

The Case of Pew Research Center

# How Public Opinion Research Organizations Work

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*Senior Communications Manager*

“Surveys produce just what democracy is supposed to produce – equal representation of all citizens. The sample survey is rigorously egalitarian; it is designed so that each citizen has an equal chance to participate and an equal voice when participating. Here is where science and political representation meet.”

*Sidney Verba, presidential address  
American Political Science Association, 1995*

# The roadmap

Who polls?

Who pays for it?

How do the topics get chosen?

How are the polls actually conducted?

Who is polled and how?

What are they asked?

How is the data analyzed?

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# Public vs private polling

*Public pollsters* conduct their work and make it public

*Private pollsters* conduct similar work but do it for private clients who may or may not make it public. Clients wanting private polling include political candidates and parties, other political organizations, advocacy groups, businesses and nonprofits.

Some organizations **do both public and private polling**

# A sampling of organizations conducting public polls

Pew Research Center  
Kaiser Family Foundation  
PPIC  
Associated Press

NORC

Siena College Research Institute  
Quinnipiac University Poll  
Monmouth University Poll

New York Times  
NBC News  
Wall Street Journal  
Washington Post  
ABC News

Reuters  
CBS

Ipsos  
YouGov  
Gallup

# A sampling of organizations conducting public polls

Pew  
Research  
Center

Kaiser  
Family  
Foundation

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Associated  
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Siena College  
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Institute

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University  
Poll

Monmouth  
University  
Poll

New York  
Times

NBC News

Wall Street  
Journal

Washington  
Post

ABC News

Reuters

CBS

Ipsos

YouGov

Gallup

# A sampling of organizations conducting public polls



# Pew Research Center: Who we are

- A “fact tank” that informs the public about the issues, attitudes and trends shaping the world.
- **Nonpartisan** and **non-advocacy**, meaning we do not take policy positions or make recommendations.
- A subsidiary of The Pew Charitable Trusts, our primary funder.
  - We don’t do reports for hire.
  - We have full editorial control over our work.

Pew Research Center 



# Pew Research Center: What We Do

**Mission:** Generate a foundation of facts that enriches the public dialogue and supports sound decision-making.

**Methods:** We conduct public opinion polling, demographic research, content analysis, computational social science and other data-driven social science research.

## Major research areas:

U.S. politics

Media & news

Social trends

Religion

Internet and tech

Science

Migration

Methods

# Pew Research Center: Melding journalism and social science



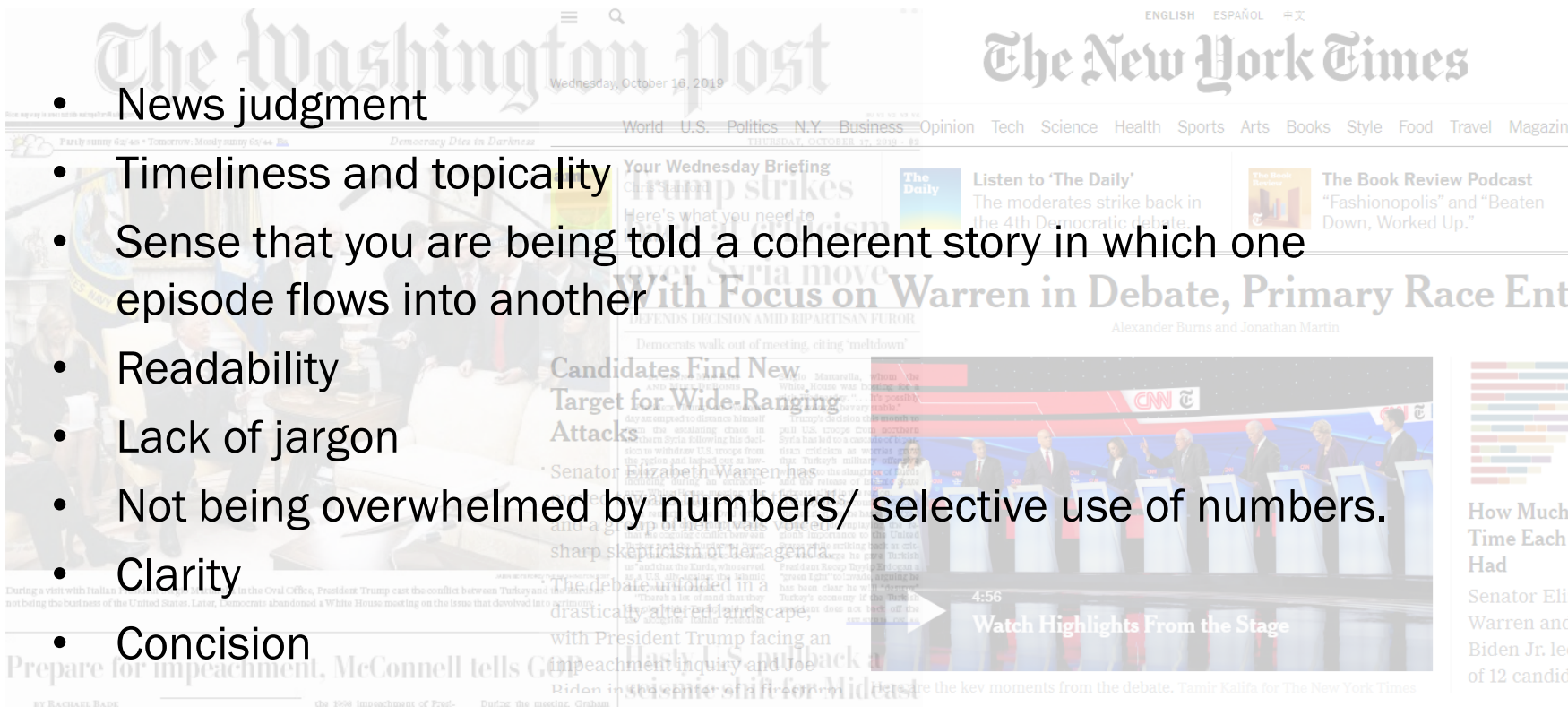
Michael Dimock, president  
Formerly at N.C. State University



Claudia Deane, vice president for research  
Formerly at The Washington Post

# Conventions of journalism that we prize

- News judgment
- Timeliness and topicality
- Sense that you are being told a coherent story in which one episode flows into another
- Readability
- Lack of jargon
- Not being overwhelmed by numbers/ selective use of numbers.
- Clarity
- Concision



# Conventions of social science that we prize

- Using best methodology for the task
- Remaining true to methodological limitations of the data
- Taking great care on “causality” – when we suggest it that data has to be there to back it up
- Adhering to high standards of transparency
- Writing defensively, being aware of what other people are writing, “writing cautiously”

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# Funding

Polling is expensive. Finding adequate funding is a constant challenge for pollsters

## Main models

- Sponsoring organization includes polling in budget
- Organizations obtain funding from public, private and nonprofit funders
- Organizations generate revenues and use profits to subsidize public polling



# Funding

Funding also can bring obligations and the appearance of obligation. Control of the organization's agenda can be affected

For Pew Research Center, we are fortunate in having a major funder. But even for them, the rules we apply to the financial relationships are the same as for other potential funders

- Accept funding only if it aligns with our research goals – no commissioned research projects
- Complete transparency with respect to funding as well as methodology
- Always retain full editorial control
- Rarely do partnerships and collaborations but carefully consider reputational risk when doing so

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# Setting the agenda




This Photo by Unknown Author is licensed under CC BY-SA/NC

## Public's policy priorities: 2010-2018

*% who say \_\_\_\_ is a top priority for the president and Congress*

	8 years ago Jan 2010 %	4 years ago Jan 2014 %	1 year ago Jan 2017 %	Now Jan 2018 %	8-year chg '10-'18	1-year chg '17-'18
Defending against terrorism	80	73	76	73	-7	-3
Improving education	65	69	69	72	+7	+3
Strengthening nation's economy	83	80	73	71	-12	-2
Reducing health care costs	57	59	66	68	+11	+2
Securing Social Security	66	66	60	67	+1	+7
Securing Medicare	63	61	59	66	+3	+7
Protecting environment	44	49	55	62	+18	+7
Improving job situation	81	74	68	62	-19	-6
Problems of poor and needy	53	49	56	58	+5	+2
Reducing crime	49	55	56	56	+7	0
Addressing race relations	--	--	56	52	--	-4
Improving transportation	--	39	36	49	--	+13
Dealing with drug addiction	--	--	36	49	--	+13
Reducing budget deficit	60	63	52	48	-12	-4
Dealing with immigration	40	40	43	47	+7	+4
Reducing lobbyist influence	36	42	43	47	+11	+4

**Some work continues long-standing research interests and trend measures...**



## Trust, Facts and Democracy

Public attitudes about the role of information in society.

