The Case of Pew Research Center

How Public Opinion Research Organizations Work

Scott Keeter
Senior Survey Advisor

Rachel Weisel
Senior Communications Manager
“Surveys produce just what democracy is supposed to produce – equal representation of all citizens. The sample survey is rigorously egalitarian; it is designed so that each citizen has an equal chance to participate and an equal voice when participating. Here is where science and political representation meet.”

Sidney Verba, presidential address
American Political Science Association, 1995
The roadmap

Who polls?
Who pays for it?
How do the topics get chosen?
How are the polls actually conducted?
  Who is polled and how?
  What are they asked?
  How is the data analyzed?
How do we communicate findings?
Who is our intended audience?
How do we reach them?
How do we assess our effectiveness?
What questions do you have?
Public vs private polling

*Public pollsters* conduct their work and make it public

*Private pollsters* conduct similar work but do it for private clients who may or may not make it public. Clients wanting private polling include political candidates and parties, other political organizations, advocacy groups, businesses and nonprofits.

Some organizations *do both public and private polling*
A sampling of organizations conducting public polls

- Pew Research Center
- Kaiser Family Foundation
- PPIC
- NORC
- Associated Press
- Siena College Research Institute
- Monmouth University Poll
- NBC News
- Wall Street Journal
- New York Times
- Reuters
- Ipsos
- CBS
- YouGov
- Gallup
- ABC News
- Washington Post
- CBS
- Monmouth University Poll
- PPIC
- NORC
- Associated Press
- Siena College Research Institute
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A sampling of organizations conducting public polls

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NBC News
Washington Post
ABC News
Reuters
CBS
Ipsos
YouGov
Gallup
Pew Research Center: Who we are

• A “fact tank” that informs the public about the issues, attitudes and trends shaping the world.
• **Nonpartisan** and **non-advocacy**, meaning we do not take policy positions or make recommendations.
• A subsidiary of The Pew Charitable Trusts, our primary funder.
• We don’t do reports for hire.
• We have full editorial control over our work.
Pew Research Center: What We Do

**Mission:** Generate a foundation of facts that enriches the public dialogue and supports sound decision-making.

**Methods:** We conduct public opinion polling, demographic research, content analysis, computational social science and other data-driven social science research.

**Major research areas:**

<table>
<thead>
<tr>
<th>U.S. politics</th>
<th>Media &amp; news</th>
<th>Social trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion</td>
<td>Internet and tech</td>
<td>Science</td>
</tr>
<tr>
<td>Migration</td>
<td>Methods</td>
<td></td>
</tr>
</tbody>
</table>
Pew Research Center: Melding journalism and social science

Michael Dimock, president
Formerly at N.C. State University

Claudia Deane, vice president for research
Formerly at The Washington Post
Conventions of journalism that we prize

- News judgment
- Timeliness and topicality
- Sense that you are being told a coherent story in which one episode flows into another
- Readability
- Lack of jargon
- Not being overwhelmed by numbers/ selective use of numbers.
- Clarity
- Concision
Conventions of social science that we prize

• Using best methodology for the task
• Remaining true to methodological limitations of the data
• Taking great care on “causality” – when we suggest it that data has to be there to back it up
• Adhering to high standards of transparency
• Writing defensively, being aware of what other people are writing, “writing cautiously”
The roadmap

Who polls?

Who pays for it?

How do the topics get chosen?

How are the polls actually conducted?

Who is polled and how?

What are they asked?

How is the data analyzed?

How do we communicate findings?

Who is our intended audience?

How do we reach them?

How do we assess our effectiveness?

What questions do you have?
Funding

Polling is expensive. Finding adequate funding is a constant challenge for pollsters

Main models

• Sponsoring organization includes polling in budget
• Organizations obtain funding from public, private and nonprofit funders
• Organizations generate revenues and use profits to subsidize public polling
Funding

Funding also can bring obligations and the appearance of obligation. Control of the organization’s agenda can be affected.

