



KnowledgePanel®

**Ipsos Public Affairs
Project Report for the
University of California – Berkeley
Political Psychology of American Democracy Study**

Submitted to:
David Wilson
Dean and Professor of Public Policy
(510) 642-5116

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Ipsos Project Director: Chris Jackson, Senior Vice President
Ipsos Account Executive: Annaleise Lohr, Director
Ipsos Job Numbers:
Wave #1: 24-007906-01
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Wave #3: 25-009368-01

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Study Design & Documentation

Introduction

Ipsos Public Affairs (Ipsos) conducted the Political Psychology of American Democracy study on behalf of the University of California, Berkeley.

The study examined American adults' (age 18 and older) understanding and desires related to American democracy and ultimately, the psychology behind these perceptions and desires.

Sample Definition, Field Period and Survey Length

All three survey waves of the study were conducted on KnowledgePanel®, the largest online panel in the United States that relies on probability-based sampling methods for recruitment to provide a representative sampling frame for adults in the U.S. The target population was comprised of non-institutionalized adults (age 18 and older) residing in the United States.

The study used the following sampling design for each wave:

- **Wave #1:** The baseline wave of the study was designed to obtain 3,000 completed interviews among a sample of U.S. adults (age 18 and older);
- **Wave #2:** The second wave of the study sought to interview all respondents who completed Wave #1 of the study as well as a new sample of U.S. adults (age 18 and older);
- **Wave #3:** The third wave of the study sought to interview all respondents who completed either Wave #1 or Wave #2 of the study;

Ipsos sampled eligible adults to obtain the predetermined the number of interviews need in each sample wave. Selected panel members received an email invitation to complete the survey and were asked to do so at their earliest convenience. The subject and body of the email invitation sent is shown in Appendix A.

Each wave of the study was administered to both English and Spanish survey-takers and consisted of a main survey. The survey sample release for each wave consisted of a soft launch followed by a full launch. The final programmed English instrument for each survey wave is shown in Appendix B.

The median completion time of each survey wave was as follows:

	Median Interview Time
Wave #1	21 Minutes
Wave #2	24 Minutes
Wave #3	21 Minutes

Upon completion, qualified respondents received an entry into the KnowledgePanel sweepstakes for completing a longer survey.

The completion and qualification rates for survey wave within the study are presented below.

	Field Start	Field End	N Fielded	N Completed	Completion Rate	N Qualified	Qualification Rate
Wave #1 – Overall Sample	10/23/24	11/01/24	5,083	3,141	61.8%	3,141	100%

	Field Start	Field End	N Fielded	N Completed	Completion Rate	N Qualified	Qualification Rate
Wave #2 – Overall Sample	12/04/24	12/16/24	3,791	3,126	82.5%	3,126	100%
Wave #2 – Recontact (Wave #1) Sample	12/04/24	12/16/24	3,124	2,699	86.4%	2,700	100%
Wave #2 – Fresh Sample	12/06/24	12/16/24	667	427	82.5%	427	100%

*The 3,126 qualified interviews exclude 1 case that was dropped for quality reasons.

	Field Start	Field End	N Fielded	N Completed	Completion Rate	N Qualified	Qualification Rate
Wave #3 – Overall Sample	02/06/24	2/19/25	3,475	2,988	86.0%	2,988	100%

*The 2,988 qualified interviews exclude 5 cases that were dropped for quality reasons.

Appendix C provides more detailed response rate metrics for each survey wave of the study for reporting purposes.

Data Processing to Ensure Data Quality

Respondents are unable to complete the survey more than once; after completing the survey one time, respondents no longer have access to the survey.

Logic and data quality checks were built into the programmed surveys, shown in Appendix B.

As noted above, one respondent was removed from the final data for Wave #2 of the study and five respondents were removed from the final data for Wave #3 of the study for data quality reasons.

Ipsos did not code any open-ended responses. Data were imputed for demographics used in weighting if the respondent declined to answer. Ipsos did not conduct any additional data imputation for the Political Psychology of American Democracy Study.

Limitations of the Design and Data Collection

All forms of public opinion research are subject to unmeasured error that cannot be eliminated. When a probability-based panel like KnowledgePanel is used, Ipsos employs the total survey error approach to identify and minimize error due to coverage error, sampling error, nonresponse error, measurement error, and data processing and editing error. Coverage error is addressed in our KnowledgePanel recruitment strategies. Sampling error is addressed in recruitment and at the time of sample selection for each study. Nonresponse error is reduced in recruitment, study sampling, panel management strategies (including communication, incentive, and retention protocols), and weighting of the final data. These strategies support the computation of sampling error to estimate the extent to which the results from the sample might differ from population values. To reduce measurement error, our research staff evaluates questionnaires in terms of item flow, wording, and response formats to provide respondent-friendly surveys and elicit high-quality data. Additionally, we conduct a quality control review of data processing steps and any data cleaning to minimize errors.

Survey Cooperation Enhancements

As standard with KnowledgePanel surveys, email reminders were sent to non-responders on Day 3 of the field period for each survey wave. Additional reminders were sent to the remaining non-responders for each wave on specified day of the field period below. The subject and body of the email reminders (s) sent is/are shown in Appendix A.