Pew Research Center has examined how people think about democracy, trust in institutions, and the role of information in society for more than a decade. In light of current debates about the state of the democratic process and the importance of truth, the Center has further deepened its focus on public attitudes about the role of trust and facts in democracy. This page is a curation of the most relevant content on those topics.



U.S. POLITICS | APRIL 26, 2018

### Our expanded focus on trust, facts and the state of democracy

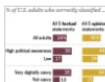
Pew Research Center is redoubling its focus on the role of information and trust in democratic societies.



U.S. POLITICS | APRIL 26, 2018

### The Public, the Political System and American Democracy

Most Americans say 'design and structure' of government need big changes.



MEDIA & NEWS | JUNE 18, 2018

### Distinguishing Between Factual and Opinion Statements in the News

**Some work  
fits with large  
cross-  
organization  
initiatives...**

# ...While some attempts to be timely and topical

OCTOBER 10, 2019



## Partisan Antipathy: More Intense, More Personal

*Majority of Republicans say Democrats are 'more unpatriotic' than other Americans*

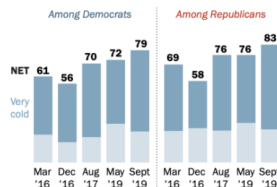
Three years ago, Pew Research Center found that the 2016 presidential campaign was “unfolding against a backdrop of intense partisan division and animosity.” Today, the level of division and animosity – including negative sentiments among partisans toward the members of the opposing party – has only deepened.

The share of Republicans who give Democrats a “cold” rating on a 0-100 thermometer has risen 14 percentage points since 2016 – with virtually all of the increase coming in “very cold” ratings (0-24). Democrats’ views of Republicans have followed a similar trajectory: 57% give Republicans a very cold rating, up from 41% three years ago.

The survey by Pew Research Center was conducted Sept. 3-15 among 9,895 adults (it was completed before House Speaker Nancy Pelosi’s resignation).

### Growing shares in both parties give ‘cold’ ratings to those in opposing party

% of partisans who give members of the other party a cold rating on a ‘feeling thermometer’



MARCH 28, 2019



## Majority Says Trump Has Done ‘Too Little’ to Distance Himself From White Nationalists

*Wide partisan gap in Pelosi’s early job rating*

The public’s views of Donald Trump have changed little over the course of his presidency – and this is the case for opinions about whether Trump has done enough to distance himself from white nationalist groups.

In a new survey, a 56% majority says Trump has done too little to distance himself from white nationalist groups.

OCTOBER 1, 2019



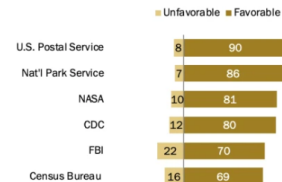
## Public Expresses Favorable Views of a Number of Federal Agencies

*FBI viewed more positively; deep partisan divide over ICE*

Despite historically low levels of **public trust** in the federal government, Americans across the political spectrum continue to overwhelmingly express favorable opinions of a number of individual federal agencies, including the Postal Service, the National Park Service, NASA and the Centers for Disease Control and Prevention (CDC). And majorities of both Republicans and Democrats now express favorable views of the FBI, reflecting a rebound in GOP

### Public opinion varies across federal agencies; views of ICE still mixed

% who have a \_\_\_ opinion of each



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# Choosing a research design

Most organizations have a standard research design and data collection methodology, for example...

- Cross-sectional (or “one-off”) survey
- Telephone (dual frame RDD with landlines and cellphones)
- 1,500 live interviews with general public

But field is in a period of transition and costs of traditional methods are becoming unsustainable. This is especially true for telephone surveys, due to declining productivity

And sometimes we want to do a study that is very complicated, e.g. a rare population

# Surveys of rare populations

## Rare populations we've studied

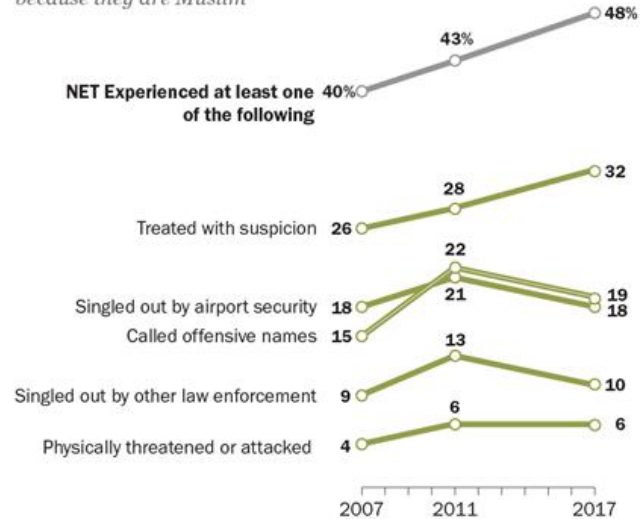
- Muslim Americans
- Jewish Americans
- Asian Americans
- Police officers
- People of mixed race

## Special challenges

- Low incidence
- Sampling frames
- Special languages

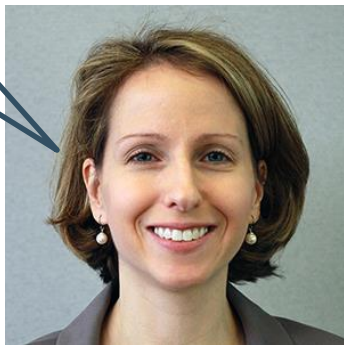
## Half of U.S. Muslims experienced at least one instance of religious discrimination in the past year

