

# The Nature of Work

March 2019

# Survey Overview

The GenForward Survey, founded by Dr. Cathy Cohen at the University of Chicago, is the first of its kind—a nationally representative survey of over 1,750 young adults ages 18-34 conducted bimonthly that pays special attention to the ways race and ethnicity influence how young adults, or Millennials, experience and think about the world.

Given the importance of race and ethnicity for shaping the diverse perspectives and lived experiences of young people, we believe researchers make a mistake when they present data on young adults in a manner that assumes a monolithic Millennial generation and young adult vote.

In this memo, we present an empirical overview of Millennials' views on the nature of work in the United States. The data presented were collected between February 8<sup>th</sup> and February 25<sup>th</sup>, 2019 and is comprised of 547 African American, 251 Asian American, 515 Latinx, and 763 white Millennial respondents.

# Key Findings (1 of 2)

- > Approximately 21% of African Americans, 15% of Asian Americans, 23% of Latinxs, and 22% of whites report not currently working.
- > Among those who are working, 31% of African Americans, 11% of Asian Americans, 20% of Latinxs, and 18% of whites say that they also work a secondary job for approximately 6-15 hours per week.
- > Overwhelming majorities of Millennials, across race and ethnicity do not belong to a labor union. Union membership is roughly 7% among African Americans, 10% among Asian Americans, 6% among Latinxs, and 6% among whites.
- > Many Millennials report not being to access good jobs, either because they are unavailable in their area or because they cannot get to them by driving or using public transportation. Fully 44% of Latinxs, 39% of African Americans, 31% of Asian Americans and 29% of whites say they cannot access good jobs.
- > Overwhelmingly majorities of Millennials across race and ethnicity, including 68% of African Americans, 76% of Asian Americans, 80% of Latinxs, and 79% of whites, would be willing relocate for the right job opportunity.
- > Strong majorities of Millennials across race and ethnicity report being optimistic about finding a good job that will allow them to live comfortably in the future. Majorities of Millennials also think that their generation will be economically better off than their parents generation, though a whites are slightly less likely to think so (56%) than African Americans (69%), Asian Americans (76%), and Latinxs (63%).

# Key Findings (2 of 2)

- > Millennials overwhelmingly support taxing the wealthy, with 71% of African Americans, 87% of Asian Americans, 75% of Latinxs, and 71% of whites reporting that they are in favor of imposing a 2% tax on the assets of those with a net worth over \$50 million and a 3% tax on the assets of those with a net worth over \$1 billion.
- > Strong majorities of Millennials of color somewhat or strongly agree that the government should have an obligation to take care of workers displaced by technology even it meant raising taxes substantially. White Millennials are more evenly split, with 47% agreeing that the government should take care of workers even if it meant raising taxes.
- > Beliefs on the appropriate minimum wage vary by race/ethnicity. The plurality of African Americans believe it should be increased to \$12/hr whereas the plurality of Latinxs support raising the minimum wage to \$15/hr. Among Asian Americans and whites, pluralities believe that states should decide the appropriate wage, not the federal government.
- > Majorities of Millennials across race and ethnicity do report feeling not at all or not very confident in the future of Social Security. Approximately 55% of African Americans, 68% of Asian Americans, 60% of Latinxs, and 68% of whites feel not at all or not very confident in the future of the Social Security system
- > Strong majorities of Millennials of color (over 60%) and a bare majority of white Millennials (52%) believe that the government should guarantee a job to every American adult who wants to work.