	Second Reminder (Day # in field period)	Third Reminder (Day # in field period)
Wave #2 – Recontact (Wave #1) Sample	Day 5	Day 9
Wave #2 – Fresh Sample	Day 7	

	Second Reminder (Day # in field period)	Third Reminder (Day # in field period)
Wave #3 – Overall Sample	Day 8	Day 13

Data File Deliverables and Descriptions

For each study wave, Ipsos prepared and delivered fully formatted SPSS datasets containing the survey and demographic data with the appropriate variable and value labels. The table below shows the final survey files delivered:

Delivery Date	File Type	File Name	File Size	N Records
12/19/2024	SPSS SAV	UC Berkeley Political Psychology study_additional_profile variables.sav	4.7Mb	3,141
01/13/2025	SPSS SAV	UC Berkeley Political Study W1 & W2 data.sav	9.8Mb	3,126
02/26/2025	SPSS SAV	UC Berkeley Political Study W3 data.sav	6.43Mb	2,988

In addition, Ipsos prepared and delivered other deliverables for each wave as follows:

- Multiple sets of post-stratification statistical weights
- Demographic profile data for all qualified respondents

In addition to the survey variables from the Main interview from each wave of the study, Ipsos' standard demographic profile variables, a set of additional profile variables, and a series of data processing variables created by Ipsos were provided in the data file for each wave. The following table shows the name and description of all variables included in the Main survey dataset from each wave of the study.

Appendix C: KnowledgePanel® Response Rate Report

KnowledgePanel® is a probability-based panel. By definition, all members of KnowledgePanel have a known probability of selection. As a result, it is mathematically possible to calculate a proper response rate that takes into account all sources of nonresponse. Below are the components of the response rate calculation and the actual calculations. An extended description of how to compute response metrics for online panels can be found in:

Callegaro, Mario & DiSogra, Charles (2008). Computing response metrics for online panels. *Public Opinion Quarterly* 72(5). pp. 1008-1032.⁸

Wave #1 Response Rate Summary Metrics:

A. Number of Assigned Panelists	5,083
B. Study-Specific Average Panel Recruitment Rate (RECR)	9.2%
C. Study-Specific Average Household Profile Rate (PROR)	62.2%
D. Study-Specific Average Household Retention Rate (RETR)	35.6%
E. Number of Total Study Completes	3,141
F. Study Completion Rate (COMPR)*	61.8%
G. Number of Study Break-offs	175
H. Study Breakoff Rate (BOR)	5.3%
I. Number of Qualified Completes	3,141
J. Study Qualification Rate (QUALR)	100%
K. Cumulative Response Rate	3.5%

⁸ The full text of the paper is available on the Public Opinion Quarterly – Special issue webpage: http://www.oxfordjournals.org/our_journals/pog/special.html

Wave #2 Response Rate Summary Metrics:

A. Number of Assigned Panelists	3,791
B. Study-Specific Average Panel Recruitment Rate (RECR)	9.6%
C. Study-Specific Average Household Profile Rate (PROR)	62.7%
D. Study-Specific Average Household Retention Rate (RETR)	27.9%
E. Number of Total Study Completes	3,126
F. Study Completion Rate (COMPR)*	82.5%
G. Number of Study Break-offs	118
H. Study Breakoff Rate (BOR)	3.6%
I. Number of Qualified Completes	3,126
J. Study Qualification Rate (QUALR)	100%
K. Cumulative Response Rate	5.0%

Wave #3 Response Rate Summary Metrics:

A. Number of Assigned Panelists	3,475
B. Study-Specific Average Panel Recruitment Rate (RECR)	9.8%
C. Study-Specific Average Household Profile Rate (PROR)	62.8%
D. Study-Specific Average Household Retention Rate (RETR)	24.2%
E. Number of Total Study Completes	2,988
F. Study Completion Rate (COMPR)*	86.0%
G. Number of Study Break-offs	88
H. Study Breakoff Rate (BOR)	2.9%
I. Number of Qualified Completes	2,988
J. Study Qualification Rate (QUALR)	100%
K. Cumulative Response Rate	5.3%

Comparison of Response Rates

It is important to note the differences between a Random Digit Dial (RDD) telephone or mail sample and KnowledgePanel. RDD telephone and mail samples can be compared because they are one-time surveys. However, an online panel such as KnowledgePanel is composed of people recruited at different times and, more importantly, committed to answering multiple surveys for a period of time and not just a single survey. Further, with KnowledgePanel, panel members

must also complete profile surveys in order to become members of the panel. These differences are reflected in the recruitment and profile rates reported above. These differences make directly comparing response rates between one-time surveys and Panel surveys difficult and perhaps not illuminating.

Opt-in web panels do not permit the calculation of a response rate since the probabilities of selection are unknown. Consequently, opt-in panels are only mathematically capable of computing the survey completion rate, which represents the final stage of gaining the cooperation of survey research subjects and excludes the nonresponse resulting from panel recruitment, connection, and panel retention. In addition, studies relying on opt-in intercept, sometimes called “river,” samples where respondents are recruited for a particular survey using various banner or pop-up ads placed on numerous websites rather than from a panel, also have no known selection probabilities and are therefore unable to report response rates. Further, such opt-in online intercept studies are unable to compute completion rates since a sample is not selected and can only report survey breakoff rates. Many non-probability samples these days utilize a blend of panel and river sample.

