

Most Americans already feel election coverage fatigue: Methodology and topline

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults living in households. Respondents who self-identify as internet users and who provided an email address participate in the panel via monthly self-administered web surveys, and those who do not use the internet or decline to provide an email address participate via the mail. The panel is being managed by Abt SRBI.

Data in this report are drawn from the June wave of the panel, conducted June 7-July 5, 2016, among 4,602 respondents (4,172 by web and 430 by mail). The margin of sampling error for the full sample of 4,602 respondents is plus or minus 2.3 percentage points.

Members of the American Trends Panel were recruited from two large, national landline and cellphone random digit dial (RDD) surveys conducted in English and Spanish. At the end of each survey, respondents were invited to join the panel. The first group of panelists was recruited from the 2014 Political Polarization and Typology Survey, conducted Jan. 23 to March 16, 2014. Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel and a total of 5,338 agreed to participate.¹ The second group of panelists was recruited from the 2015 Survey on Government, conducted Aug. 27 to Oct. 4, 2015. Of the 6,004 adults interviewed, all were invited to join the panel, and 2,976 agreed to participate.²

Participating panelists provided either a mailing address or an email address to which a welcome packet, a monetary incentive and future survey invitations could be sent. Panelists also receive a small monetary incentive after participating in each wave of the survey.

The ATP data were weighted in a multi-step process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the propensity to join the panel and remain an active panelist varied across different groups in the sample. The final step in the weighting uses an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the U.S. Census Bureau's 2014 American Community Survey. Population density is weighted to match the 2010 U.S. Decennial Census. Telephone service is weighted to estimates of telephone

¹ When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.

² Respondents to the 2014 Political Polarization and Typology Survey who indicated that they are internet users but refused to provide an email address were initially permitted to participate in the American Trends Panel by mail, but were no longer permitted to join the panel after February 6, 2014. Internet users from the 2015 Survey on Government who refused to provide an email address were not permitted to join the panel.

coverage for 2016 that were projected from the July-December 2015 National Health Interview Survey. Volunteerism is weighted to match the 2013 Current Population Survey Volunteer Supplement. It also adjusts for party affiliation using an average of the three most recent Pew Research Center general public telephone surveys. Internet access is adjusted using a measure from the 2015 Survey on Government. Frequency of internet use is weighted to an estimate of daily internet use projected to 2016 from the 2013 Current Population Survey Computer and Internet Use Supplement. Sampling errors and statistical tests of significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the Hispanic sample in the American Trends Panel is predominantly native born and English speaking.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	4,602	2.3 percentage points
Republicans/Rep. leaners	2,015	3.4 percentage points
Democrats/Dem. leaners	2,426	3.1 percentage points

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

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The web component of the June wave had a response rate of 82% (4,172 responses among 5,071 web-based individuals in the panel); the mail component had a response rate of 75% (430 responses among 574 non-web individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%) and attrition from panel members who were removed at their request or for inactivity, the cumulative response rate for the June ATP wave is 2.9%³.

© Pew Research Center, 2016

³ Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 18 June
FINAL TOPLINE
June 7 – July 5, 2016
TOTAL N= 4,602
WEB RESPONDENTS N=4,172
MAIL RESPONDENTS N=430⁴

ASK ALL:

CAMPNII How closely have you been following news about candidates for the 2016 presidential election...⁵

June 7-July 5

2016

35	Very closely
43	Fairly closely
18	Not too closely
4	Not at all closely
*	No answer

ASK ALL:

ELECTFTIGUE Thinking about the coverage of the presidential campaign and candidates, which comes closer to your view? [**RANDOMIZE**]

June 7-July 5

2016

39	I like seeing a lot of coverage of the campaign and candidates
59	I am worn-out by so much coverage of the campaign and candidates
1	No answer

⁴ Question wording in this topline is that from the web version of the survey. Question wording and format was adapted for the paper questionnaire delivered by mail; this questionnaire is available on request. All questions asked in both modes unless noted.

⁵ CAMPNII has been asked in previous Pew Research Center phone surveys. Because of mode differences (phone vs. online/mail), this question should not be treated as directly comparable to those instances when the question has been asked on the phone.

ASK ALL:
ELECTTOPIC

In the news you have gotten about the presidential campaign and candidates, has there been too much, too little, or about the right amount of coverage of each of the following? **[RANDOMIZE ITEMS]**

	<u>Too much</u>	<u>Too little</u>	<u>About the right amount</u>	<u>No Answer</u>
a. The candidates' personal lives June 7-July 5,2016	43	19	35	3
b. The candidates' stance on issues June 7-July 5,2016	13	55	30	3
c. The candidates' experience June 7-July 5,2016	15	45	37	3
d. The candidates' moral character June 7-July 5,2016	30	34	33	3
e. Which candidate is leading in the race June 7-July 5,2016	37	13	46	4
f. Candidates' comments on the campaign trail June 7-July 5,2016	44	15	39	3