*% of U.S. Muslims who say they have been \_\_\_\_\_ because they are Muslim*



Quality. Speed.  
Low Price.  
Pick two

## Survey methods group





# Mode of administration

Internet



Mail



Live interviewer  
on telephone

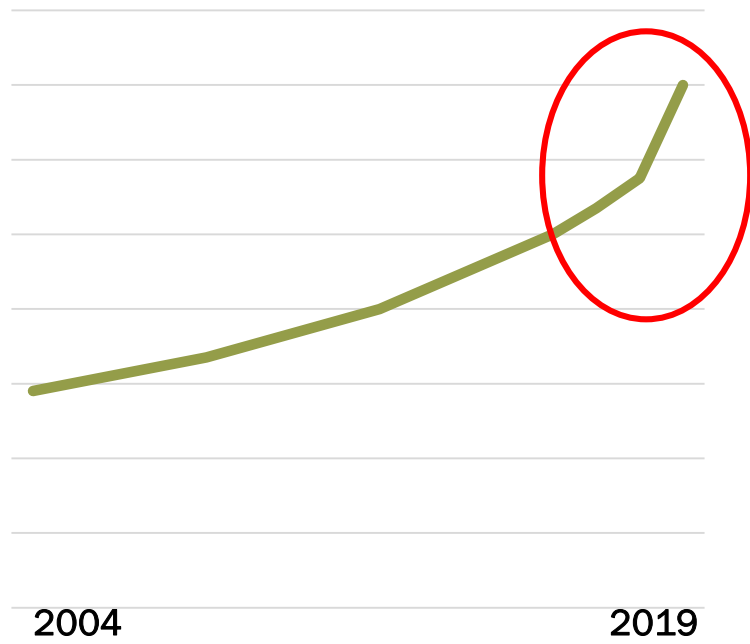
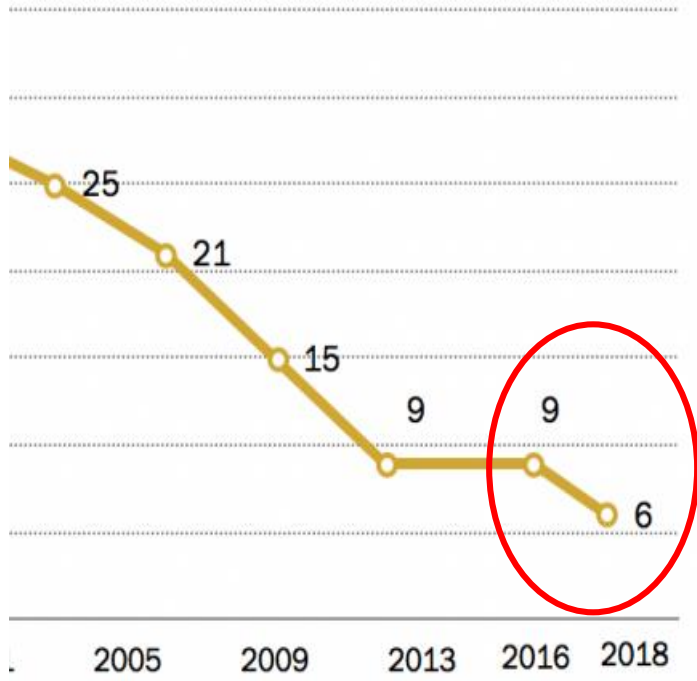


Internet and  
phone



... and what kind of sample will we use?

# Telephone response rates drop and costs go way up



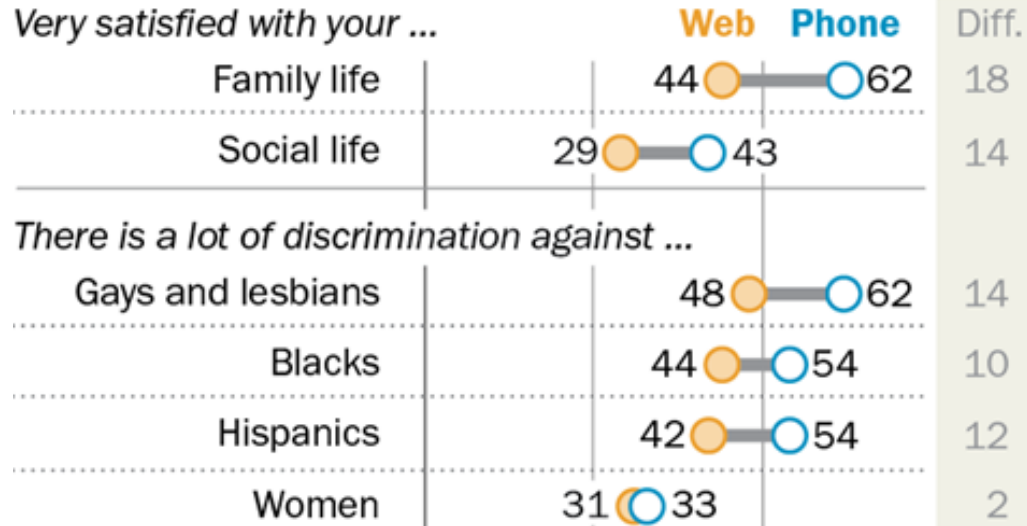
# The American Trends Panel: our probability-based online panel



(Photo by Orbon Alija/Getty Images)

# Different Answers on Web & Phone

*% giving answer in each survey mode*



# What our transition to online polling means for decades of phone survey trends

BY COURTNEY KENNEDY AND CLAUDIA DEANE

From the 1980s until relatively recently, most national polling organizations conducted surveys by telephone, relying on live interviewers to call randomly selected Americans across the country. Then came the internet.

It has taken survey researchers some time to adapt to the idea of online surveys, but a quick look at the public polls on an issue like presidential approval reveals a landscape now dominated by online polls rather than phone polls. Pew Research Center itself now conducts the majority of its U.S. polling online, primarily through its [American Trends](#)

# Alternatives and supplements to surveys

APRIL 24, 2019



## Sizing Up Twitter Users

*U.S. adult Twitter users are younger and more likely to be Democrats than the general public. Most users rarely tweet, but the most prolific 10% create 80% of tweets from adult U.S. users*

BY STEFAN WOJCIK AND ADAM HUGHES



October 18, 2019

AUGUST 9, 2018

Trust, Facts and Democracy



FOR MOST TRUMP VOTERS, 'VERY WARM' FEELINGS FOR HIM ENDURED

## An examination of the 2016 electorate, based on validated voters

One of the biggest challenges facing those who seek to understand U.S. elections is establishing an accurate portrait of the American electorate and the choices made by

JULY 18, 2018



ted is difficult for a

## 'Anger' topped 'love' when Facebook users reacted to lawmakers' posts after 2016 election

BY ADAM HUGHES AND PATRICK VAN KESSEL

After the 2016 presidential election, Facebook users began using the "angry" button much more often when reacting to posts created by members of Congress.

Between Feb. 24, 2016 – when Facebook [first gave its users the option](#) of clicking on the "angry" reaction, as well as the emotional reactions "love," "sad," "haha" and "wow" – and Election Day, the

**Volume of angry reactions to congressional posts shows largest increase after 2016 election**

Total number of \_\_\_ reactions to Facebook posts by members of Congress, in millions

30

# Creating a questionnaire and writing questions

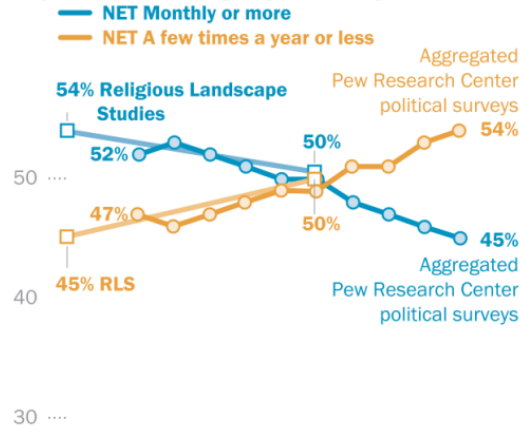
What's the goal of the study? Cover a lot of topics or go deep on a particular issue?

Important to establish comparisons that give context to the results. Numbers alone don't make meaning: Big compared with what? Growing from what baseline?

- Across groups in the population
- Over time
- Across alternative measures

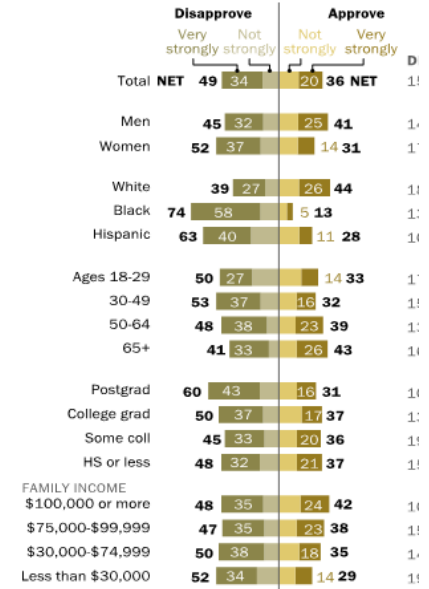
## In U.S., church attendance is declining

% of U.S. adults who say they attend religious services ...



## Wide partisan differences in views of 2017 tax law

% who \_\_\_ of the tax law passed by Trump and Congress



# Where to find survey questions and data?



Welcome  
Access provided by Pew Research Center

iPOLL | D

poll81      .....

