

VOTERS' ATTITUDES TOWARD

Emotional Development in Young Children + Infants

Methods Report | September 2017



Sample.

N = 1,605 total registered voters over age 18

Additional oversamples* of:

- N = 559 Parents of children 0-5 years old
- N = 103 African-American parents of children 0-5 years old
- N = 108 Latino parents of children 0-5 years old
- N = 175 “First time” parents
- N = 202 Millennials
- N = 151 Non-metro voters

**All oversamples and subgroups reported are among registered voters.*

Margin of Error (MOE)

± 3.3 percentage points for
general population

± 5.8 percentage points for
parents of children ages 0 to 5

± 7.8 percentage points for
Millennials

Fielding details.

Field Dates

May 31 – June 18, 2017

Survey Medium

Online using GfK's KnowledgePanel

Survey Length

18 minutes (median)

Languages

English & Spanish

Response Rate

51%

More on the Response Rate

The response rate is based on the KnowledgePanel sample source only.

A total of $N = 3,442$ individuals from the KnowledgePanel were sampled for the survey and asked to complete screener questions to see if they qualified as part of the population of interest.

$N = 1,749$ individuals completed the screener questions, making the response rate 51%.

Of those who completed the screener questions, $N = 1,605$ qualified for and completed the survey.

$N = 1,051$ of those qualified as the general population of adult registered voters. An additional $n = 554$ were surveyed to reach target oversamples.

Sample source.

KnowledgePanel

The survey was fielded by GfK (previously Knowledge Networks), sampling from their KnowledgePanel. KnowledgePanel is the largest probability-based online panel that is representative of the adult US population; 55,000 active members strong. Their recruitment process uses an addressed-based sampling (ABS) methodology from the Delivery Sequence File of the USPS - a database with coverage of delivery points in the US. Participants in the KnowledgePanel are provided internet and a web-enabled device for completing surveys if they do not otherwise have access.

All N = 1,605 respondents came from the KnowledgePanel.

For more information on the KnowledgePanel, see:

http://www.gfk.com/fileadmin/user_upload/dyna_content/US/documents/KnowledgePanel_Recruitment_Sample_Survey_Methodology.pdf

Weighting and survey instrument.

Data Weighting

The data for this survey were weighted to account for sampling error.

The initial N = 3,442 individuals from the KnowledgePanel who answered the screening questions were weighted according to Current Population Survey (CPS) geo-demographic benchmarks for the general population of registered voters ages 18 to 64 years old. The oversample data were weighted as well. Overall, three weights were used: one for all registered voters, one for parents of children ages 0 to 5, and another for Millennials.

Survey Instrument

The survey instrument was developed by PerryUndem Research/Communication in collaboration with GMMB and the Robert Wood Johnson Foundation.

The instrument and topline results can be found on the webpage housing this methods report and the main survey report on the Robert Wood Johnson Foundation website.

Thanks.

If you have questions or comments, please contact Mike Perry at
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