**American Communities Project**

**2023 Survey**

**About the Study**

This study was conducted between June 7 – July 10, 2023, by Ipsos using the probability-based KnowledgePanel® for thirteen segments (see table below) and telephone interviewing using random digit dialing using a smart-cell and land line list targeting counties in the Aging Farmlands and Native American Lands. In the Native American Lands, only cellphone sample was used. In the Aging Farmlands, 75% of interviews were conducted via cellphone and 25% were conducted on landlines. Surveys on the KnowledgePanel were fielded from June 7-June 23, 2023, Survey fielded using random digit dialing telephone interviews from June 12 – June 23, 2023, and July 7 – July 10, 2023. This poll is based on a nationally representative probability sample of 5,093 general population adults age 18 or older, broken down per segment in the table below.

The margin of sampling error for this study is plus or minus 2.0 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error per region is in the table below.

|  |  |  |  |
| --- | --- | --- | --- |
| Segment | Method | Number of Interviews | MOE |
| African American South | Online via the KnowledgePanel®. | N = 323 | +/- 7.0 percentage points |
| Big Cities | N = 461 | +/- 5.1 percentage points |
| College Towns | N = 337 | +/- 5.8 percentage points |
| Evangelical Hubs | N = 325 | +/- 6.5 percentage points |
| Exurbs | N = 331 | +/- 6.1 percentage points |
| Graying America | N = 336 | +/- 6.4 percentage points |
| Hispanic Centers | N = 318 | +/- 6.4 percentage points |
| LDS Enclaves | N = 314 | +/- 7.5 percentage points |
| Middle Suburbs | N = 329 | +/- 6.1 percentage points |
| Military Posts | N = 334 | +/- 6.3 percentage points |
| Rural Middle America | N = 322 | +/- 6.1 percentage points |
| Urban Burbs | N = 451 | +/- 5.3 percentage points |
| Working Class Country | N = 312 | +/- 6.8 percentage points |
| Aging Farmlands | Random Digit Dialing Telephone | N = 300 | +/- 7.9 percentage points |
| Native American Lands | N = 300 | +/- 7.5 percentage points |
| Total Interviews |  | N = 5,093 | +/- 2.0 percentage points |

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, , household income, and 15 American Communities Project segments in their correct proportion. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

* Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
* Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
* Education (Less than High School, High School, Some College, Bachelor or higher)
* Metropolitan status (Metro, non-Metro)
* Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)
* 15 ACP segments in their correct proportion

The detailed weighting plan is below.

**American Communities Project (ACP) – Final Weighting Summary**

The target population for this study was a general population study of adults 18 and older in the United States with an approximately equal number of completes across 15 geographic clusters. The geographic clusters were defined by FIPS code and included the following:

|  |  |
| --- | --- |
| 1 | African American South |
| 2 | Aging Farmlands |
| 3 | Big Cities |
| 4 | College Towns |
| 5 | Evangelical Hubs |
| 6 | Exurbs |
| 7 | Graying America |
| 8 | Hispanic Centers |
| 9 | LDS Enclaves |
| 10 | Middle Suburbs |
| 11 | Military Posts |
| 12 | Native American Lands |
| 13 | Rural Middle America |
| 14 | Urban Burbs |
| 15 | Working Class Country |

The study was conducted online using Ipsos’s KnowledgePanel® (KP) in all but 2 clusters, Aging Farmlands and Native American Lands, which utilized random digit dialing. In Aging Farmlands, a dual frame landline and cellphone approach was used, whereas Native American Lands was exclusively cellphone sample.

KP Sample

1. We calculated the base weights for all selected KP sample within each of the 13 geographic clusters.
2. Within each cluster, base weights for the qualified completes were adjusted using raking to benchmarks for the 18+ population in each cluster on the following demographic variables:
   1. Gender (Male, Female, Other) by Age (18-29, 30-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, Black/non-Hispanic, Other/non-Hispanic, Hispanic, 2+Race/non-Hispanic)
   3. Education (Less than High School, High School graduate, Some college, Bachelor’s degree or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
   5. In clusters with high concentration of Latino residents: English language dominancy (English dominant, Bilingual, Spanish dominant, non-Hispanic)

Please note that depending on the distribution and cell counts, some categories of raking variables were collapsed. The categories varied by cluster. Please see appendix section for specific breaks used for each cluster.