### iPOLL Search Results

**3489 questions** >> Topic: Any >> Organization: Any >> Date: 1/1/1935 to 10/06/2019 >> Keyword: global warming

**Add to My iPOLL Folder**      Sort by: [Newest Survey First](#)      View (per page): [20](#) | [50](#) | [100](#)

NEW SEARCH

#### Narrow Results

Search Within

**Decade**

- 2010S (2246)
- 2000S (958)
- 1990S (270)
- 1980S (15)

**Data**

- iPOLL+ (227)
- RoperExplorer (290)
- RoperExpress (643)

CLEAR FILTER SELECTIONS

1) (Now, I'd like you to rate your feelings toward some people, organizations, and ideas, with one hundred meaning a very warm, favorable feeling; zero meaning a very cold, unfavorable feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person, organization, or idea. If you have no opinion or never heard of that person, organization, or idea, please say so.)...Measures to prevent global warming

**Source:** Democracy Corps Poll, August 2019  
Interview Dates: July 18, 2019 - July 28, 2019 [more...](#)

---

2) (Thinking again about the general election in 2020, for each item I name please tell me how important it will be in your vote for president--one of the single most important issues, very important, somewhat important, or less important than that?)...Climate change, also known as global warming

**Source:** ABC News/Washington Post Poll, July 2019  
Interview Dates: June 28, 2019 - July 1, 2019 [more...](#)

---

3) (Thinking again about the general election in 2020, for each item I name please tell me how important it will be in your vote for president--one of the single most important issues, very important, somewhat important, or less important than that?)...Climate change, also known as

#### Recent Searches

global warming

CLEAR SEARCHES



# Where to find survey questions and data?

## PollingReport.com

President Trump *10/6*

Congress  
Supreme Court  
Direction of the country  
National priorities

### Elections

2020 *10/2*

### In the News

President: An age limit? *10/5*

Reelect President Trump? *10/2*

2020: Democratic preference

*10/2*

Impeach President Trump?

*10/1*

Trump: Issue by issue *10/1*

William Barr *9/30*

Nancy Pelosi *9/30*

Mitch McConnell *9/30*

2020: Republican preference

Gun sales

Labor unions

Global warming

Relations with China

Trade and the U.S. economy

Immigrants and refugees

Universal health care

Civility

Pathway to citizenship

A wealth tax?

Reparations for slavery

\$15/hour minimum wage?

Should marijuana be legal?

Dump the Electoral College?

Death penalty

Free college tuition

Universal basic income

Trump, Russia, Mueller

 Dataverse Project [About](#) [Community](#) [Best Practices](#) [Software](#) [Contact](#)

The  
**Dataverse**<sup>®</sup>  
Project 

## Open source research data repository software



Researchers

Enjoy full control over your data. Receive *web visibility*, *academic credit*, and *increased citation counts*. A personal dataverse is easy to set up, allows you to display your data on your personal website, can be branded uniquely as your research program, makes your data more discoverable to the research community, and satisfies data management plans. [Want to set up your personal dataverse?](#)



Journals

Seamlessly manage the submission, review, and publication of data associated with published articles. Establish an *unbreakable link* between *articles in your journal* and *associated data*. Participate in the open data movement by using Dataverse as part of your journal data policy or list of repository recommendations. [Want to find out more about journal dataverses?](#)



Establish a research data management solution for your community. Federate with a growing list of Dataverse repositories worldwide for increased discoverability of your community's data. Participate in the drive to set norms for sharing, preserving, citing, exploring, and analyzing research data. [Want](#)

# Question development

## Pilot testing

In your view, how many medical scientists researching vaccines... [RANDOMIZE ITEMS WITH ITEM G ALWAYS LAST]

**ASK ALL:**

Q1A Do a good job conducting research about the health effects of vaccines [REQUIRED ANSWER]

New four-point		Four-point		Five-point	
46	All or most of them	12	All of them	41	Almost all of them
43	Some of them	63	Most of them	37	More than half of them
6	Only a few of them	21	Only some of them	12	About half of them
5	None of them	4	None of them	7	Fewer than half of them
				2	Almost none of them

**ASK ALL:**

Q1B Effectively use the resources available to them in their work [REQUIRED ANSWER]

New four-point		Four-point		Five-point	
45	All or most of them	18	All of them	44	Almost all of them
48	Some of them	59	Most of them	34	More than half of them
4	Only a few of them	23	Only some of them	11	About half of them
4	None of them	1	None of them	7	Fewer than half of them
				4	Almost none of them

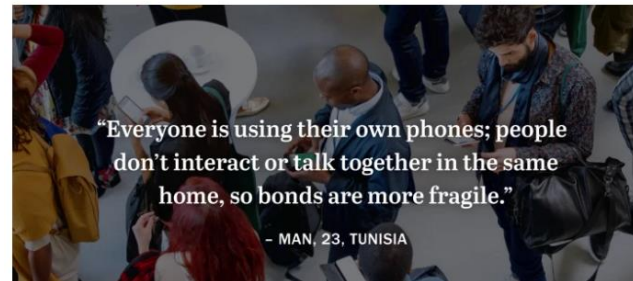
## Focus groups

MARCH 15, 2019



### How focus groups helped inform our survey about technology use in emerging economies

BY LAURA SILVER



# Data collection

The survey methods team works with a variety of vendors

## Growing and Improving Pew Research Center's American Trends Panel

The panel was the main data source for most of the Center's reports on U.S. political and social attitudes and behavior in 2018

BY SCOTT KEETER

# Ipsos



JULY 25, 2019

## Public's Views of Nation's Economy Remain Positive and Deeply Partisan

Most Republicans – and half of Democrats – rate their personal finances positively

Americans continue to have positive views of the nation's economy, according to a new Pew Research Center survey.

Since Trump took office, positive economic views have surged among Republicans, sagged among Democrats



A majority of the public (60%) says that

# Abt Associates

JANUARY 17, 2019

## Generation Z Looks a Lot Like Millennials on Key Social and Political Issues

Among Republicans, Gen Z stands out in views on race, climate and the role of government

BY KIM PARKER, NIKKI GRAF AND RUSSELL HARRIS

# NORC



DECEMBER 20, 2017



## Hispanic Identity Fades Across Generations as Immigrant Connections Fall Away

11% of American adults with Hispanic ancestry do not identify as Hispanic

BY MARK HUGO LOPEZ, ANA GONZALEZ-BARRERA AND GUSTAVO LÓPEZ

More than 18% of Americans identify as Hispanic or Latino, the nation's second largest racial or ethnic group. But two trends – a long-standing high intermarriage rate and a decade of declining Latin

Among Americans with Hispanic ancestry, share that identifies as Hispanic or Latino falls across immigrant generations