For Pew Research Center, we are fortunate in having a major funder. But even for them, the rules we apply to the financial relationships are the same as for other potential funders:

- Accept funding only if it aligns with our research goals – no commissioned research projects
- Complete transparency with respect to funding as well as methodology
- Always retain full editorial control
- Rarely do partnerships and collaborations but carefully consider reputational risk when doing so
The roadmap

Who polls?
Who pays for it?

**How do the topics get chosen?**

How are the polls actually conducted?

- Who is polled and how?
- What are they asked?
- How is the data analyzed?

How do we communicate findings?

Who is our intended audience?

How do we reach them?

How do we assess our effectiveness?

What questions do you have?
Setting the agenda
### Public’s policy priorities: 2010-2018

<table>
<thead>
<tr>
<th></th>
<th>% who say ____ is a top priority for the president and Congress</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8 years ago</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Defending against terrorism</td>
<td>80%</td>
</tr>
<tr>
<td>Improving education</td>
<td>65%</td>
</tr>
<tr>
<td>Strengthening nation’s economy</td>
<td>83%</td>
</tr>
<tr>
<td>Reducing health care costs</td>
<td>57%</td>
</tr>
<tr>
<td>Securing Social Security</td>
<td>66%</td>
</tr>
<tr>
<td>Securing Medicare</td>
<td>63%</td>
</tr>
<tr>
<td>Protecting environment</td>
<td>44%</td>
</tr>
<tr>
<td>Improving job situation</td>
<td>81%</td>
</tr>
<tr>
<td>Problems of poor and needy</td>
<td>53%</td>
</tr>
<tr>
<td>Reducing crime</td>
<td>49%</td>
</tr>
<tr>
<td>Addressing race relations</td>
<td>--</td>
</tr>
<tr>
<td>Improving transportation</td>
<td>--</td>
</tr>
<tr>
<td>Dealing with drug addiction</td>
<td>--</td>
</tr>
<tr>
<td>Reducing budget deficit</td>
<td>60%</td>
</tr>
<tr>
<td>Dealing with immigration</td>
<td>40%</td>
</tr>
<tr>
<td>Reducing lobbyist influence</td>
<td>36%</td>
</tr>
</tbody>
</table>
Some work fits with large cross-organization initiatives...
...While some attempts to be timely and topical

Majority Says Trump Has Done ‘Too Little’ to Distance Himself From White Nationalists

Wide partisan gap in Pelosi’s early job rating

The public’s views of Donald Trump have changed little over the course of his presidency – and this is the case for opinions about whether Trump has done enough to distance himself from white nationalist groups.

In a new survey, a 56% majority says Trump has done too little to distance himself from

Partisan Antipathy: More Intense, More Personal

Majority of Republicans say Democrats are ‘more unpatriotic’ than other Americans

Three years ago, Pew Research Center found that the 2016 presidential campaign was “unfolding against a backdrop of intense partisan division and animosity.” Today, the level of division and animosity – including negative sentiments among partisans toward the members of the opposing party – has only deepened.

The share of Republicans who give Democrats a “cold” rating on a 0-100 thermometer has risen 14 percentage points since 2016 – with virtually all of the increase coming in “very cold” ratings (0-24).

Democrats’ views of Republicans have followed a similar trajectory: 57% give Republicans a very cold rating, up from 41% three years ago.

The survey by Pew Research Center was conducted Sept. 3-15 among 9,863 adults (it

Public Expresses Favorable Views of a Number of Federal Agencies

FBI viewed more positively; deep partisan divide over ICE

Despite historically low levels of public trust in the federal government, Americans across the political spectrum continue to overwhelmingly express favorable opinions of a number of individual federal agencies, including the Postal Service, the National Park Service, NASA and the Centers for Disease Control and Prevention (CDC). And majorities of both Republicans and Democrats now express favorable views of the FBI, reflecting a rebound in GOP

Public opinion varies across federal agencies; views of ICE still mixed

Unless otherwise noted, opinions of each

<table>
<thead>
<tr>
<th>Agency</th>
<th>Unfavorable</th>
<th>Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept. of Homeland Sec.</td>
<td>12</td>
<td>88</td>
</tr>
<tr>
<td>FBI</td>
<td>22</td>
<td>78</td>
</tr>
<tr>
<td>Census Bureau</td>
<td>18</td>
<td>82</td>
</tr>
</tbody>
</table>
The roadmap

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Choosing a research design

Most organizations have a standard research design and data collection methodology, for example...

