



SURVEY METHODOLOGY

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between July 15th and 19th, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,308 completed the survey—1,183 via the web and 125 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 17.1 percent, the weighted household panel response rate is 19.1 percent, and the weighted household panel retention rate is 75.0 percent, for a cumulative response rate of 2.4 percent. The overall margin of sampling error is +/-3.7 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2021 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over. The sample is also adjusted to match the benchmark of the percent of adults who have received at least one dose of a vaccine by Census region as of July 19, 2021, according to the CDC COVID-19 Vaccine Tracker data.

For more information, email info@apnorc.org.



ABOUT THE ASSOCIATED PRESS-NORC CENTER FOR PUBLIC AFFAIRS RESEARCH

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

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- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

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