Practical Advice for Reporting Response Rates

Many journals ask for the final stage completion rate that can be easily reported. Breakoff rates are also another indicator of quality.

An example of reporting response metrics is the following:

A random sample of 1,234 panel members was drawn from Ipsos' KnowledgePanel®. 850 (excluding breakoffs) responded to the invitation and 850 qualified for the survey, yielding a final stage completion rate of 68.9% and a qualification rate of 100.0% percent. The recruitment rate for this study, reported by Ipsos, was 13.3% and the profile rate was 63.7%, for a cumulative response rate of 5.8%.

Formulas Used for Response Summary Metric Calculations

The formulas from Callegaro & DiSogra (2008) used to calculate the response summary metrics reported above are presented in below. Respondent-level cohort recruitment, profile, and retention rates are calculated for each study respondent and averaged across all study respondents to yield the study-specific rates reported on the previous page.

Respondent-level Panel Recruitment Rate (RECR):

$$= \frac{\text{Initial Consent}}{\text{Initial Consents} + (\text{Refusals} + \text{Noncontacts} + \text{Other Cases}) + e(\text{Unknown if Household Occupied} + \text{Unknown Other})}$$

Respondent-level Profile Rate (PROR):

$$= \frac{(\text{Profile Completes})}{(\text{Profile Complete} + \text{Partial Profile Complete}) + (\text{Profile Refusals} + \text{Profile Noncontacts} + \text{Other Profile Cases})}$$

Respondent-level Retention Rate (RETR):

$$= \frac{\text{Profile Completes Present at Time of Study}}{\text{Profile Complete}}$$

Study Completion Rate (COMR):

$$= \frac{(\text{Study Completes})}{(\text{Study Completes} + \text{Study Partial Completes}) + (\text{Study Refusals} + \text{Study Noncontacts} + \text{Other Study Cases})}$$

Breakoff Rate (BOR):

$$= \frac{\text{Break-offs}}{\text{Study Completes} + \text{Study Partial Completes} + \text{Break-offs}}$$

Qualification Rate (QUALR):

$$= \frac{\text{Qualified Study Complete}}{\text{Qualified Study Complete} + \text{Not-qualified Study Complete}}$$

Cumulative Response Rate (CUMRR):

$$= RECR * PROR * COMR$$

Appendix D: Weighting Benchmark Distributions

Wave #1 Weighting Benchmark Distributions

18+ US Population Benchmarks Source: March 2024 CPS Supplement Data		
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Age By Gender	Frequency	Percent
18-29 Male	25979245	10.0
18-29 Female	25456316	9.8
30-44 Male	33838896	13.1
30-44 Female	33739092	13.0
45-59 Male	29707249	11.5
45-59 Female	30399703	11.7
60+ Male	37193373	14.3
60+ Female	43067708	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1.58E+08	60.8
Black, Non-Hispanic	31336003	12.1
Other, Non-Hispanic	19815811	7.6
Hispanic	46373150	17.9
2+ Races, Non-Hispanic	4256124	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	41287770	15.9
Northeast Non-metro	3321189	1.3
Midwest Metro	42283380	16.3
Midwest Non-metro	10776803	4.2
South Metro	85832196	33.1
South Non-metro	14517446	5.6
West Metro	55431790	21.4
West Non-metro	5931007	2.3

Education	Frequency	Percent
No high school diploma or GED	24025270	9.3
High school graduate (high school diploma or the equivalent GED)	74334839	28.7
Some college or Associate degree	68195739	26.3
Bachelor's degree	58169512	22.4
Master's degree or above	34656221	13.4

Household Income	Frequency	Percent
Under \$25,000	25410000	9.8
\$25,000-\$49,999	37091257	14.3
\$50,000-\$74,999	38166498	14.7
\$75,000-\$99,999	32486203	12.5
\$100,000-\$149,999	50015377	19.3
\$150,000 and over	76212247	29.4

Wave #1 Respondents Weighted by weight_pid		
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Age By Gender	Frequency	Percent
18-29 Male	314.5975	10.0
18-29 Female	308.2651	9.8
30-44 Male	409.7746	13.1
30-44 Female	408.566	13.0
45-59 Male	359.7421	11.5
45-59 Female	368.1274	11.7
60+ Male	450.3958	14.3
60+ Female	521.5315	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1908.475	60.8
Black, Non-Hispanic	379.4656	12.1
Other, Non-Hispanic	239.961	7.6
Hispanic	561.559	17.9
2+ Races, Non-Hispanic	51.53984	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	499.9772	15.9
Northeast Non-metro	40.21818	1.3
Midwest Metro	512.0336	16.3
Midwest Non-metro	130.5025	4.2
South Metro	1039.391	33.1
South Non-metro	175.8001	5.6
West Metro	671.2553	21.4
West Non-metro	71.82195	2.3