1. Benchmarks were from the 2017-2021 5-year American Community Survey (ACS)
2. The weights were trimmed and scaled within cluster to sum to the unweighted sample size of the cluster. (**areawt**)

Phone Sample Native American Lands – Cellphone Only Sample

1. Prior to weighting, the distributions of the variables used for weighting were examined and missing data were imputed using hot deck imputation.
2. Base weights were then calculated for the sampled cell telephone numbers as follows:
3. Next, we adjusted the base weights to reflect the selection of an eligible respondent within the household.
   1. Number of 18+ adults in the household (1, 2, 3+)
4. Base weights for the qualified completes were adjusted using raking to benchmarks for the 18+ population of the Native American Lands on the following demographic variables:
   1. Gender (Male, Female, Other)
   2. Age (18-44, 45-59, 60+)
   3. Race/ethnicity (White/non-Hispanic, non-White/non-Hispanic, Hispanic)
   4. Education (Some college or less, Bachelor’s or higher)
   5. Household Income (<$50,000, 50,000-99,999, $100,000 or higher)
5. Benchmarks were from the 2017-2021 5-year ACS.
6. The weights were trimmed and scaled to sum to the unweighted sample size. (**areawt**)

Phone Sample Aging Farmlands

1. Prior to weighting, the distributions of the variables used for weighting were examined and missing data were imputed using hot deck imputation.
2. Base weights were then calculated for the sampled landline and cell telephone numbers separately as follows:
3. Due to the overlapping nature of the cellphone and landline frames, respondents were grouped into the following telephone status categories:
   1. Landline Only (LLO),
   2. Dual User (DU) from LL sample,
   3. DU from cell sample, and
   4. Cellphone only (CPO).
4. We adjusted for multiple telephones in the household. Benchmarks for this multiplicity adjustment were secured from the July-December 2022 telephone status estimates derived from the National Health Interview Survey ([Wireless Substitution: Early Release of Estimates from the National Health Interview Survey, July-December 2022 (cdc.gov)](https://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless202305.pdf)). The Midwest and West Census Regions were aggregated to provide benchmarks as they most closely aligned with this geographic distribution of the Aging Farmlands cluster.

|  |  |  |  |
| --- | --- | --- | --- |
| Region | Landline only | Dual Users | Cellphone only |
| Midwest | 2.1 | 22.9 | 74.9 |
| West | 1.9 | 20.1 | 77.9 |
| Benchmark Used\* | 2.1 | 22.7 | 75.2 |

\*Sample consisted of 91% Midwest and 9% West. Benchmark used the weighted average of the two regions.

\*\*Telephone status was rescaled to exclude those with no telephones.

1. An adjustment factor was then calculated for each telephone status.
   1. If phone\_status=LLO:
   2. If phone\_status=DU from LL:
   3. If phone\_status=DU from cell:
   4. If phone\_status=CPO:
2. This multiplicity adjustment factor was then applied to each separate BW to get separate BW2 for each sample as follows:
3. Next, the landline and cellphone samples were blended using the following formula:
   1. If phone\_status=LLO:
   2. If phone\_status=DU from LL:
   3. If phone\_status=3 DU from cell:
   4. If phone\_status=4 CPO:

where λ reflects the proportion of dual users coming from the landline sample. This factor is determined as λ=. The cellphone proportion was calculated as   
(1 – λ). This ensured that dual users were not overrepresented.

1. Next, the weights were adjusted to reflect the selection of an eligible respondent within the household as follows:
2. These adjusted base weights for the qualified completes were further adjusted using raking to benchmarks for the 18+ population of the Native American Lands on the following demographic variables:
   1. Gender (Male, Female, Trans/Non-binary/Prefer to self-identify/Others) by Age (18-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, non-White)
   3. Education (High School graduate or less, Some college, Bachelors or higher)
   4. Household income (Under $50,000, $50,000 to $99,999, $100,000 and over)
3. Benchmarks were from the 2017-2021 5-year ACS.
4. The weights were trimmed and scaled to sum to the unweighted sample size. (**areawt**)

The KP weights and Phone weights were stacked into a single variable named **areawt**. This is the weight to use when analyzing each geographic cluster separately.

National Sample

The distributions of demographic variables using the stacked areawt were compared to national benchmarks. Deviations from benchmarks appeared due to the weight trimming that was applied in some areas. To better align the combined sample with benchmarks, a national weight was created.