• Cross-sectional (or “one-off”) survey
• Telephone (dual frame RDD with landlines and cellphones)
• 1,500 live interviews with general public

But field is in a period of transition and costs of traditional methods are becoming unsustainable. This is especially true for telephone surveys, due to declining productivity

And sometimes we want to do a study that is very complicated, e.g. a rare population
Surveys of rare populations

Rare populations we’ve studied

• Muslim Americans
• Jewish Americans
• Asian Americans
• Police officers
• People of mixed race

Special challenges

• Low incidence
• Sampling frames
• Special languages
Quality. Speed. Low Price. Pick two
Mode of administration

Internet

Live interviewer on telephone

Mail

Internet and phone

... and what kind of sample will we use?
Telephone response rates drop and costs go way up
The American Trends Panel:
our probability-based online panel

(Photo by Orbon Alija/Getty Images)
## Different Answers on Web & Phone

<table>
<thead>
<tr>
<th></th>
<th>Web</th>
<th>Phone</th>
<th>Diff.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very satisfied with your ...</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family life</td>
<td>44</td>
<td>62</td>
<td>18</td>
</tr>
<tr>
<td>Social life</td>
<td>29</td>
<td>43</td>
<td>14</td>
</tr>
<tr>
<td><strong>There is a lot of discrimination against ...</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gays and lesbians</td>
<td>48</td>
<td>62</td>
<td>14</td>
</tr>
<tr>
<td>Blacks</td>
<td>44</td>
<td>54</td>
<td>10</td>
</tr>
<tr>
<td>Hispanics</td>
<td>42</td>
<td>54</td>
<td>12</td>
</tr>
<tr>
<td>Women</td>
<td>31</td>
<td>33</td>
<td>2</td>
</tr>
</tbody>
</table>
What our transition to online polling means for decades of phone survey trends

BY COURTNEY KENNEDY AND CLAUDIA DEANE

From the 1980s until relatively recently, most national polling organizations conducted surveys by telephone, relying on live interviewers to call randomly selected Americans across the country. Then came the internet.

It has taken survey researchers some time to adapt to the idea of online surveys, but a quick look at the public polls on an issue like presidential approval reveals a landscape now dominated by online polls rather than phone polls. Pew Research Center itself now conducts the majority of its U.S. polling online, primarily through its American Trends
Alternatives and supplements to surveys

Sizing Up Twitter Users

U.S. adult Twitter users are younger and more likely to be Democrats than the general public. Most users rarely tweet, but the most prolific 10% create 80% of tweets from adult U.S. users

BY STEFAN WOJCIK AND ADAM HUGHES

An examination of the 2016 electorate, based on validated voters

One of the biggest challenges facing those who seek to understand U.S. elections is establishing an accurate portrait of the American electorate and the choices made by those who voted is difficult for a

‘Anger’ topped ‘love’ when Facebook users reacted to lawmakers’ posts after 2016 election

BY ADAM HUGHES AND PATRICK VAN KESSEL

After the 2016 presidential election, Facebook users began using the “angry” button much more often when reacting to posts created by members of Congress.

Between Feb. 24, 2016 – when Facebook first gave its users the option of clicking on the “angry” reaction, as well as the emotional reactions “love,” “sad,” “haha” and “wow” – and Election Day, the

Volume of angry reactions to congressional posts shows largest increase after 2016 election

Total number of ___ reactions to Facebook posts by members of Congress, in millions
Creating a questionnaire and writing questions

What’s the goal of the study? Cover a lot of topics or go deep on a particular issue?

Important to establish comparisons that give context to the results. Numbers alone don’t make meaning: Big compared with what? Growing from what baseline?

• Across groups in the population
• Over time
• Across alternative measures
Where to find survey questions and data?

October 18, 2019
Where to find survey questions and data?

