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 are drawn from the panel wave conducted June 3 to June 17, 2019. A total of 4,272 panelists responded out of 5,869 who were sampled, for a response rate of 73%. This does not include six 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 5.1%. The break-off rate among panelists who logged onto the survey and completed at least one item is 1.7%. The margin of sampling error for the full sample of 4,272 respondents is plus or minus 1.9 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	2,503
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,464
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	801
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	8,691
	Total	**29,114**	**18,720**	**13,459**

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.

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The subsample from the ATP was selected by grouping panelists into five strata so demographic groups that are underrepresented in the panel had a higher probability of selection than overrepresented groups:

- Stratum A consists of panelists who are non-internet users. They were sampled at a rate of 100%.
- Stratum B consists of panelists with a high school education or less. They were sampled at a rate of 98.9%.
- Stratum C consists of panelists that are Hispanic, unregistered to vote, or non-volunteers. They were sampled at a rate of 44.8%.

- Stratum D consists of panelists that are black or 18 to 34 years old. They were sampled at a rate of 18.2%.
- Stratum E consists of the remaining panelists. They were sampled at a rate of 13.5%.

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. Of the 18,720 individuals who have ever joined the ATP, 13,459 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 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 and 2017 some respondents were subsampled for invitation to the panel. 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, but the American Trends Panel's Hispanic sample is predominantly U.S. born and English speaking.

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 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:

Weighting dimensions

Variable	Benchmark source
Gender	2017 American Community Survey
Age	
Education	
Race/Hispanic origin	
Hispanic nativity	
Home internet access	
Region x Metropolitan status	2018 CPS March Supplement
Volunteerism	2017 CPS Volunteering and Civic Life Supplement
Voter registration	2016 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.

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Group	Unweighted sample size	Plus or minus ...
Total sample	4,272	1.9 percentage points
Men	1,875	2.9 percentage points
Women	2,397	2.4 percentage points
White	2,887	2.2 percentage points
Black	445	5.8 percentage points
Hispanic	611	5.5 percentage points
Ages 18-29	671	4.8 percentage points
30-49	1,314	3.3 percentage points
50-64	1,308	3.4 percentage points
65+	977	3.8 percentage points
<$30K	1,107	3.8 percentage points
$30K-$74K	1,469	3.2 percentage points

$75K+	1,496	3.0 percentage points
HS or less	1,483	3.3 percentage points
Some college	1,182	3.4 percentage points
College+	1,600	2.9 percentage points
Urban	1,139	3.7 percentage points
Suburban	2,028	2.7 percentage points
Rural	1,092	3.7 percentage points

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

Topline questionnaire

2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 49 JUNE 2019
DRAFT TOPLINE
JUNE 3-17, 2019
TOTAL N=4,272

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

ASK ALL:
HOMEASSIST1 Do you have a voice-controlled smart speaker in your home, such as an Amazon Echo or a Google Home?

June 3-17, 2019	
25	Yes
75	No
*	No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:
HOMEASSIST2 How concerned are you, if at all, about how much data your smart speaker collects about you?

June 3-17, 2019	
14	Very concerned
40	Somewhat concerned
36	Not too concerned
10	Not at all concerned
-	No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:
HOMEASSIST3 Do you ever say "please" when speaking to your smart speaker?

June 3-17, 2019	
19	Yes, frequently
35	Yes, on occasion
46	No
*	No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:
HOMEASSIST4 How important is it that your smart speaker takes your personal interests and preferences into account when responding to your questions or commands?

June 3-17, 2019	
18	Very important
38	Somewhat important

31	Not too important
12	Not important at all
1	No Answer

ASK IF FORM 1 SMART SPEAKER OWNER (HOMEASSIST1=1) [N=541]:

HOMEASSIST5a Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future?

June 3-17, 2019	
42	Yes
58	No
*	No Answer

ASK IF FORM 2 SMART SPEAKER OWNER (HOMEASSIST1=1) [N=526]:

HOMEASSIST5b Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future, even if that meant it would need to collect more personal information about you?

June 3-17, 2019	
33	Yes
66	No
1	No Answer

ASK ALL:
[RANDOMIZE ORDER OF QUESTIONS A-F]

DATAUSE Now thinking about other ways that private companies and government agencies might use data or information they collect about people…

In your opinion, do you think the following uses of data or information are acceptable or unacceptable?

	Acceptable	Unacceptable	Not sure	No Answer
a. **[FORM 1 [N=2,140]** The government collecting data about all Americans to assess who might be a potential terrorist threat				
June 3-17, 2019	49	31	19	*
f. **[FORM 2 [N=2,132]]** Makers of smart speakers sharing audio recordings of their customers with law enforcement to help with criminal investigations				
June 3-17, 2019	25	49	25	1