# Work Policies

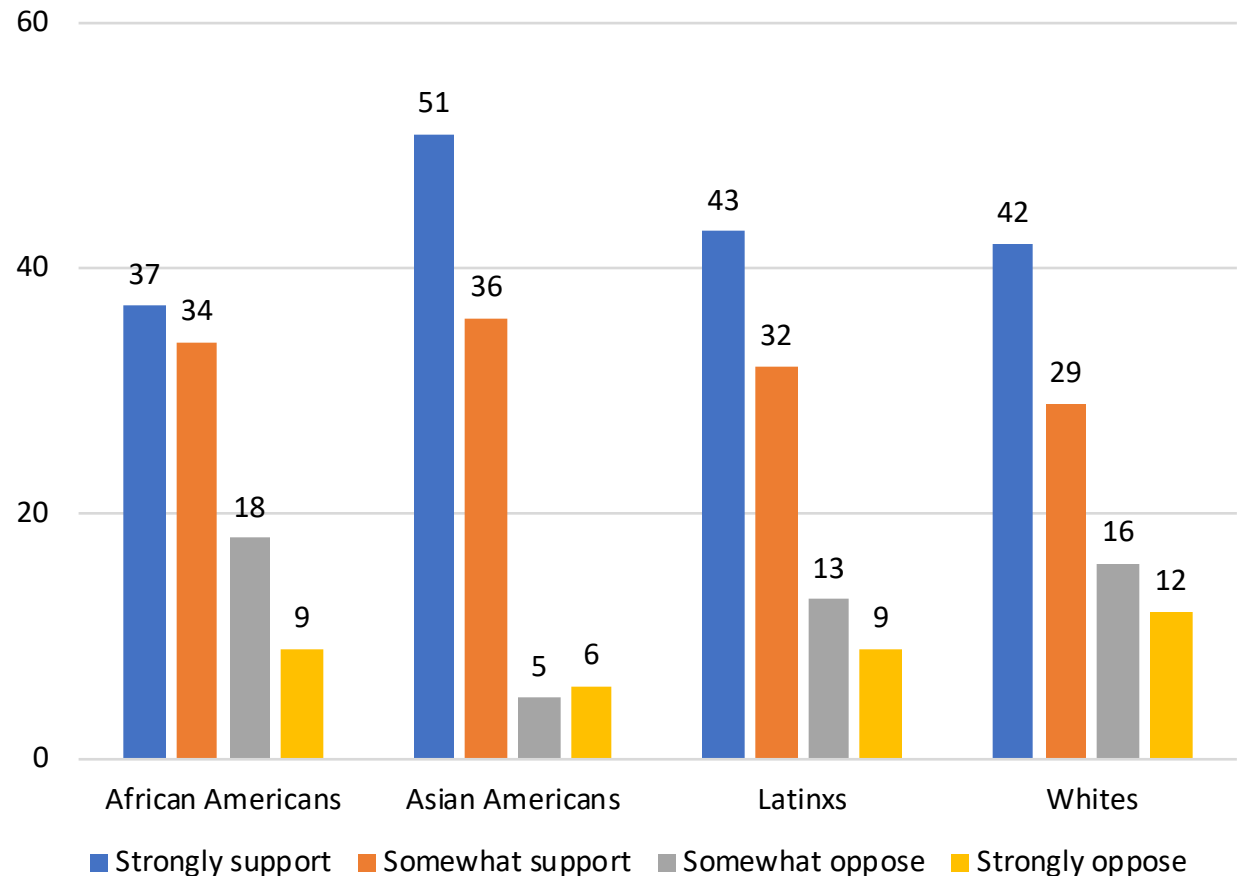
# Support for taxing the wealthy

Overwhelming majorities of Millennials across race and ethnicity support imposing a 2% tax on the assets of those with a net worth over \$50 million and 3% tax on the assets of those with a net worth over \$1 billion.

Percent who strongly or somewhat support imposing taxes on the wealthy:

- African Americans = 71%
- Asian Americans = 87%
- Latinxs = 75%
- Whites = 71%

**Would you support or oppose imposing a 2% tax on the assets of those with a net worth over \$50 million and a 3% tax on the assets of those with a net worth over \$1 billion?**