PollingReport.com

President Trump 10/6
Congress
Supreme Court
Direction of the country
National priorities

Elections
2020 10/2

In the News
President: An age limit? 10/5
Reelect President Trump? 10/2
2020: Democratic preference 10/2
Impeach President Trump? 10/1

Trump: Issue by issue 10/1
William Barr 9/30
Nancy Pelosi 9/20
Mitch McConnell 9/30
2020: Republican preference
Gun sales
Labor unions
Global warming
Relations with China
Trade and the U.S. economy
Immigrants and refugees
Universal health care
Civility
Pathway to citizenship
A wealth tax?
Reparations for slavery
$15/hour minimum wage?
Should marijuana be legal?
Dump the Electoral College?
Death penalty
Free college tuition
Universal basic income
Trump, Russia, Mueller

Open source research data repository software

Enjoy full control over your data. Receive web visibility, academic credit, and increased citation counts. A personal dataverse is easy to set up, allows you to display your data on your personal website, can be branded uniquely as your research program, makes your data more discoverable to the research community, and satisfies data management plans. Want to set up your personal dataverse?

Seamlessly manage the submission, review, and publication of data associated with published articles. Establish an unbreakable link between articles in your journal and associated data. Participate in the open data movement by using Dataverse as part of your journal data policy or list of repository recommendations. Want to find out more about journal dataverses?

Establish a research data management solution for your community. Federate with a growing list of Dataverse repositories worldwide for increased discoverability of your community’s data. Participate in the drive to set norms for sharing, preserving, citing, exploring, and analyzing research data. Want...
Question development

Pilot testing

In your view, how many medical scientists researching vaccines... [RANDOMIZE ITEMS WITH ITEM G ALWAYS LAST]

**ASK ALL:**

<table>
<thead>
<tr>
<th>Q1A</th>
<th>Do a good job conducting research about the health effects of vaccines [REQUIRED ANSWER]</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>All or most of them</td>
</tr>
<tr>
<td>43</td>
<td>Some of them</td>
</tr>
<tr>
<td>6</td>
<td>Only a few of them</td>
</tr>
<tr>
<td>5</td>
<td>None of them</td>
</tr>
<tr>
<td></td>
<td>Four-point</td>
</tr>
<tr>
<td>12</td>
<td>All of them</td>
</tr>
<tr>
<td>63</td>
<td>Most of them</td>
</tr>
<tr>
<td>21</td>
<td>Only some of them</td>
</tr>
<tr>
<td>4</td>
<td>None of them</td>
</tr>
<tr>
<td></td>
<td>Five-point</td>
</tr>
<tr>
<td>41</td>
<td>Almost all of them</td>
</tr>
<tr>
<td>37</td>
<td>More than half of them</td>
</tr>
<tr>
<td>12</td>
<td>About half of them</td>
</tr>
<tr>
<td>7</td>
<td>Fewer than half of them</td>
</tr>
<tr>
<td>2</td>
<td>Almost none of them</td>
</tr>
</tbody>
</table>

**ASK ALL:**

<table>
<thead>
<tr>
<th>Q1B</th>
<th>Effectively use the resources available to them in their work [REQUIRED ANSWER]</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>All or most of them</td>
</tr>
<tr>
<td>48</td>
<td>Some of them</td>
</tr>
<tr>
<td>4</td>
<td>Only a few of them</td>
</tr>
<tr>
<td>4</td>
<td>None of them</td>
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<tr>
<td></td>
<td>Four-point</td>
</tr>
<tr>
<td>18</td>
<td>All of them</td>
</tr>
<tr>
<td>59</td>
<td>Most of them</td>
</tr>
<tr>
<td>23</td>
<td>Only some of them</td>
</tr>
<tr>
<td>1</td>
<td>None of them</td>
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</tbody>
</table>

Focus groups

How focus groups helped inform our survey about technology use in emerging economies

BY LAURA SILVER

“Everyone is using their own phones; people don’t interact or talk together in the same home, so bonds are more fragile.”

– MAN, 23, TUNISIA
Data collection
The survey methods team works with a variety of vendors

Ipsos  SSRS
Abt Associates  NORC
Data analysis and report writing

SPSS
Stata
R
Wincross
Writing style guidance

Singular or plural?
In general, percentages and fractions take a plural verb when standing alone or when a plural word is followed by an “of” construction with a plural object (of Americans). They take a singular verb when followed by an “of” construction with a singular object (of the public).

