Appendix A: Pew Voting Frequency Survey Methodology

The Voting Frequency Survey was conducted online in English and Spanish from March 25 to April 19, 2016, by The GfK Group on behalf of the Pew Charitable Trusts. The total sample size was 3763 U.S. citizens 18 years and older, divided into 5 subgroups based on their self-reported registration status and voting habits: frequent voters, semi-frequent voters, occasional voters, rare or nonvoters, and unregistered to vote. The survey included quotas for each subgroup. Frequencies for the groups can be found in table 1.

Table 1: Subgroups

Voting Groups: Which best describes how often you vote, since you became eligible?		
Response	Label	Frequency
Every election without exception	Frequent voter	N=511
Almost every election – may have missed one or two	Semi-frequent voter	N=811
Some elections	Occasional voter	N=811
Rarely	Rare voter	N=561
Don't vote in elections	Nonvoter	N=250
Registration Groups: Many people are not registered to vote because they are too busy or move around often. Would official state records show that you…		
Are registered to vote at your current address	Registered	N=2588
Are registered to vote at a permanent address while residing at a temporary address	Registered	N=87
Are registered, but your address is out of date	Registered	N=269
Are not now registered to vote	Unregistered	N=819

To sample the population, GfK sampled households from its KnowledgePanel, a probability-based web panel designed to be representative of the United States. The main survey consisted of two stages: initial screening for U.S Citizenship, Voter Registration and Voting Frequency and the main survey with the study-eligible respondents. In total, 25,369 panelists were eligible for in-field screening, 14,474 completed the screener by providing information on their registration status and frequency of voting, and 13,761 were eligible for the main survey before quotas.

GfK KnowledgePanel is the largest nationally representative online research panel. Its members are recruited using probability sampling methods and are contacted through a combination of random digit dialing (RDD) and address-based sampling (ABS) methodologies. Accordingly, the sample included households with unlisted phone numbers, landlines, cellphones, and those without phones. Some members had Internet access, but for those who did not, KnowledgePanel provided them with a

device—before joining the panel—that made access possible. KnowledgePanel continually recruits new panel members throughout the year to offset attrition.

GfK developed a base weight for each panel member before the start of a study that corrects for the probability of selection, as well as biases in nonresponse and noncoverage during recruitment. Upon completion of the study, additional adjustments were developed to better align the final study sample with the demographic distributions of the U.S. population as a whole. Weighting benchmarks come from the latest March supplement of the Current Population Survey (CPS): gender, age, race/Hispanic ethnicity, education, census region, household income, home ownership status, metropolitan area, and internet access.

GfK developed the final weighting benchmarks using the entire pool of respondents (qualified and not qualified) from the main study. They first created screener weights based on all screened respondents who are US citizens (with valid registered to vote/voting status from field) and weighted them to represent the ages 18+ citizens using the adjusted November 2014 CPS Voting Supplement data.

Then, GfK developed the geo-demographic benchmarks for the five voting groups and weighted qualified respondents with finer geo-demographics adjustments within the five voting groups. At the end, they compared the weighted demographics of registered voters (first four groups combined) and non-registered votes from the sample to the adjusted CPS benchmarks on age, gender and race/ethnicity to confirm they were aligned.

The margin of error with design effect at the 95% level of confidence for the total sample and key subgroups is enumerated in table 2. 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.

Table 2: Margin of Error calculated with Design Effect

Group	Margin of Error in percentage points
Total sample	+/- 1.90
Not Registered Voters	+/-3.62
Registered Voters	+/-2.21
Frequent Voters	+/-4.7
Semi-Frequent Voters	+/-3.57
Occasional Voters	+/-3.61
Rare and Non-Voters	+/-3.7