% of U.S. adults with Hispanic ancestry who self-identify as \_\_\_\_



# SSRS

# Data analysis and report writing

SPSS  
Stata  
R  
Wincross



```

scales in RBS survey.sps - IBM SPSS Statistics Syntax Editor
File Edit View Data Transform Analyze Graphs Utilities Run Tools Extensions
Encoding: UTF-8
1 |> Encoding: UTF-8.
2 | weight off.
3 | recode respid (1 thru 101934=1)(elba=2) into sourc
4 | value labels source 1 'RDD' 2 'RBS'.
5 | freq source.
6 | crosstab by sourc.
7 | crosstab by source.
8 | select if
9 | execute.
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RStudio
File Edit Code View Plots Session Build Debug Profile Tools Help
Go to file/function Addins
An Introduction to R.r
109 | mat <- cbind(numbers, letters)
110 |
111 | mat
112 |
113 | # We could also take a set of units and define a variety
114 |
115 |
116 | unit1 <- c(sex="Male", age=27, weight=160)
117 | unit2 <- c(sex="Female", age=29, weight=140)
118 |
119 | # Those units can then be combined by row with the "rbind
120 |
121 | units <- rbind(unit1, unit2)
122 |
123 |
124 | units
125 |
126 | # PART 7 - CLASSES OF VARIABLES
127 |
128 | # In the above examples, you may have noticed that the ma
129 | # were regarded as a combination of strings of characters
130 | # pairs of characters and some sets of numbers. This is
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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS  
 REP. WAVE 49 November 27 - December 10, 2018

Table POPENIA\_06

Files Plots Packages  
 Install Update

Name Desc (federal government). In a sentence or two, please describe why you think Americans' level of confidence in the federal government is a very big problem.

System Library

	Banner A		Race/Ethnicity										Sex/Race										Sex/Age												
			Sex		White		Black		Asian		Hispanic		Total		White		Black		Hispanic		Age 4-way		18-49		18-49		50+		Age 2-way						
	(A)	(B)	(C)	(D)	(E)	(A1)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)			
Total	1745	799	937	1148	221	48	205	559	541	607	236	529	504	468	392	373	407	557	765	973															
NET Trump/Rep	387	126	219	206	53	14	47	137	72	134	35	74	123	117	54	53	74	165	107	240															
Relates to President Trump's behavior and policies	336	121	215	197	53	14	47	135	66	131	32	73	120	112	52	53	69	162	105	231															
Relates to Republican party activities	11	7	3	9	1	-	1	2	6	3	1	2	3	5	2	0	5	3	2	8															
NET Broad societal problems	288	139	150	194	35	8	34	94	100	67	121	68	33	98	30	40	108	100																	

# Writing style guidance

## Singular or plural?

In general, percentages and fractions take a plural verb when standing alone or when a plural word is followed by an “of” construction with a plural object (*of Americans*). They take a singular verb when followed by an “of” construction with a singular object (*of the public*).

### Percentages

When the word *percentage* is the subject of a sentence, use a singular verb.

25% *say* ...

25% of Americans *say* ...

25% of the public *says* ...

25% of the public *says* it has improved, but 50% *say* ...

The percentage of Americans who *say* it has improved is higher than the percentage that *says* ...

### Fractions

One-third *think* ...

One-third of Americans *think* ...

One-third of the public *thinks* ...

One-third of the public *thinks* it has improved, while two-thirds *think* ...

*Majority, minority, plurality* and *share* take a singular verb when standing alone or when followed by an “of” construction with a singular object (*of the public*). They take a plural verb when followed by an “of” construction with a plural object (*of Americans*). Also consider the function of the verb: If it conveys the opinion or response of those within the majority (*say, disagree*), follow the rules above, but if it describes a trend or change in the majority, it takes a singular (*has decreased, is growing*).

### Majority/minority/plurality

A majority *thinks* ...

A majority of the public *thinks* ...

A plurality of Americans (42%) *think* ...

A majority of Americans *think* things have improved, while a minority *thinks* ...

The already-small minority of Americans who vote in primaries *is shrinking*.

### Share

A growing share *says* ...

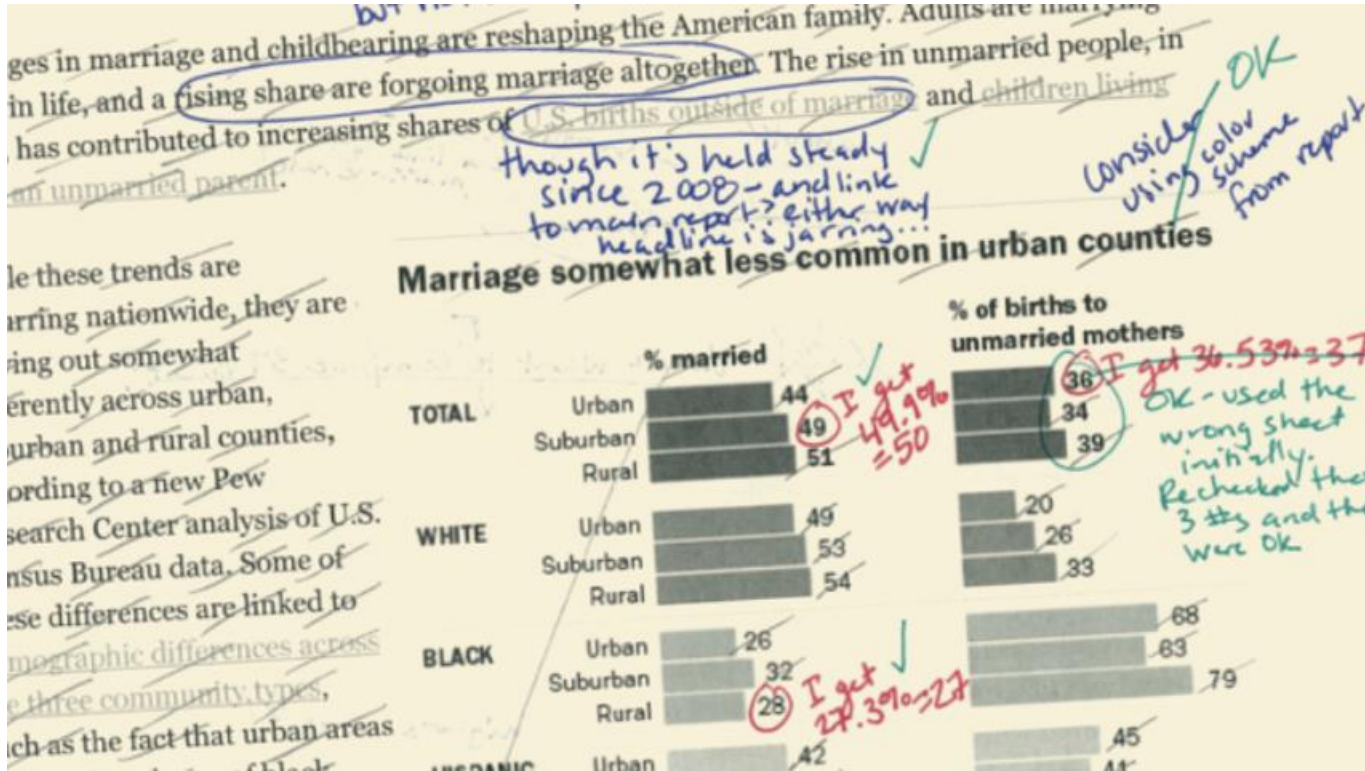
A growing share of the public *says* ...

A growing share of Americans *say* ...

A growing share of women who have children *say* this has improved, while a similar share *says* ...

The share of women who have children *has increased* ...

# The number checking process





## AAPOR Code of Ethics

(Revised November 2015) [Download PDF](#)

We—the members of the American Association for Public Affiliated Chapters—subscribe to the principles expressed in the Code of Professional Ethics and Practices (“the Code”). Our goals are to promote ethical practice in the conduct of public opinion and survey research and appropriate use of research results.

The Code is based in fundamental ethical principles that apply to all researchers, regardless of an individual’s membership in AAPOR or an affiliation with a chapter. Principles and actions set out in the Code are expected of all researchers.

As AAPOR members, we pledge to maintain the highest standards of integrity, accountability, and transparency in designing, conducting, analyzing, and reporting our work to participants, clients, and the users of our research. We pledge to act in accordance with principles of basic human rights and to reject all tasks or assignments that would require us to violate the principles of this Code.

The Code sets the standard for the ethical conduct of our



# Ethics and transparency

- Avoid harm to respondents
- Participation in surveys is voluntary
- Avoid misrepresenting our research
- Make no false claims about sponsorship or purpose
- Prevent unintended disclosure of PII
- Exercise due care in designing research
- Be mindful of limitations of our methods
- Disclose methods and procedures in appropriate detail
- Correct errors