Percentages
When the word percentage is the subject of a sentence, use a singular verb.

25% say ...
25% of Americans say ...
25% of the public says ...
25% of the public says it has improved, but 50% say ...
The percentage of Americans who say it has improved is higher than the percentage that says ...

Fractions
One-third think ...
One-third of Americans think ...
One-third of the public thinks ...
One-third of the public thinks it has improved, while two-thirds think ...

Majority, minority, plurality and share take a singular verb when standing alone or when followed by an “of” construction with a singular object (of the public). They take a plural verb when followed by an “of” construction with a plural object (of Americans). Also consider the function of the verb: If it conveys the opinion or response of those within the majority (say, disagree), follow the rules above, but if it describes a trend or change in the majority, it takes a singular (has decreased, is growing).

Majority/minority/plurality
A majority thinks ...
A majority of the public thinks ...
A plurality of Americans (42%) think ...
A majority of Americans think things have improved, while a minority thinks ...
The already-small minority of Americans who vote in primaries is shrinking.

Share
A growing share says ...
A growing share of the public says ...
A growing share of Americans say ...
A growing share of women who have children say this has improved, while a similar share says ...
The share of women who have children has increased ...
The number checking process

Marriage somewhat less common in urban counties

<table>
<thead>
<tr>
<th>% married</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>Urban</td>
</tr>
<tr>
<td>Suburban</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% of births to unmarried mothers</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>Urban</td>
</tr>
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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>WHITE</td>
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<td>Urban</td>
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<table>
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<tbody>
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<td>BLACK</td>
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</tr>
<tr>
<td>Suburban</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>

Note: The calculations and numbers have been manually checked and corrected.
Ethics and transparency

Avoid harm to respondents
Participation in surveys is voluntary
Avoid misrepresenting our research
Make no false claims about sponsorship or purpose
Prevent unintended disclosure of PII
Exercise due care in designing research
Be mindful of limitations of our methods
Disclose methods and procedures in appropriate detail
Correct errors
Our Mission

We generate a foundation of facts that enriches the public dialogue and supports sound decision-making.
Core Audiences

- Media
- Policymakers

Thread throughout: The informed public
What Does Comms Do?

**Strategic Planning**
- Devise comms strategies to promote the Center’s work to key audiences

**Outreach/Promote Experts**
- Pitch media
- Offer briefings to all relevant stakeholders
- Conference placement
- Event planning

**Internal Reporting**
- Track and report on our work using a variety of metrics
- Draft communications for The Pew Charitable Trusts on our upcoming work and past successes

**Provide Support**
- Provide researchers with communications guidance and media training
- Answer calls and emails from reporters and general public

**Bolster the Pew Research Center Brand**
- Monitor citations; respond in situations where our reputation or methods are questioned
- Ensure how we produce and communicate our work is in line with our mission
Comms Strategy

• Identifies core audiences
• Sets plan for outreach
• Allows for handling incoming inquiries (reactive), while also leaving room for pitching our work and our experts (proactive)
• Includes metrics for success
Outreach

- Maps to our target audiences
- Eg., press releases for media, briefing offers for policymakers, videos for the informed public
Outreach Tool: Press Releases

FOR IMMEDIATE RELEASE
Media contact: Nida Asheer, 202-419-4372, nasheer@pewresearch.org

Partisan Antipathy: More Intense, More Personal
Majority of Republicans say Democrats are ‘more unpatriotic’ than other Americans

WASHINGTON, D.C. (Oct. 10, 2019) – Three years ago, Pew Research Center found that the 2016 presidential campaign was “unfolding against a backdrop of intense partisan division and animosity.” Today, the level of division and animosity has only deepened, according to a new Pew Research Center survey.

The share of Republicans who give Democrats a “cold” rating on a 0-100 thermometer has risen 14 percentage points since 2016 – with virtually all of the increase coming in “very cold” ratings (0-24). Democrats’ views of Republicans have followed a similar trajectory: 57% give Republicans a very cold rating, up from 41% three years ago.