Education	Frequency	Percent
No high school diploma or GED	290.9357	9.3
High school graduate (high school diploma or the equivalent GED)	900.1631	28.7
Some college or Associate degree	825.8212	26.3
Bachelor's degree	704.4079	22.4
Master's degree or above	419.672	13.4

Household Income	Frequency	Percent
Under \$25,000	307.7042	9.8
\$25,000-\$49,999	449.1593	14.3
\$50,000-\$74,999	462.18	14.7
\$75,000-\$99,999	393.394	12.5
\$100,000-\$149,999	605.6648	19.3
\$150,000 and over	922.8977	29.4

Source: ACS 2022 Data

Language Dominance within Hispanics	Percent
English Dominant Hispanic	5.0
Bilingual Hispanic	9.5
Spanish Dominant Hispanic	3.4
Non-Hispanic	82.1

Language Dominance within Hispanics	Frequency	Percent
English Dominant Hispanic	155.963	5.0
Bilingual Hispanic	297.6898	9.5
Spanish Dominant Hispanic	107.9062	3.4
Non-Hispanic	2579.441	82.1

Source: Pew's NPORS 2024 Data

Party Identification	Percent
Republican	29.1
Lean Republican	17.6
Not lean/refused	7.4
Lean Democrat	16.6
Democrat	29.3
D-R	-0.8

Party Identification	Frequency	Percent
Republican	912.5165	29.1
Lean Republican	553.112	17.6
Not lean/refused	233.8161	7.4
Lean Democrat	521.4613	16.6
Democrat	920.0942	29.3
D-R		-0.8

Wave #2 Weighting Benchmark Distributions

18+ US Population Benchmarks
Source: March 2024 CPS Supplement Data

Age By Gender	Frequency	Percent
18-29 Male	25979245	10.0
18-29 Female	25456316	9.8
30-44 Male	33838896	13.1
30-44 Female	33739092	13.0
45-59 Male	29707249	11.5
45-59 Female	30399703	11.7
60+ Male	37193373	14.3
60+ Female	43067708	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1.58E+08	60.8
Black, Non-Hispanic	31336003	12.1
Other, Non-Hispanic	19815811	7.6
Hispanic	46373150	17.9
2+ Races, Non-Hispanic	4256124	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	41287770	15.9
Northeast Non-metro	3321189	1.3
Midwest Metro	42283380	16.3
Midwest Non-metro	10776803	4.2
South Metro	85832196	33.1
South Non-metro	14517446	5.6
West Metro	55431790	21.4
West Non-metro	5931007	2.3

Education	Frequency	Percent
No high school diploma or GED	24025270	9.3
High school graduate (high school diploma or the equivalent GED)	74334839	28.7
Some college or Associate degree	68195739	26.3
Bachelor's degree	58169512	22.4
Master's degree or above	34656221	13.4

Household Income	Frequency	Percent
Under \$25,000	25410000	9.8
\$25,000-\$49,999	37091257	14.3
\$50,000-\$74,999	38166498	14.7
\$75,000-\$99,999	32486203	12.5
\$100,000-\$149,999	50015377	19.3
\$150,000 and over	76212247	29.4

Wave #2 Fresh Sample Respondents
Weighted by fresh_wt

Age By Gender	Frequency	Percent
18-29 Male	42.76764	10.0
18-29 Female	41.90678	9.8
30-44 Male	55.70638	13.1
30-44 Female	55.54208	13.0
45-59 Male	48.90477	11.5
45-59 Female	50.0447	11.7
60+ Male	61.2286	14.3
60+ Female	70.89906	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	259.4456	60.8
Black, Non-Hispanic	51.58606	12.1
Other, Non-Hispanic	20.55999	4.8
Hispanic	76.34056	17.9
2+ Races, Non-Hispanic	19.06779	4.5

Note: NH Other and NH 2+ Races were collapsed for Fresh sample

Region by Metro Status	Frequency	Percent
Northeast Metro	68.65257	16.1
Northeast Non-metro	4.783741	1.1
Midwest Metro	70.35507	16.5
Midwest Non-metro	16.99384	4.0
South Metro	135.2641	31.7
South Non-metro	29.93384	7.0
West Metro	95.85713	22.5
West Non-metro	5.159738	1.2

Note: Region and Metro status were weighted separately for Fresh sample

Education	Frequency	Percent
No high school diploma or GED	39.55096	9.3
High school graduate (high school diploma or the equivalent GED)	122.3717	28.7
Some college or Associate degree	112.2654	26.3
Bachelor's degree	95.76	22.4
Master's degree or above	57.05188	13.4

Household Income	Frequency	Percent
Under \$25,000	41.83053	9.8
\$25,000-\$49,999	61.06049	14.3
\$50,000-\$74,999	62.83058	14.7
\$75,000-\$99,999	53.47954	12.5
\$100,000-\$149,999	82.33648	19.3
\$150,000 and over	125.4624	29.4

Source: ACS 2023 Data

Language Dominance within Hispanics	Percent
English Dominant Hispanic	4.9
Bilingual Hispanic	9.4
Spanish Dominant Hispanic	3.6
Non-Hispanic	82.1

Language Dominance within Hispanics	Frequency	Percent
English Dominant Hispanic	21.0959	4.9
Bilingual Hispanic	37.71435	8.8
Spanish Dominant Hispanic	17.53031	4.1
Non-Hispanic	350.6594	82.1