# Dissemination





# Our Mission

*We generate a foundation of facts that enriches the public dialogue and supports sound decision-making.*

# Core Audiences

- Media
- Policymakers

Thread throughout: The informed public

# What Does Comms Do?

## Strategic Planning

- Devise comms strategies to promote the Center's work to key audiences

## Outreach/Promote Experts

- Pitch media
- Offer briefings to all relevant stakeholders
- Conference placement
- Event planning

## Internal Reporting

- Track and report on our work using a variety of metrics
- Draft communications for The Pew Charitable Trusts on our upcoming work and past successes

## Provide Support

- Provide researchers with communications guidance and media training
- Answer calls and emails from reporters and general public

## Bolster the Pew Research Center Brand

- Monitor citations; respond in situations where our reputation or methods are questioned
- Ensure how we produce and communicate our work is in line with our mission

# Comms Strategy

- Identifies core audiences
- Sets plan for outreach
- Allows for handling incoming inquiries (reactive), while also leaving room for pitching our work and our experts (proactive)
- Includes metrics for success

# Outreach

- Maps to our target audiences
  - Eg., press releases for media, briefing offers for policymakers, videos for the informed public

# Outreach Tool: Press Releases



FOR IMMEDIATE RELEASE

Media contact: Nida Asheer, 202-419-4372, [nasheer@pewresearch.org](mailto:nasheer@pewresearch.org)

## Partisan Antipathy: More Intense, More Personal

*Majority of Republicans say Democrats are 'more unpatriotic' than other Americans*

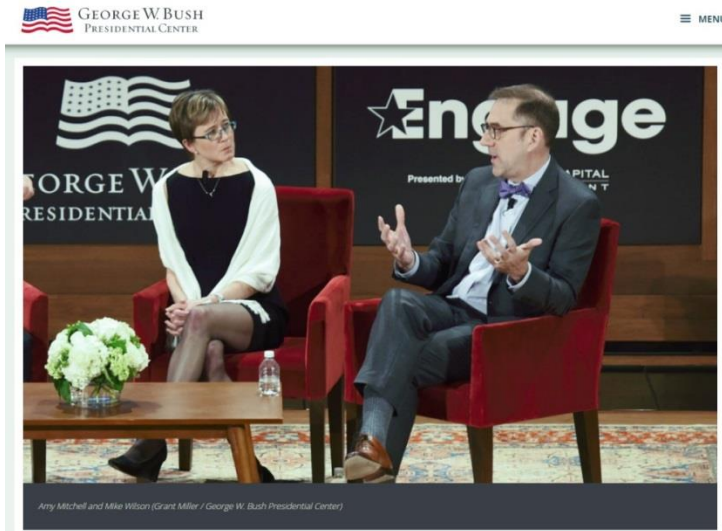
WASHINGTON, D.C. (Oct. 10, 2019) – Three years ago, Pew Research Center [found](#) that the 2016 presidential campaign was “unfolding against a backdrop of intense partisan division and animosity.” Today, the level of division and animosity has only deepened, according to a [new Pew Research Center survey](#).

The share of Republicans who give Democrats a “cold” rating on a 0-100 thermometer has risen 14 percentage points since 2016 – with virtually all of the increase coming in “very cold” ratings (0-24). Democrats’ views of Republicans have followed a similar trajectory: 57% give Republicans a very cold rating, up from 41% three years ago.

The survey was conducted Sept. 3-15 among 9,895 U.S. adults. (**Note: This survey was conducted before the September 24 announcement of an impeachment inquiry by House Speaker Nancy Pelosi.**) It finds that both Republicans and Democrats express negative views about several traits and characteristics of those in the opposing party, and in some cases these opinions have grown more negative since 2016.

For example, 55% of Republicans say Democrats are “more immoral” when compared with other Americans; 47% of Democrats say the same about Republicans. Three years ago, 47% of Republicans and 35% of

# Outreach Tool: Briefings, Speaking Engagements



# Outreach Tool: Events



Adam G. Hughes

@aghpol



Super excited to host [#apsa19](#) computational social science Preconference workshops led by [@sarahbouchat](#) and [@norawilliams](#) at [@pewresearch](#)



October 18, 2019



# Outreach Tool: Social Media

## SOCIAL MEDIA

### Twitter

@PewResearch

@FactTank

@PewGlobal

@PewHispanic

@PewInternet

@PewJournalism

@PewMethods

@PewReligion

@PewScience

@AllThingsCensus

Use [this list](#) to find our experts and researchers on Twitter.



**Pew Research Science** @pewscience · 1h

73% of Democrats and independents who lean to the Democratic Party think scientists should take an active role in policy debates. In contrast, 56% of Republicans and Republican leaners say scientists should stay out of policy debates.



**Pew Research Center** @pewresearch · 8h

Test your knowledge on digital topics and terms – from website cookies to phishing – by taking our 10-question quiz. When you finish, you'll be able to compare your score with other Americans who took the quiz and see the correct answer for each question.



# Tactic: Experts on Social Media



**Carroll Doherty** @CarrollDoherty · Oct 11

Ahead of next week's #DemDebate, 58% of Democrats say it is more important for a candidate to find common ground w/ Reps, even if it means giving up things Dems want; 41% say 'push hard' even if it makes it harder to get things done.

[pewrsr.ch/2M4hZVt](https://pewrsr.ch/2M4hZVt)

**Republicans divided on what 'common ground' with Demo 2020 candidate should seek**

% of **Republicans** who say it's more important to focus on ...

**Finding common ground**  
Democrats on policies, e  
if it means giving up so  
things Republicans wa

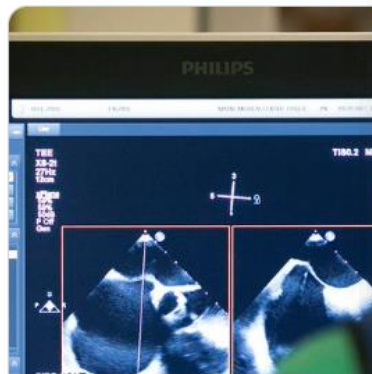
Total 45



**Cary Funk** @surveyfunk · Sep 3

For those in #scicomm

Most Americans say science has brought benefits to society and expect more to come @FactTank @pewscience @pewresearch



**Neha Sahgal** @SahgalN · Jan 15

The Ukrainian Orthodox church's recent split with the Russian Orthodox church highlights the history of political tensions between the two countries and the political importance of Orthodoxy in the region:



# Outreach Tool: Video

## How can a survey of 1,000 people tell you what the whole U.S. thinks?

BY COURTNEY KENNEDY



Here at Pew Research Center, we are often asked about how we conduct our research. We work hard to make our methodologies [transparent and understandable](#), but we also know that survey mode effects and data weighting aren't on everyone's short list of water-cooler conversation topics.

That's why we're launching *Methods 101*, a new occasional video series dedicated to explaining and educating the public about the basic methods we use to conduct our survey research. We hope this effort will make survey methods more accessible, even if you're not a statistician or pollster. We also hope it will help give our audience the confidence to be savvy consumers of all polls.

October 18, 2019