1. For creation of a national weight, the stacked areawt was used as the starting weight and adjusted using raking to represent the 18+ population of the US using the following geodemographic variables:
   1. Gender (Male, Female, Other) by Age (18-29, 30-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, Black/non-Hispanic, Other and 2+Races/non-Hispanic, Hispanic)
   3. Education (High School graduate or less, Some college, Bachelors or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000 or higher)
   5. 15 ACP clusters in their correct proportion.
2. Benchmarks were from the 2017-2021 5-year ACS.
3. The weights were trimmed within each area cluster.
4. Finally, the weights were scaled to sum the unweighted national sample size (**natwt**).

When analyzing the national sample, statistical software for analyzing data from complex samples should be used for proper variance estimation. The typology variable should be specified as a strata variable.

Appendix

This section lists the specific weighting variables and categories used for the 13 area clusters that utilized KP sample.

1. African American South
   1. Gender by Age (Male 18-44, Male 45-59, Male 60+, Female 18-29, Female 30-44, Female 45-59, Female 60+)
   2. Race/ethnicity (White/non-Hispanic, non-White)
   3. Education (Less than High School, High School graduate, Some college, Bachelor’s degree or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
2. Big Cities
   1. Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, Black/non-Hispanic, Other/non-Hispanic, Hispanic, 2+Race/non-Hispanic)
   3. Education (Less than High School, High School graduate, Some college, Bachelor’s degree or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
   5. English language dominancy (English dominant or Bilingual, Spanish dominant, non-Hispanic)
3. College Towns
   1. Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, non-White)
   3. Education (High School graduate or less, Some college, Bachelor’s degree or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
4. Evangelical Hubs
   1. Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, non-White)
   3. Education (Less than High School, High School graduate, Some college, Bachelor’s degree or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
5. Exurbs
   1. Gender (Male 18-29, Male 30-44, Male 45-59, Male 60+, Female 18-44, Female 45-59, Female 60+)
   2. Race/ethnicity (White/non-Hispanic, Black or Other or 2+Races/non-Hispanic, Hispanic)
   3. Education (Less than High School, High School graduate, Some college, Bachelor’s degree or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
6. Graying America
   1. Gender by Age (Male 18-44, Male 45-59, Male 60+, Female 18-29, Female 30-44, Female 45-59, Female 60+)
   2. Race/ethnicity (White/non-Hispanic, non-White)
   3. Education (High School graduate or less, Some college, Bachelor’s degree or higher)
   4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
7. Hispanic Centers
   1. Gender (Male, Female, Other) by Age (18-29, 30-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, Black or Other or 2+Races/non-Hispanic, Hispanic)
   3. Education (Less than High School, High School graduate, Some college or higher)
   4. Household Income (<$49,999, $50,000-99,999, $100,000 or higher)
   5. English language dominancy (English dominant, Bilingual, Spanish dominant, non-Hispanic)
8. LDS Enclaves
   1. Gender (Male, Female, Other)
   2. Age (18-44, 45-59, 60+)
   3. Race/ethnicity (White/non-Hispanic, non-White)
   4. Education (High School graduate or less, Some college or higher)
   5. Household Income (<$49,999, $50,000-99,999, $100,000 or higher)
9. Middle Suburban
   1. Gender (Male, Female, Other) by Age (18-29, 30-44, 45-59, 60+)
   2. Race/ethnicity (White/non-Hispanic, non-White)
   3. Education (High School graduate or less, Some college, Bachelor’s or higher)
   4. Household Income (<$49,999, $50,000-99,999, $100,000 or higher)
10. Military Posts
    1. Gender by Age (Male 18-44, Male 45-59, Male 60+, Female 18-29, Female 30-44, Female 45-59, Female 60+)
    2. Race/ethnicity (White/non-Hispanic, Black or Other or 2+Races/non-Hispanic, Hispanic)
    3. Education (High School graduate or less, Some college, Bachelor’s or higher)
    4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
11. Rural Middle America
    1. Gender (Male, Female, Other) by Age (18-29, 30-44, 45-59, 60+)
    2. Race/ethnicity (White/non-Hispanic, non-White)
    3. Education (High School graduate or less, Some college, Bachelor’s or higher)
    4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
12. Urban Burbs
    1. Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
    2. Race/ethnicity (White/non-Hispanic, Black/non-Hispanic, Other or 2+ Races/non-Hispanic, Hispanic)
    3. Education (Less than High School, High School graduate, Some college, Bachelor’s degree or higher)
    4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)
13. Working Class Country
    1. Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
    2. Race/ethnicity (White/non-Hispanic, non-White)
    3. Education (Less than High School, High School graduate, Some college, Bachelor’s degree or higher)
    4. Household Income (<$25,000, $25,000-49,999, 50,000-74,999, 75,000-99,999, 100,000-149,999, $150,000 or higher)