Note: Bilingual and Spanish Dominant Hispanics were collapsed for Fresh sample

Source: Pew's NPORS 2024 Data

Party Identification	Percent
Republican	29.1
Lean Republican	17.6
Not lean/refused	7.4
Lean Democrat	16.6
Democrat	29.3
D-R	-0.8

Party Identification	Frequency	Percent
Republican	124.0511	29.1
Lean Republican	75.19223	17.6
Not lean/refused	31.78589	7.4
Lean Democrat	70.88951	16.6
Democrat	125.0813	29.3
D-R		-0.8

18+ US Population Benchmarks
Source: March 2024 CPS Supplement Data

Wave #1 Recontact Sample Respondents
Weighted by recontact_wt

Age By Gender	Frequency	Percent
18-29 Male	25979245	10.0
18-29 Female	25456316	9.8
30-44 Male	33838896	13.1
30-44 Female	33739092	13.0
45-59 Male	29707249	11.5
45-59 Female	30399703	11.7
60+ Male	37193373	14.3
60+ Female	43067708	16.6

Age By Gender	Frequency	Percent
18-29 Male	270.3275	10.0
18-29 Female	264.8862	9.8
30-44 Male	352.1113	13.1
30-44 Female	351.0728	13.0
45-59 Male	309.1193	11.5
45-59 Female	316.3247	11.7
60+ Male	387.0164	14.3
60+ Female	448.1419	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1.58E+08	60.8
Black, Non-Hispanic	31336003	12.1
Other, Non-Hispanic	19815811	7.6
Hispanic	46373150	17.9
2+ Races, Non-Hispanic	4256124	1.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1639.915	60.8
Black, Non-Hispanic	326.0674	12.1
Other, Non-Hispanic	206.1938	7.6
Hispanic	482.5367	17.9
2+ Races, Non-Hispanic	44.28718	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	41287770	15.9
Northeast Non-metro	3321189	1.3
Midwest Metro	42283380	16.3
Midwest Non-metro	10776803	4.2
South Metro	85832196	33.1
South Non-metro	14517446	5.6
West Metro	55431790	21.4
West Non-metro	5931007	2.3

Region by Metro Status	Frequency	Percent
Northeast Metro	429.6207	15.9
Northeast Non-metro	34.55869	1.3
Midwest Metro	439.9805	16.3
Midwest Non-metro	112.1382	4.2
South Metro	893.1286	33.1
South Non-metro	151.0616	5.6
West Metro	576.7966	21.4
West Non-metro	61.7152	2.3

Education	Frequency	Percent
No high school diploma or GED	24025270	9.3
High school graduate (high school diploma or the equivalent GED)	74334839	28.7
Some college or Associate degree	68195739	26.3
Bachelor's degree	58169512	22.4
Master's degree or above	34656221	13.4

Education	Frequency	Percent
No high school diploma or GED	249.9954	9.3
High school graduate (high school diploma or the equivalent GED)	773.4926	28.7
Some college or Associate degree	709.6121	26.3
Bachelor's degree	605.284	22.4
Master's degree or above	360.616	13.4

Household Income	Frequency	Percent
Under \$25,000	25410000	9.8
\$25,000-\$49,999	37091257	14.3
\$50,000-\$74,999	38166498	14.7
\$75,000-\$99,999	32486203	12.5
\$100,000-\$149,999	50015377	19.3
\$150,000 and over	76212247	29.4

Household Income	Frequency	Percent
Under \$25,000	264.4042	9.8
\$25,000-\$49,999	385.9538	14.3
\$50,000-\$74,999	397.1422	14.7
\$75,000-\$99,999	338.0358	12.5
\$100,000-\$149,999	520.436	19.3
\$150,000 and over	793.028	29.4

Source: ACS 2023 Data

Language Dominance within Hispanics	Percent
English Dominant Hispanic	4.9
Bilingual Hispanic	9.4
Spanish Dominant Hispanic	3.6
Non-Hispanic	82.1

Language Dominance within Hispanics	Frequency	Percent
English Dominant Hispanic	133.3439	4.9
Bilingual Hispanic	253.2286	9.4
Spanish Dominant Hispanic	95.9642	3.6
Non-Hispanic	2216.463	82.1

Source: Pew's NPORS 2024 Data

Party Identification	Percent
Republican	29.1
Lean Republican	17.6
Not lean/refused	7.4
Lean Democrat	16.6
Democrat	29.3
D-R	-0.8

Party Identification	Frequency	Percent
Republican	784.1076	29.1
Lean Republican	475.2783	17.6
Not lean/refused	200.9136	7.4
Lean Democrat	448.0815	16.6
Democrat	790.619	29.3
D-R		-0.8

18+ US Population Benchmarks
Source: March 2024 CPS Supplement Data

Age By Gender	Frequency	Percent
18-29 Male	25979245	10.0
18-29 Female	25456316	9.8
30-44 Male	33838896	13.1
30-44 Female	33739092	13.0
45-59 Male	29707249	11.5
45-59 Female	30399703	11.7
60+ Male	37193373	14.3
60+ Female	43067708	16.6