The survey was conducted Sept. 3-15 among 9,895 U.S. adults. (Note: This survey was conducted before the September 24 announcement of an impeachment inquiry by House Speaker Nancy Pelosi.) It finds that both Republicans and Democrats express negative views about several traits and characteristics of those in the opposing party, and in some cases these opinions have grown more negative since 2016.

For example, 55% of Republicans say Democrats are “more immoral” when compared with other Americans; 47% of Democrats say the same about Republicans. Three years ago, 47% of Republicans and 35% of Democrats said Democrats were more immoral than other Americans; 35% of Republicans and 30% of Democrats said Republicans were more immoral than other Americans.
Outreach Tool: Briefings, Speaking Engagements
Outreach Tool: Events

Adam G. Hughes
@aghpol

Super excited to host #apsa19 computational social science Preconference workshops led by @sarahbouchat and @norawwilliams at @pewresearch
Outreach Tool: Social Media

Twitter
@PewResearch
@FactTank
@PewGlobal
@PewHispanic
@PewInternet
@PewJournalism
@PewMethods
@PewReligion
@PewScience
@AllThingsCensus

Use this list to find our experts and researchers on Twitter.
Tactic: Experts on Social Media

Carroll Doherty @CarrollDoherty · Oct 11
Ahead of next week’s #Dem Debate, 58% of Democrats say it is more important for a candidate to find common ground w/Reps, even if it means giving up things Dems want; 41% say ‘push hard’ even if it makes it harder to get things done.
Pewrsrch/2M4hZVt

Cary Funk @surveyfunk · Sep 3
Most Americans say science has brought benefits to society and expect more to come @FactTank @pewscience @pewresearch

Neha Sahgal @SahgalN · Jan 15
The Ukrainian Orthodox church’s recent split with the Russian Orthodox church highlights the history of political tensions between the two countries and the political importance of Orthodoxy in the region.
Outreach Tool: Video

How can a survey of 1,000 people tell you what the whole U.S. thinks?

By Courtney Kennedy

Here at Pew Research Center, we are often asked about how we conduct our research. We work hard to make our methodologies transparent and understandable, but we also know that survey mode effects and data weighting aren’t on everyone’s short list of water-cooler conversation topics.

That’s why we’re launching Methods 101, a new occasional video series dedicated to explaining and educating the public about the basic methods we use to conduct our survey research. We hope this effort will make survey methods more accessible, even if you’re not a statistician or pollster. We also hope it will help give our audience the confidence to be savvy consumers of all polls.
Outreach Tool: Video

Video: How Pew Research Center Conducted Its 2017 Survey of Muslim Americans

In this short video, Pew Research Center researchers explain how they overcame several methodological obstacles to produce the Center’s wide-ranging new survey of 1,001 American Muslims. Please view the online report for full survey results and more details on the methodology.
Outreach Tool: Newsletters

Growing shares in both parties give ‘cold’ ratings to those in opposing party

% of partisans who give members of the other party a cold rating on a ‘feeling thermometer’

Pew Research Center

Partisan antipathy: More intense, more personal

Partisan division and animosity has deepened in the U.S. since the 2016 presidential campaign. Not only do more Republicans and Democrats view members of the opposing party “coldly,” they have also grown more likely to say they are more “immoral” and “closed-minded” than other Americans. Majorities of Americans now describe both political parties as “too extreme.”
Outreach Tool: Graphics

Growing shares in both parties give ‘cold’ ratings to those in opposing party

Growing shares in both parties give ‘cold’ ratings to those in opposing party

% of partisans who give members of the other party a cold rating on a ‘feeling thermometer’

Among Democrats

<table>
<thead>
<tr>
<th>Year</th>
<th>Mar '16</th>
<th>Dec '16</th>
<th>Aug '17</th>
<th>May '19</th>
<th>Sept '19</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET</td>
<td>61</td>
<td>56</td>
<td>70</td>
<td>72</td>
<td>79</td>
</tr>
<tr>
<td>Very cold</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Among Republicans