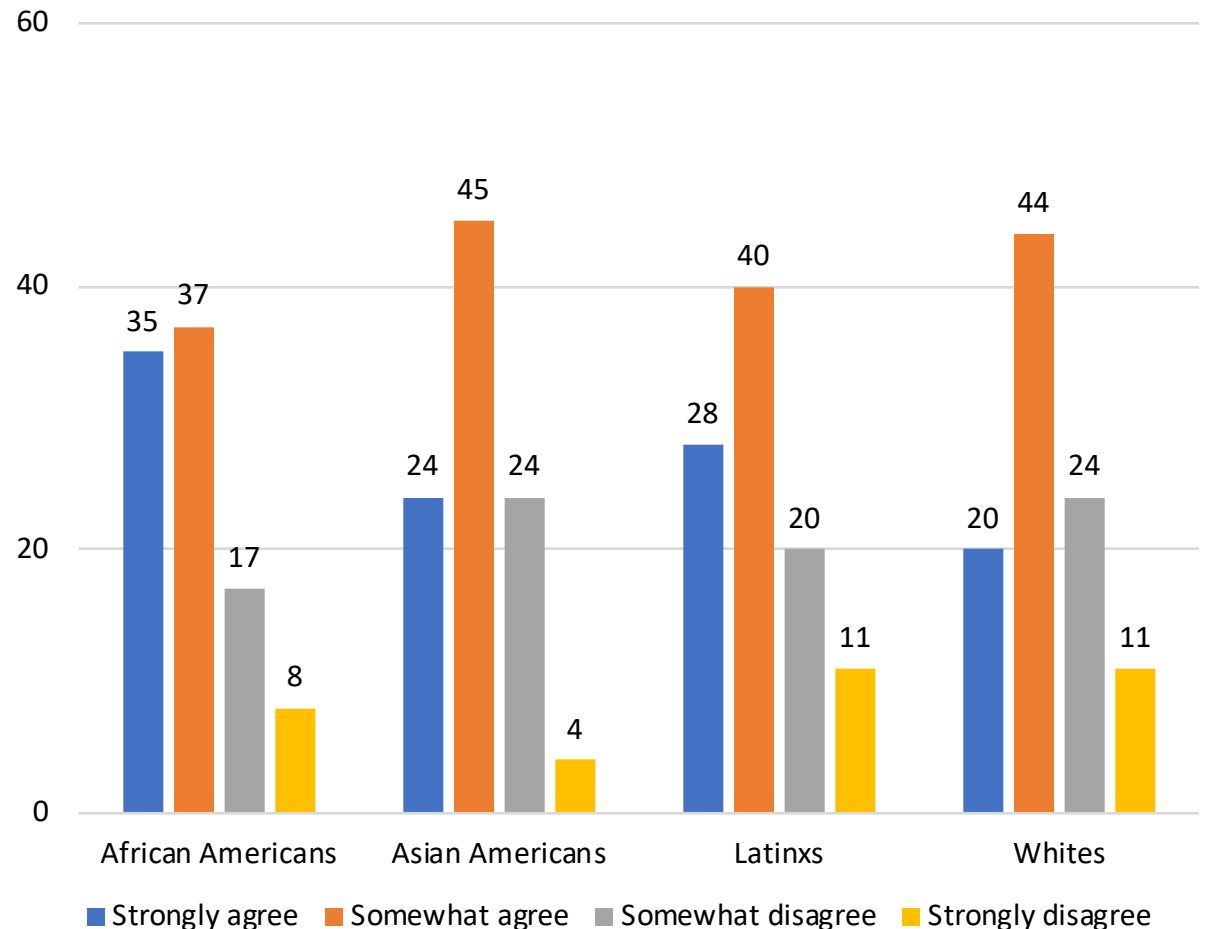
# Government obligation to workers displaced by technology

Overwhelming majorities of Millennials, regardless of race and ethnicity, strongly or somewhat agree that the government should have an obligation to take care of people whose jobs are displaced by robots and computers.