Wave #2 Combined Sample Respondents
Weighted by total_wt

Age By Gender	Frequency	Percent
18-29 Male	313.0952	10.0
18-29 Female	306.793	9.8
30-44 Male	407.8177	13.1
30-44 Female	406.6148	13.0
45-59 Male	358.0241	11.5
45-59 Female	366.3694	11.7
60+ Male	448.2449	14.3
60+ Female	519.0409	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1.58E+08	60.8
Black, Non-Hispanic	31336003	12.1
Other, Non-Hispanic	19815811	7.6
Hispanic	46373150	17.9
2+ Races, Non-Hispanic	4256124	1.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1899.361	60.8
Black, Non-Hispanic	377.6534	12.1
Other, Non-Hispanic	238.815	7.6
Hispanic	558.8773	17.9
2+ Races, Non-Hispanic	51.29371	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	41287770	15.9
Northeast Non-metro	3321189	1.3
Midwest Metro	42283380	16.3
Midwest Non-metro	10776803	4.2
South Metro	85832196	33.1
South Non-metro	14517446	5.6
West Metro	55431790	21.4
West Non-metro	5931007	2.3

Region by Metro Status	Frequency	Percent
Northeast Metro	497.5896	15.9
Northeast Non-metro	40.02611	1.3
Midwest Metro	509.5884	16.3
Midwest Non-metro	129.8793	4.2
South Metro	1034.428	33.1
South Non-metro	174.9605	5.6
West Metro	668.0497	21.4
West Non-metro	71.47896	2.3

Education	Frequency	Percent
No high school diploma or GED	24025270	9.3
High school graduate (high school diploma or the equivalent GED)	74334839	28.7
Some college or Associate degree	68195739	26.3
Bachelor's degree	58169512	22.4
Master's degree or above	34656221	13.4

Education	Frequency	Percent
No high school diploma or GED	289.5464	9.3
High school graduate (high school diploma or the equivalent GED)	895.8643	28.7
Some college or Associate degree	821.8775	26.3
Bachelor's degree	701.044	22.4
Master's degree or above	417.6679	13.4

Household Income	Frequency	Percent
Under \$25,000	25410000	9.8
\$25,000-\$49,999	37091257	14.3
\$50,000-\$74,999	38166498	14.7
\$75,000-\$99,999	32486203	12.5
\$100,000-\$149,999	50015377	19.3
\$150,000 and over	76212247	29.4

Household Income	Frequency	Percent
Under \$25,000	306.2348	9.8
\$25,000-\$49,999	447.0143	14.3
\$50,000-\$74,999	459.9728	14.7
\$75,000-\$99,999	391.5153	12.5
\$100,000-\$149,999	602.7724	19.3
\$150,000 and over	918.4904	29.4

Source: ACS 2023 Data

Language Dominance within Hispanics	Percent
English Dominant Hispanic	4.9
Bilingual Hispanic	9.4
Spanish Dominant Hispanic	3.6
Non-Hispanic	82.1

Language Dominance within Hispanics	Frequency	Percent
English Dominant Hispanic	154.4398	4.9
Bilingual Hispanic	293.2911	9.4
Spanish Dominant Hispanic	111.1464	3.6
Non-Hispanic	2567.123	82.1

Source: Pew's NPORS 2024 Data

Party Identification	Percent
Republican	29.1
Lean Republican	17.6
Not lean/refused	7.4
Lean Democrat	16.6
Democrat	29.3
D-R	-0.8

Party Identification	Frequency	Percent
Republican	908.1587	29.1
Lean Republican	550.4705	17.6
Not lean/refused	232.6995	7.4
Lean Democrat	518.971	16.6
Democrat	915.7003	29.3
D-R		-0.8

Wave #3 Weighting Benchmark Distributions

18+ US Population Benchmarks
Source: March 2024 CPS Supplement Data

Age By Gender	Frequency	Percent
18-29 Male	25979245	10.0
18-29 Female	25456316	9.8
30-44 Male	33838896	13.1
30-44 Female	33739092	13.0
45-59 Male	29707249	11.5
45-59 Female	30399703	11.7
60+ Male	37193373	14.3
60+ Female	43067708	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1.58E+08	60.8
Black, Non-Hispanic	31336003	12.1
Other, Non-Hispanic	19815811	7.6
Hispanic	46373150	17.9
2+ Races, Non-Hispanic	4256124	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	41287770	15.9
Northeast Non-metro	3321189	1.3
Midwest Metro	42283380	16.3
Midwest Non-metro	10776803	4.2
South Metro	85832196	33.1
South Non-metro	14517446	5.6
West Metro	55431790	21.4
West Non-metro	5931007	2.3

Education	Frequency	Percent
No high school diploma or GED	24025270	9.3
High school graduate (high school diploma or the equivalent GED)	74334839	28.7
Some college or Associate degree	68195739	26.3
Bachelor's degree	58169512	22.4
Master's degree or above	34656221	13.4

Household Income	Frequency	Percent
Under \$25,000	25410000	9.8
\$25,000-\$49,999	37091257	14.3
\$50,000-\$74,999	38166498	14.7
\$75,000-\$99,999	32486203	12.5
\$100,000-\$149,999	50015377	19.3
\$150,000 and over	76212247	29.4

