

Varying Degrees 2021

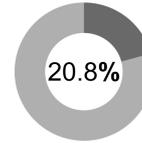
March 29, 2021

Survey Overview

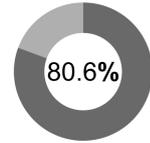
Study Population: Current College Student (from all completes)
 Sample Units: 15036
 Completed Units: 347
 Expected Eligibility Rate: 15%
 Observed Eligibility Rate: 12%
 Margin of Error: ±8.46 percentage points (pp)
 Avg. Design Effect: 2.58
 Survey Field Period: February 26, 2021 - March 17, 2021
 Median Duration (minutes): 15
 Prepared for: New America

Panel Outcomes

Weighted HH
Recruitment Rate

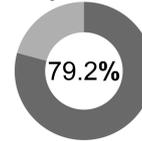


Weighted HH
Retention Rate

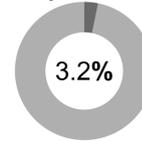


Survey Outcomes

Survey
Completion Rate



Weighted Cumulative
Response Rate



Benchmark Comparisons

	Unweighted (%)	Weighted (%)	Benchmark (%)	Difference ² (pp)	
Household Income¹					
Less than \$29,999	36.3	31.5	31.8	-0.3	
\$30,000 to \$74,999	37.8	31.5	25.7	5.8	
\$75,000 to \$124,999	17	23.2	20.3	2.9	
\$125,000 Plus	8.9	13.9	22.2	-8.3	
Member Age					
18 - 22	20.7	60.2	60.2	0.0	
23 - 27	26.5	16.0	16.7	-0.7	
28 - 34	23.1	10.4	9.7	0.7	
35 Plus	29.7	13.4	13.4	0.0	
Member Race/Ethnicity					
White	38.9	49.4	53.1	-3.7	
Black	21.3	14.4	14.4	0.0	
Hispanic	21	20.6	20.6	0.0	
Asian/Pacific Islander	11	11.4	11.4	0.0	
Others	7.8	4.3	0.6	3.7	
Household Ownership					
Owner Occupied	44.7	53.6	47.3	6.3	
Renter Occupied/Other	55.3	46.4	52.7	-6.3	
Children in Household					
With 1+ Under 18 Years	34	41.1	31.7	9.4	
Without Children Under 18	66	58.9	68.3	-9.4	
Household Marital Status					
Currently Married	25.4	12.2	15.1	-2.9	
Currently Single	74.6	87.8	84.9	2.9	
Sex					
Male	39.8	45.3	45.3	0.0	
Female	60.2	54.7	54.7	0.0	

¹Race/Ethnicity, Household Ownership, Income, Education, Number of Children, Marital Status, Gender, and Geographic Region benchmarks are from the 2019 American Community Survey ² The difference between the Weighted and Benchmark columns.

Glossary

Overview Section

Study Population: The total set of individuals of interest to which the researcher intends to apply their conclusions.

Sample Units: The number of panel members selected into the study sample.

Completed Units: The number of sample units that completed the interview based on the study-specific definition of what constitutes a complete interview.

Expected Eligibility Rate: The percentage of the sampling population who are expected to meet study eligibility criteria.

Observed Eligibility Rate: The percentage of the sample members who were eligible for the study among those who answered the screening questions.

Margin of Error: Margin of error is defined as half the width of the 95% confidence interval for a proportion estimate of 50% adjusted for design effect. It is therefore the largest margin of error possible for all estimated percentages based on the study sample.

Design Effect The design effect is the variance under the complex design divided by the variance under a SRS (simple random sampling) design of the same sample size. Design effect is variable-specific and the reported value is the median design effect calculated for a set of key survey variables.

Survey Field Length: the period from the earliest to the latest contact dates of cases sampled for the survey.

Duration: Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become

inactive. In the case of multiple contacts, this number represents the sum of those contacts.

Benchmark Comparison Section

We compare demographics (from the ACS) to those of our survey respondents, both on a weighted and unweighted basis, to show how closely AmeriSpeak respondents represent the demographics of the study population overall.

We also compare study specific benchmarks (not available on all surveys) to those of our survey respondents to show how closely survey responses to key questions match to benchmarks from external surveys.

Panel Outcomes

Weighted Household (HH) Recruitment Rate: The weighted AAPOR RR III for the AmeriSpeak panel recruitment corresponding to the recruitment cohorts sampled for the study. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel.

Weighted Household (HH) Retention Rate: The weighted percent of recruited households that are still available for sampling for this survey among the recruitment cohorts sampled for the study.

Survey Outcomes

Survey Completion Rate:

- The percent of sample members who completed the survey interview (for studies without screener)
- The percent of eligible sample members who completed the survey interview (for studies with screener).
- For a follow-up study: it is the percent of follow-up respondents among baseline respondents.

Weighted Cumulative Response Rate: The overall survey response rate that accounts for survey outcomes in all response stages including panel recruitment rate, panel retention rate, and survey completion rate. It is weighted to account for the sample design and differential inclusion probabilities of sample members.