<table>
<thead>
<tr>
<th>Year</th>
<th>Mar '16</th>
<th>Dec '16</th>
<th>Aug '17</th>
<th>May '19</th>
<th>Sept '19</th>
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<tr>
<td>NET</td>
<td>69</td>
<td>58</td>
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<td>76</td>
<td>83</td>
</tr>
<tr>
<td>Very cold</td>
<td></td>
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</tr>
</tbody>
</table>

Notes: Partisans do not include leaners. On a feeling thermometer from 0 (coldest) to 100 (warmest), cold ratings are 0-49, very cold 0-24. See appendix for details.
PEW RESEARCH CENTER

Democrats and Republicans More Ideologically Divided than in the Past

Distribution of Democrats and Republicans on a 10-item scale of political values

1994

- Median Democrat: Consistently liberal
- Median Republican: Consistently conservative

2004

- Median Democrat: Consistently liberal
- Median Republican: Consistently conservative

2014

- Median Democrat: Consistently liberal
- Median Republican: Consistently conservative

Source: 2014 Political Polarization in the American Public
Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER

Explore interactive version of this data
Outreach Tool: Interactives

What are the local news dynamics in your city?

Every day, Americans turn to their local news media to learn about the news in their communities. But how they get the news, which topics they prioritize and how they evaluate their local outlets can vary from one community to the next. To better understand these differences, Pew Research Center surveyed about 35,000 U.S. adults, allowing for local news profiles of individual communities.

Local results are available for 99 large CBSAs, which are geographic areas that include at least one urban center (see the Methodology). Results for smaller CBSAs are grouped together based on their similarity across factors such as income, race and ethnicity, and voter turnout.

To see a profile of your area, begin typing the name of your city in the search bar below.

Are you in the American middle class? Find out with our income calculator

BY RICHARD FRY AND RAKESH KOCHIAR

About half of American adults lived in middle-income households in 2016, according to a new Pew Research Center analysis of government data. In percentage terms, 52% of adults lived in middle-income households, 29% in lower-income households and 19% in upper-income households.

Our calculator below, updated with 2016 data, lets you find out which group you are in — first compared with other adults in your metropolitan area and among American adults overall, and then compared with other adults in the United States similar to you in education, age, race or ethnicity, and marital status.

STEP 1: See where you are in the distribution of Americans by income tier. Enter the location that best describes where you live, your household income and the number of people in your household. The calculator adjusts for the cost of living in your area.

State: 
Select a state  

Metropolitan area: 
Metro area  

Household income before taxes: 
$ 

People in my household: 

SHARE OF AMERICAN ADULTS IN EACH INCOME TIER

<table>
<thead>
<tr>
<th>Tier</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper</td>
<td>19%</td>
</tr>
<tr>
<td>Middle</td>
<td>52%</td>
</tr>
<tr>
<td>Lower</td>
<td>29%</td>
</tr>
</tbody>
</table>

Calculate
Measuring Impact

• Setting project-specific goals
• What does success look like?
• Did our research resonate with key audiences?
Media Mentions

PEW POLL

Agree Media Criticism Keeps Political Leaders at Bay

IN 2018 44 PT GAP

82% DEMOCRATS

38% REPUBLICANS

+/-1.5% pts
Press Clips

Pew Research Center Press Clips
October 11, 2019

Highlights: Yesterday’s report on partisan antipathy received coverage from NBC News, the Hill, Newsweek, Newsmax, Inquisitr, Courthouse News Service, Drudge Report and USA Today; Host of NBC’s program “Meet the Press” Chuck Todd and NBC Senior Political Editor Mark Murray cited the data in an article about the upcoming primary election for Louisiana Governor for NBC News. Wednesday’s report on digital knowledge continues to receive coverage from CNBC, Asian News International TechTimes, Android Authority, Naked Security and Ascential. CEO of Simulmedia, a company centered around data-optimized audience targeting for national TV advertising, cited Center data on the percentage of Americans with broadband internet in an opinion piece for MediaPost.