Wave #2 Recontact Sample Respondents
Weighted by wave2_wt

Age By Gender	Frequency	Percent
18-29 Male	36	10.0
18-29 Female	35	9.8
30-44 Male	47	13.1
30-44 Female	47	13.0
45-59 Male	41	11.5
45-59 Female	42	11.7
60+ Male	51	14.3
60+ Female	60	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	218	60.8
Black, Non-Hispanic	43	12.1
Other, Non-Hispanic	16	4.4
Hispanic	64	17.9
2+ Races, Non-Hispanic	17	4.8

Note: NH Other and NH 2+ Races were collapsed for Fresh sample

Region by Metro Status	Frequency	Percent
Northeast Metro	57	15.8
Northeast Non-metro	5	1.4
Midwest Metro	59	16.4
Midwest Non-metro	15	4.1
South Metro	116	32.3
South Non-metro	23	6.4
West Metro	80	22.2
West Non-metro	5	1.5

Note: Region and Metro status were weighted separately for Fresh sample

Education	Frequency	Percent
No high school diploma or GED	33	9.3
High school graduate (high school diploma or the equivalent GED)	103	28.7
Some college or Associate degree	94	26.3
Bachelor's degree	81	22.4
Master's degree or above	48	13.4

Household Income	Frequency	Percent
Under \$25,000	35	9.8
\$25,000-\$49,999	51	14.3
\$50,000-\$74,999	53	14.7
\$75,000-\$99,999	45	12.5
\$100,000-\$149,999	69	19.3
\$150,000 and over	105	29.4

Source: ACS 2023 Data

Language Dominance within Hispanics	Percent
English Dominant Hispanic	4.9
Bilingual Hispanic	9.4
Spanish Dominant Hispanic	3.6
Non-Hispanic	82.1

Language Dominance within Hispanics	Frequency	Percent
English Dominant Hispanic	18	4.9
Bilingual Hispanic	32	9.0
Spanish Dominant Hispanic	14	3.9
Non-Hispanic	295	82.1

Note: Bilingual and Spanish Dominant Hispanics were collapsed for Fresh sample

Source: Pew's NPORS 2024 Data

Party Identification	Percent
Republican	29.1
Lean Republican	17.6
Not lean/refused	7.4
Lean Democrat	16.6
Democrat	29.3
D-R	-0.8

Party Identification	Frequency	Percent
Republican	104	29.1
Lean Republican	63	17.6
Not lean/refused	27	7.4
Lean Democrat	60	16.6
Democrat	105	29.3
D-R		-0.8

18+ US Population Benchmarks
Source: March 2024 CPS Supplement Data

Wave #1 Recontact Sample Respondents
Weighted by wave1_wt

Age By Gender	Frequency	Percent
18-29 Male	25979245	10.0
18-29 Female	25456316	9.8
30-44 Male	33838896	13.1
30-44 Female	33739092	13.0
45-59 Male	29707249	11.5
45-59 Female	30399703	11.7
60+ Male	37193373	14.3
60+ Female	43067708	16.6

Age By Gender	Frequency	Percent
18-29 Male	263	10.0
18-29 Female	258	9.8
30-44 Male	343	13.1
30-44 Female	342	13.0
45-59 Male	301	11.5
45-59 Female	308	11.7
60+ Male	377	14.3
60+ Female	437	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1.58E+08	60.8
Black, Non-Hispanic	31336003	12.1
Other, Non-Hispanic	19815811	7.6
Hispanic	46373150	17.9
2+ Races, Non-Hispanic	4256124	1.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1597	60.8
Black, Non-Hispanic	318	12.1
Other, Non-Hispanic	201	7.6
Hispanic	470	17.9
2+ Races, Non-Hispanic	43	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	41287770	15.9
Northeast Non-metro	3321189	1.3
Midwest Metro	42283380	16.3
Midwest Non-metro	10776803	4.2
South Metro	85832196	33.1
South Non-metro	14517446	5.6
West Metro	55431790	21.4
West Non-metro	5931007	2.3

Region by Metro Status	Frequency	Percent
Northeast Metro	418	15.9
Northeast Non-metro	34	1.3
Midwest Metro	429	16.3
Midwest Non-metro	109	4.2
South Metro	870	33.1
South Non-metro	147	5.6
West Metro	562	21.4
West Non-metro	60	2.3

Education	Frequency	Percent
No high school diploma or GED	24025270	9.3
High school graduate (high school diploma or the equivalent GED)	74334839	28.7
Some college or Associate degree	68195739	26.3
Bachelor's degree	58169512	22.4
Master's degree or above	34656221	13.4

Education	Frequency	Percent
No high school diploma or GED	244	9.3
High school graduate (high school diploma or the equivalent GED)	753	28.7
Some college or Associate degree	691	26.3
Bachelor's degree	590	22.4
Master's degree or above	351	13.4

Household Income	Frequency	Percent
Under \$25,000	25410000	9.8
\$25,000-\$49,999	37091257	14.3
\$50,000-\$74,999	38166498	14.7
\$75,000-\$99,999	32486203	12.5
\$100,000-\$149,999	50015377	19.3
\$150,000 and over	76212247	29.4

