-29) by Gender (Male/Female)

- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Area (Yes, No)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000 or more)
- Primary Language (Non-Hispanic, Hispanic English Proficient, Hispanic Bilingual, Hispanic Spanish Proficient)

Similar to previous iterations of this study, Internet access was not included in weighting.

Comparable distributions are calculated by using all completed cases from the field data (n = 3058). Since study sample sizes are typically too small to accommodate a complete cross-tabulation of all the survey variables with the benchmark variables, a raking procedure is used for the post-stratification weighting adjustment. Using the base weight as the starting weight, this procedure adjusts the sample data back to the selected benchmark proportions. Through an iterative convergence process, the weighted sample data are optimally fitted to the marginal distributions.

After this final post-stratification adjustment, the distribution of the calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The post-stratified and trimmed weights are then scaled to the sum of the total sample size of all eligible respondents. To minimize the extreme weights, weights are trimmed very aggressive. As a result, some weighting categories are 2%-3% different from the weighting benchmarks.

Trimming: (0.64%, 99.51%)

Design Effect: 1.3833

**Range on Weights:**

Analysis Variable: weight

N	Minimum	Maximum	Mean	Median	Coeff of Varitaion	1st Pctl	99th Pctl	Sum
2,029	0.192	3.582	1.000	0.828	61.907	0.194	3.319	2,029