## Bots in the Twittersphere

*An estimated two-thirds of tweeted links to popular websites are posted by automated accounts – not human beings*

BY STEFAN WOJCIK, SOLOMON MESSING, AARON SMITH AND LEE RAINIE



51

# Outreach Tool: Video

## Video: How Pew Research Center Conducted Its 2017 Survey of Muslim Americans

In this short video, Pew Research Center researchers explain how they overcame several methodological obstacles to produce the Center's [wide-ranging new survey of 1,001 American Muslims](#). Please view the online report for full survey results and more details on the methodology.



# Outreach Tool: Newsletters

Test your digital knowledge with our new quiz

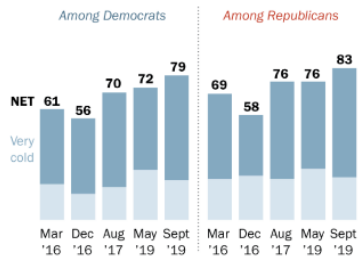
Is this email not displaying correctly? [View it in your browser.](#)



October 12, 2019

## Growing shares in both parties give 'cold' ratings to those in opposing party

*% of partisans who give members of the other party a cold rating on a 'feeling thermometer'*



Source: Survey of U.S. adults conducted Sept. 3-15, 2019.

Pew Research Center

## Partisan antipathy: More intense, more personal

Partisan division and **animosity has deepened** in the U.S. since the 2016 presidential campaign. Not only do more Republicans and Democrats view members of the opposing party "coldly," they have also grown more likely to say they are more "immoral" and "closed-minded" than other Americans. Majorities of Americans now describe both political parties as "too extreme."

### NEWSLETTERS

Select All

#### Pew Research Center

- Weekly roundup of all new Pew Research Center content

#### Global Attitudes & Trends

- Biweekly newsletter

#### Internet, Science & Tech

- Monthly newsletter

#### Media & News

- Daily briefing of media and news

#### Hispanic Trends

- Monthly newsletter

#### Religion & Public Life

- Weekly newsletter  
 Daily religion headlines

#### Social & Demographic Trends

- Monthly newsletter

#### Methods

- Quarterly newsletter

Email address

Sign Up

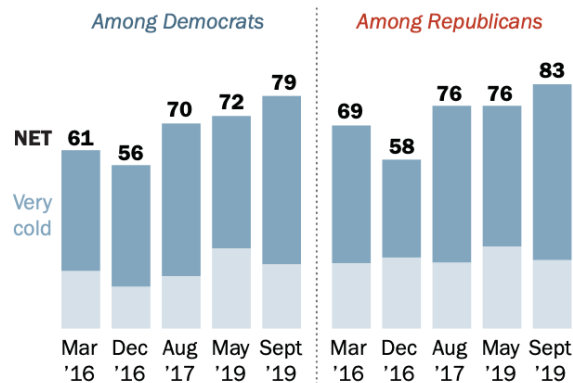


# Outreach Tool: Graphics

**Growing shares in both parties give 'cold' ratings to those in opposing party**

## Growing shares in both parties give 'cold' ratings to those in opposing party

% of partisans who give members of the other party a cold rating on a 'feeling thermometer'



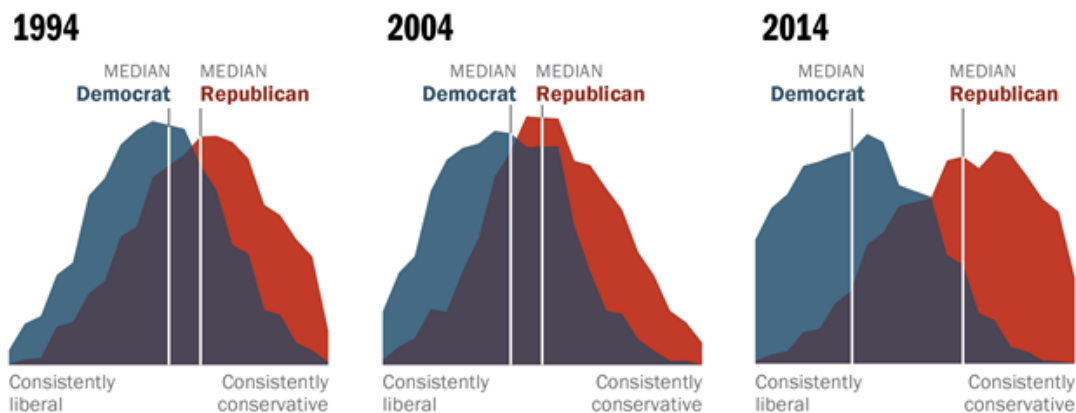
Notes: Partisans do not include leaners. On a feeling thermometer from 0 (coldest) to 100 (warmest), cold ratings are 0-49, very cold 0-24. See appendix for details.

Source: Survey of U.S. adults conducted Sept. 3-15, 2019.

PEW RESEARCH CENTER

## Democrats and Republicans More Ideologically Divided than in the Past

*Distribution of Democrats and Republicans on a 10-item scale of political values*



Source: 2014 Political Polarization in the American Public

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER

[Explore interactive version of this data](#)

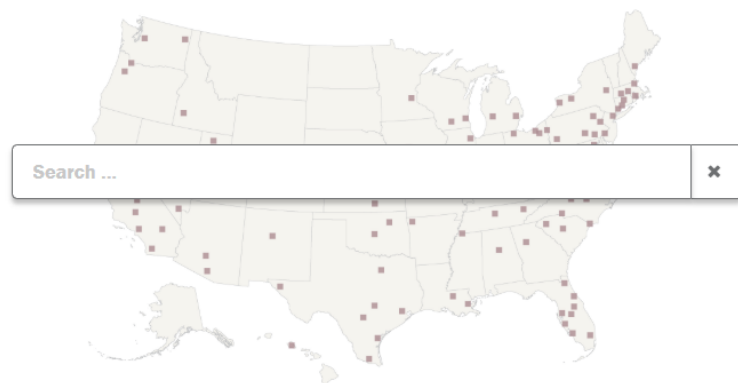
# Outreach Tool: Interactives

## What are the local news dynamics in your city?

Every day, Americans turn to their local news media to learn about the news in their communities. But how they get the news, which topics they prioritize and how they evaluate their local outlets can vary from one community to the next. To better understand these differences, [Pew Research Center surveyed about 35,000 U.S. adults](#), allowing for local news profiles of individual communities.

Local results are available for 99 large CBSAs, which are geographic areas that include at least one urban center ([see the Methodology](#)). Results for smaller CBSAs are grouped together based on their similarity across factors such as income, race and ethnicity, and voter turnout.

**To see a profile of your area, begin typing the name of your city in the search bar below.**



## Are you in the American middle class? Find out with our income calculator

BY RICHARD FRY AND RAKESH KOCHHAR

About half of American adults lived in middle-income households in 2016, according to a new [Pew Research Center analysis](#) of government data. In percentage terms, 52% of adults lived in middle-income households, 29% in lower-income households and 19% in upper-income households.

Our calculator below, updated with 2016 data, lets you find out which group you are in – first compared with other adults in your metropolitan area and among American adults overall, and then compared with other adults in the United States similar to you in education, age, race or ethnicity, and marital status.

**STEP 1:** See where you are in the distribution of Americans by income tier. Enter the location that best describes where you live, your household income and the number of people in your household. The calculator adjusts for the cost of living in your area.

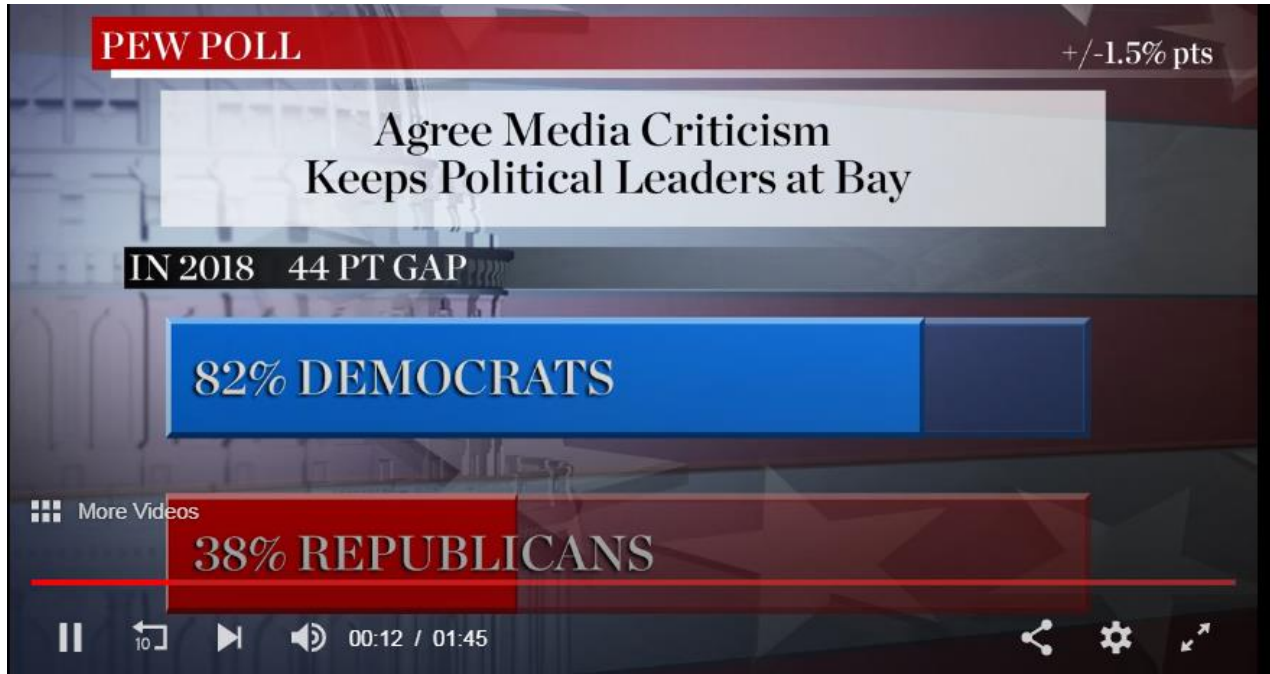
<b>State:</b> <input type="text" value="Select a state"/>	<b>SHARE OF AMERICAN ADULTS IN EACH INCOME TIER</b>
<b>Metropolitan area:</b> <input type="text" value="Metro area"/>	Upper <b>19%</b>
<b>Household income before taxes:</b> <input type="text" value="\$"/>	Middle <b>52%</b>
<b>People in my household:</b> <input type="text" value="#"/>	Lower <b>29%</b>
<input type="button" value="Calculate"/>	

# Measuring Impact

- Setting project-specific goals
- What does success look like?
- Did our research resonate with key audiences?



# Media Mentions



# Press Clips

## Pew Research Center Press Clips October 11, 2019

**Highlights:** Yesterday's report on partisan antipathy [received coverage](#) from NBC News, the Hill, Newsweek, Newsmax, Inquisitr, Courthouse News Service, Drudge Report and USA Today; Host of NBC's program "Meet the Press" Chuck Todd and NBC Senior Political Editor Mark Murray [cited](#) the data in an article about the upcoming primary election for Louisiana Governor for NBC News. Wednesday's report on digital knowledge continues to [receive coverage](#) from CNBC, Asian News International TechTimes, Android Authority, Naked Security and Ascential. CEO of Simulmedia, a company centered around data-optimized audience targeting for national TV advertising, [cited](#) Center data on the percentage of Americans with broadband internet in an opinion piece for MediaPost.

### Social Trends

CNBC: 66% of millennials think they will be 'wealthy'—here's how much they're worth today