Household Income	Frequency	Percent
Under \$25,000	258	9.8
\$25,000-\$49,999	376	14.3
\$50,000-\$74,999	387	14.7
\$75,000-\$99,999	329	12.5
\$100,000-\$149,999	507	19.3
\$150,000 and over	772	29.4

Source: ACS 2023 Data

Language Dominance within Hispanics	Percent
English Dominant Hispanic	4.9
Bilingual Hispanic	9.4
Spanish Dominant Hispanic	3.6
Non-Hispanic	82.1

Language Dominance within Hispanics	Frequency	Percent
English Dominant Hispanic	130	4.9
Bilingual Hispanic	247	9.4
Spanish Dominant Hispanic	93	3.6
Non-Hispanic	2159	82.1

Source: Pew's NPORS 2024 Data

Party Identification	Percent
Republican	29.1
Lean Republican	17.6
Not lean/refused	7.4
Lean Democrat	16.6
Democrat	29.3
D-R	-0.8

Party Identification	Frequency	Percent
Republican	764	29.1
Lean Republican	463	17.6
Not lean/refused	196	7.4
Lean Democrat	436	16.6
Democrat	770	29.3
D-R		-0.8

18+ US Population Benchmarks
Source: March 2024 CPS Supplement Data

Wave #3 Combined Sample Respondents
Weighted by total_wt

Age By Gender	Frequency	Percent
18-29 Male	25979245	10.0
18-29 Female	25456316	9.8
30-44 Male	33838896	13.1
30-44 Female	33739092	13.0
45-59 Male	29707249	11.5
45-59 Female	30399703	11.7
60+ Male	37193373	14.3
60+ Female	43067708	16.6

Age By Gender	Frequency	Percent
18-29 Male	299	10.0
18-29 Female	293	9.8
30-44 Male	390	13.1
30-44 Female	389	13.0
45-59 Male	342	11.5
45-59 Female	350	11.7
60+ Male	428	14.3
60+ Female	496	16.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1.58E+08	60.8
Black, Non-Hispanic	31336003	12.1
Other, Non-Hispanic	19815811	7.6
Hispanic	46373150	17.9
2+ Races, Non-Hispanic	4256124	1.6

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	1816	60.8
Black, Non-Hispanic	361	12.1
Other, Non-Hispanic	228	7.6
Hispanic	534	17.9
2+ Races, Non-Hispanic	49	1.6

Region by Metro Status	Frequency	Percent
Northeast Metro	41287770	15.9
Northeast Non-metro	3321189	1.3
Midwest Metro	42283380	16.3
Midwest Non-metro	10776803	4.2
South Metro	85832196	33.1
South Non-metro	14517446	5.6
West Metro	55431790	21.4
West Non-metro	5931007	2.3

Region by Metro Status	Frequency	Percent
Northeast Metro	476	15.9
Northeast Non-metro	38	1.3
Midwest Metro	487	16.3
Midwest Non-metro	124	4.2
South Metro	989	33.1
South Non-metro	167	5.6
West Metro	639	21.4
West Non-metro	68	2.3

Education	Frequency	Percent
No high school diploma or GED	24025270	9.3
High school graduate (high school diploma or the equivalent GED)	74334839	28.7
Some college or Associate degree	68195739	26.3
Bachelor's degree	58169512	22.4
Master's degree or above	34656221	13.4

Education	Frequency	Percent
No high school diploma or GED	277	9.3
High school graduate (high school diploma or the equivalent GED)	856	28.7
Some college or Associate degree	786	26.3
Bachelor's degree	670	22.4
Master's degree or above	399	13.4

Household Income	Frequency	Percent
Under \$25,000	25410000	9.8
\$25,000-\$49,999	37091257	14.3
\$50,000-\$74,999	38166498	14.7
\$75,000-\$99,999	32486203	12.5
\$100,000-\$149,999	50015377	19.3
\$150,000 and over	76212247	29.4

Household Income	Frequency	Percent
Under \$25,000	293	9.8
\$25,000-\$49,999	427	14.3
\$50,000-\$74,999	440	14.7
\$75,000-\$99,999	374	12.5
\$100,000-\$149,999	576	19.3
\$150,000 and over	878	29.4

Source: ACS 2023 Data

Language Dominance within Hispanics	Percent
English Dominant Hispanic	4.9
Bilingual Hispanic	9.4
Spanish Dominant Hispanic	3.6
Non-Hispanic	82.1

Language Dominance within Hispanics	Frequency	Percent
English Dominant Hispanic	148	4.9
Bilingual Hispanic	280	9.4
Spanish Dominant Hispanic	106	3.6
Non-Hispanic	2454	82.1

Source: Pew's NPORS 2024 Data

Party Identification	Percent
Republican	29.1
Lean Republican	17.6
Not lean/refused	7.4
Lean Democrat	16.6
Democrat	29.3
D-R	-0.8

Party Identification	Frequency	Percent
Republican	868	29.1
Lean Republican	526	17.6
Not lean/refused	222	7.4
Lean Democrat	496	16.6
Democrat	875	29.3
D-R		-0.8