



# 10<sup>th</sup> Anniversary Immigration Study

**Conducted by The Associated Press-NORC Center for Public Affairs Research  
With funding from The Associated Press and NORC at the University of Chicago**

*Interviews: 12/01-23/2021*

*4,173 adults*

*Margin of sampling error: +/- 1.96 percentage points at the 95% confidence level among all adults*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

## Study Methodology

This survey was funded and conducted by NORC at the University of Chicago. Staff from The AP-NORC Center for Public Affairs Research collaborated on all aspects of the study.

Data were collected using both probability and non-probability sample sources. 4,173 interviews for this survey were conducted between December 1 and December 23, 2021, with adults age 18 and over, representing the 50 states and the District of Columbia.

The probability sample source is AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. 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% 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.

Panel members were randomly drawn from AmeriSpeak, and 2,113 completed the survey: 2,057 via the web and 56 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive (\$3) for completing the survey. The final stage completion rate is 30.74 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 4.4 percent.

Dynata provided 2,060 non-probability interviews with adults age 18 and over. The non-probability sample was derived based on quotas related to age, race and ethnicity, and gender. Interviews were conducted in English and Spanish via the web only. For panel recruitment, Dynata uses invitations of all types, including email invitations, phone alerts, banners, and messaging on panel community sites, to include people with a diversity of motivations to take part in research. Because non-probability panels do not start with a frame where there is known probability of selection, standard measures of sampling error and response rates cannot be calculated.

Quality assurance checks were conducted to ensure data quality. In total, 504 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample had been selected and fielded, and all the study data were collected and made final, a raking process was used to adjust for any survey nonresponse in the probability sample, as well as any noncoverage or under and oversampling in both probability and non-probability samples resulting from the study-specific sample design. Raking variables for both the probability and nonprobability samples included age, gender, census region, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2021 Current Population Survey. The weighted data reflect the U.S. population of people age 18 and over.

In order to incorporate the nonprobability sample, NORC used TrueNorth calibration, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to explicitly account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

The weighted AmeriSpeak sample and the calibrated nonprobability sample were used to develop a small area model to support domain-level estimates, where the domains were defined by race/ethnicity, age, and gender. The dependent variables for the models were:

- Trust: Believes most can be trusted; Can't be too careful in dealing with people; It depends.
- Bible: Bible is the actual word of God; Bible is the inspired word of God but not literal; Bible is an ancient book of fables, legends, history, and moral rules recorded by men.
- Resent1: Irish, Italians, Jewish, and many other minorities overcame prejudice and worked their way up. Black people should do the same without any special favors: Somewhat/strongly agree; Neither agree nor disagree; somewhat/strongly disagree.

These were found to be key survey variables, in terms of model fit. The model included covariates, domain-level random effects, and sampling errors. The covariates were external data available from other national surveys, such as health insurance, internet access, voting behavior, and housing type from the American Community Survey or the Current Population Survey.

Finally, the combined AmeriSpeak and nonprobability sample weights were derived such that for the combined sample, the weighted estimate reproduced the small domain estimates (derived using the small area model) for key survey variables.

The overall margin of error for the combined sample is +/- 1.96 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Complete questions and results are available at: [apnorc.org/projects/immigration-attitudes-and-conspiratorial-thinkers](https://apnorc.org/projects/immigration-attitudes-and-conspiratorial-thinkers).

Additional information on the TrueNorth approach can be found here: <https://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

For more information, email [info@apnorc.org](mailto:info@apnorc.org).

## About the Associated Press-NORC Center for Public Affairs Research

Celebrating its 10th anniversary this year, 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.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. Online: [www.ap.org](http://www.ap.org)
- 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. In its 10 years, The AP-NORC Center has conducted more than 250 studies exploring the critical issues facing the public, covering topics like health care, the economy, COVID-19, trust in media, and more.