Houston Chronicle: The worst part about getting sick isn't medical bills

Atlantic: How America Lost Dinner

Parade: Oprah Winfrey's Admission That She Has No Regrets About Not Having Kids or Getting Married Is Something Many Women Need to Hear

HR Dive: Half of working parents say they can't give 100% on the job

Bustle: How To Support Girls' Education Around The World On International Day Of The Girl

Sport Journal: How Historically Black Colleges and Universities (HBCUs) Can Benefit From E-Sports While Adding Diversity into the Gaming Industry

Ahwatukee Foothills News: Mountain View Lutheran hosts Asian ministry

Reform Austin: Texas cities and residents struggle with income inequality

PressFrom: A professor spoke about whiteness at Georgia Southern University. Students burned her book.

BisNow: Bringing #MeToo 'Out Of The Darkness': Why CREW Chapters Are Courting Men

# Tweets by Important Stakeholders



We're loving @Nhatley's great tutorial on how to correctly analyze @pewresearch's survey data using R: [medium.com/pew-research-c](https://medium.com/pew-research-c) ...

Oh, this is a cool use of data.

**John Gramlich** @johngramlich  
Facebook unveiled 5 new emojis — "angry," "love," "sad," "haha" and "wow" — on Feb. 24, 2016. A new @pewresearch study looks at how the use of these emojis changed over time among people who follow members of Congress. "Anger" soared after Election Day. [pewrs.ch/2urZ3GR](https://pewrs.ch/2urZ3GR)

10:27 AM · 18 Jul 2018

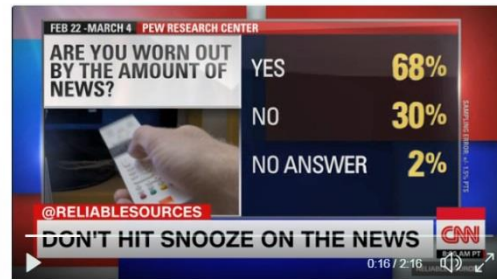
3:00 PM - 10 Dec 2018

October 18, 2019



Do you feel it? I do. "News fatigue." Pew says 68% of Americans have it. But if you snooze, you lose...

CNN



Fighting "news fatigue"  
See more at [cnn.com](https://cnn.com)



**Nick Riccardi** @NickRiccardi · 1h

This @pewresearch report really is the Rosetta Stone of US politics. And all this will come back around to bite Republicans, too, as the Trump admin goes longer and longer.

# Policymaker Citations



Bob Hertzberg  
@SenateHertzberg

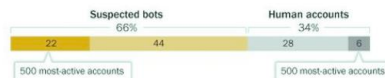
Follow

Stunning findings from @pewresearch about Twitter bots and how much of the news we see on Twitter is actually being shared by automated accounts. Read the findings here: "5 things to know about bots on Twitter"

[pewrsr.ch/2uZI4OF](https://pewrsr.ch/2uZI4OF) #SB1001 #BotHertzberg

## The most-active Twitter bots produce a large share of the links to popular news and current events websites

Share of tweeted links to popular news and current events websites posted by ...



Source: Analysis of 379,841 tweeted links to 925 popular news and current events websites collected July 27 - Sept. 11, 2017.

Pew Research Center

## 5 things to know about bots on Twitter

Read key findings and watch a video about our new study on how bot accounts affect the mix of content on Twitter.

[pewresearch.org](https://pewresearch.org)



German Consulate General New Y...  
@GermanyNY

Follow

Interesting fact sheet from @pewglobal - majority of adults trust the media, but people with populist views are much more skeptical [pewglobal.org/fact-sheet/new](https://pewglobal.org/fact-sheet/new) ...

## About six-in-ten Germans say the news media are very important, and a majority of adults trust the media

% of adults in Germany who say the news media are \_\_\_ important to the functioning of the country's society



% who trust the news media ...



Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.  
"In Western Europe, Public Attitudes Toward News Media More Divided by Populist Views Than Left-Right Ideology"

PEW RESEARCH CENTER

# Stakeholder Action



Following

Pew Research estimated a 35% drop in journalists working in state capital bureaus from 2003 to 2014.

We value local reporting so we're doubling the size of our Local Reporting Network next year. And we'll be choosing projects focused on state government.

**ProPublica to Expand Local Reporting Network to Focus on State Governme...**  
ProPublica is an independent, non-profit newsroom that produces investigative journalism in the public interest.  
[propublica.org](http://propublica.org)

## Opinion: NPR Needs Better Labeling Of Opinion Content On Social Media

June 28, 2018 · 3:36 PM ET



ELIZABETH JENSEN

**Update:** *Four days after this column was published, NPR changed its policy.*

*According to a July 2 memo from Sara Goo, an NPR managing editor who oversees digital content, to the newsroom, "opinion content published on NPR.org must now include 'Opinion:' as the first word of the headline."*

*She wrote: "Our content published on NPR.org is distributed beyond the site to third parties, such as Apple News, Flipboard and station websites that may not be able to display the 'Opinion' label that appears on NPR.org story pages. In addition, social media allow people to share headlines without context or the 'Opinion' label."*

*The new headline policy, she said, will remain in place until NPR can address those issues.*

As public trust in media outlets has been taking a worrying drop in recent years, researchers have been trying to figure out the causes. One element they've zeroed in on: Many Americans have a hard time [distinguishing between factual reporting and opinion pieces](#), as the Pew Research Center has found.

# Web Traffic

- Page views
- Visits
- Unique visitors

## Team(s) Effort

- Communications
- Digital
- Copy Editors
- Social Media
- Blog
- Video

# Questions?

- Access our research and datasets at [www.pewresearch.org](http://www.pewresearch.org).
- Follow us: @pewresearch and @facttank
- Email us:
  - Rachel: [rweisel@pewresearch.org](mailto:rweisel@pewresearch.org)
  - Scott: [skeeter@pewresearch.org](mailto:skeeter@pewresearch.org)