Social Trends

CNBC: 66% of millennials think they will be ‘wealthy’—here’s how much they’re worth today
Houston Chronicle: The worst part about getting sick isn’t medical bills
Atlantic: How America Lost Dinner
Parade: Oprah Winfrey’s Admission That She Has No Regrets About Not Having Kids or Getting Married Is Something Many Women Need to Hear
HR Dive: Half of working parents say they can’t give 100% on the job
Sport Journal: How Historically Black Colleges and Universities (HBCUs) Can Benefit From E Sports While Adding Diversity into the Gaming Industry
Alhambra Foothills News: Mountain View Lutheran hosts Asian ministry
Reform Austin: Texas cities and residents struggle with income inequality
PressFrom: A professor spoke about whiteness at Georgia Southern University. Students burned her book.
BisNow: Bringing #MeToo ‘Out Of The Darkness’. Why CREW Chapters Are Courting Men
Tweets by Important Stakeholders

We’re loving @Nhatley's great tutorial on how to correctly analyze @pewresearch's survey data using R: medium.com/pew-research-c  ...

- Brian Stelter
  Do you feel it? I do. "News fatigue." Pew says 68% of Americans have it. But if you snooze, you lose...

- Ariel Edwards-Levy
  Oh, this is a cool use of data.

- John Greenlick
  Facebook revealed 3 new emojis — "angry," "love," "sad," "haha" and "wow" — on Feb. 20, 2016. A new @pewresearch study looks at how the use of these emojis changed over time among people who follow members of Congress. "Anger" soared after Election Day.

- Nick Riccardi
  This @pewresearch report really is the Rosetta Stone of US politics. And all this will come back around to bite Republicans, too, as the Trump admin goes longer and longer.
Policymaker Citations

Stunning findings from @pewresearch about Twitter bots and how much of the news we see on Twitter is actually being shared by automated accounts. Read the findings here: "5 things to know about bots on Twitter" pewrsr.ch/2uZI4OF #SB1001 #BotHertzberg

The most-active Twitter bots produce a large share of the links to popular news and current events websites

Share of tweeted links to popular news and current events websites posted by...

- Suspected bots: 44%
- Human accounts: 56%

5 things to know about bots on Twitter
Read key findings and watch a video about our new study on how bot accounts affect the mix of content on Twitter pewresearch.org

Interesting fact sheet from @pewglobal - majority of adults trust the media, but people with populist views are much more skeptical pewglobal.org/fact-sheet/new ...

About six-in-ten Germans say the news media are very important, and a majority of adults trust the media

% of adults in Germany who say the news media are... important to the functioning of the country’s society

Very Somewhat Not at all
0% 20% 80%

% who trust the news media...

A lot Somewhat Not too much Not at all
0% 20% 44% 25% 15%

Survey of eight Western European countries conducted Oct. 30-Nov. 23, 2017. Pew Research Center
Stakeholder Action

Opinion: NPR Needs Better Labeling Of Opinion Content On Social Media

June 28, 2018 - 3:36 PM ET

ELIZABETH JENSEN

Update: Four days after this column was published, NPR changed its policy. According to a July 2 memo from Sara Goo, an NPR managing editor who oversees digital content, to the newsroom, “opinion content published on NPR.org must now include ‘Opinion:’ as the first word of the headline.”

She wrote: “Our content published on NPR.org is distributed beyond the site to third parties, such as Apple News, Flipboard and station websites that may not be able to display the ‘Opinion’ label that appears on NPR.org story pages. In addition, social media allow people to share headlines without context or the ‘Opinion’ label.”

The new headline policy, she said, will remain in place until NPR can address those issues.

As public trust in media outlets has been taking a worrying drop in recent years, researchers have been trying to figure out the causes. One element they’ve zeroed in on: Many Americans have a hard time distinguishing between factual reporting and opinion pieces, as the Pew Research Center has found.
Web Traffic

- Page views
- Visits
- Unique visitors
Team(s) Effort

- Communications
- Digital
- Copy Editors
- Social Media
- Blog
- Video
Questions?

- Access our research and datasets at www.pewresearch.org.
- Follow us: @pewresearch and @facttank
- Email us:
  - Rachel: rweisel@pewresearch.org
  - Scott: skeeter@pewresearch.org