Survey Methodology

October-November 2018:
The survey was carried out October 24 – November 16, 2018 online from a nationally representative sample of Nielsen Scarborough’s probability-based panel, originally recruited by mail and telephone using a random sample of adults provided by Survey Sampling International. The poll was conducted among 1,300 respondents, with a margin of error of +/- 2.72%. The survey variables balanced through weighting were: age, gender, race/ethnicity, household income, level of education, census regional division, and political party affiliation.

May 2016:
The survey was conducted May 20-31, 2016 with a panel consisting of a probability-based representative sample. The panel was recruited by Nielsen Scarborough from its larger probability-based national panel, which was recruited by mail and telephone using a random sample of households provided by Survey Sampling International. A total of 1580 panelists completed the survey including a national sample of 845 adults, plus an oversample of 735 millennials (18-34), making for a total sample of millennials of 863. Responses were weighted by age, gender, income, education, race, and geographic region using benchmarks from the US Census. The survey was also weighted by partisan identification and millennials were down-weighted consistent with these groups’ incidence rate in the U.S. Census.

The margins of error for the national sample and for each subgroup is:

National – 845 respondents, MoE: 3.4%
Millennial (18-34)- 863 respondents, MoE: 3.3%