Percent who agree the government should have an obligation to take care of displaced workers:

- African Americans = 72%
- Asian Americans = 69%
- Latinxs = 68%
- Whites = 64%

**The government should have an obligation to take care of people whose jobs are displaced by robots and computers.**



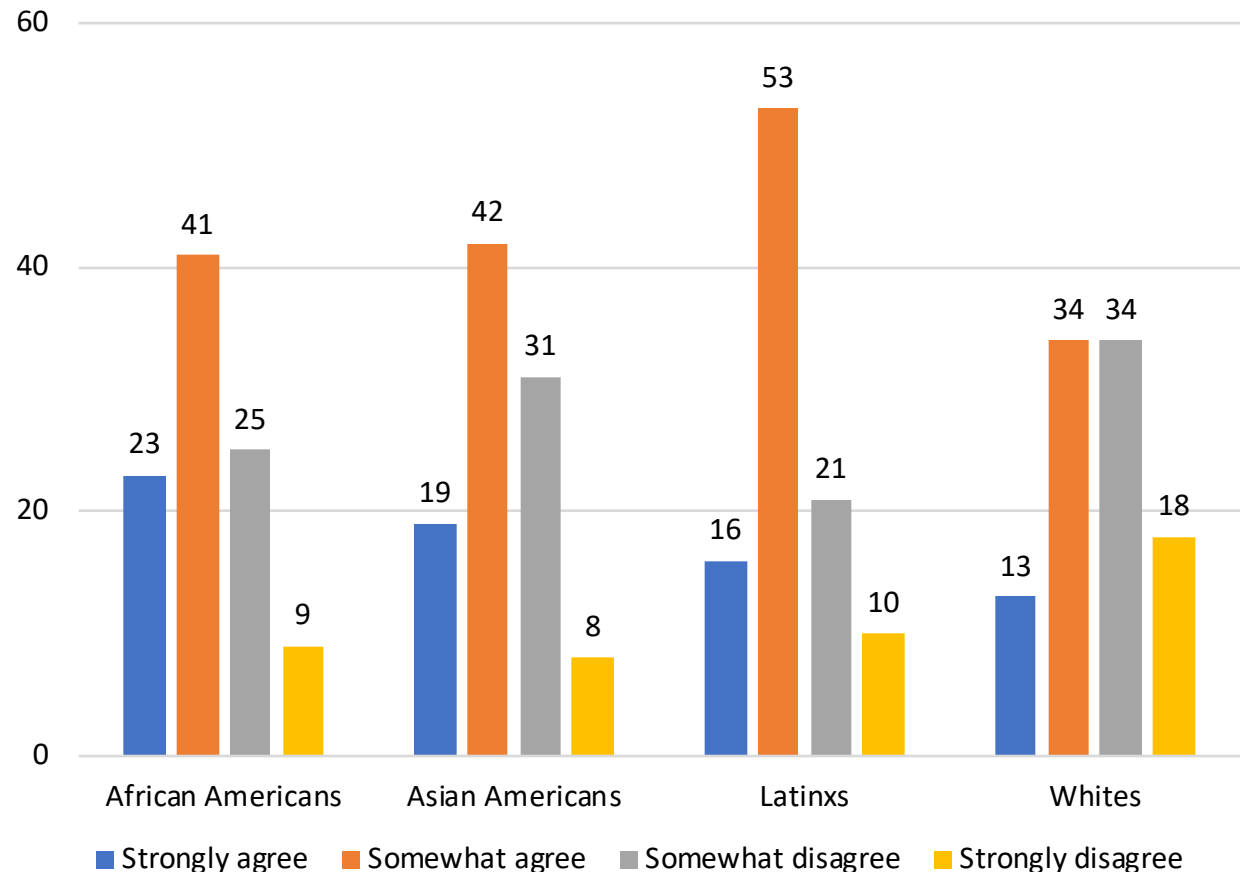
# Government obligation to workers displaced by technology (v2)

Strong majorities of Millennials of color somewhat or strongly agree that the government should have an obligation to take care of workers displaced by technology even if it meant raising taxes substantially. White Millennials are more evenly split, with 47% agreeing that the government should take care of workers even if it meant raising taxes.

Percent believe the government should have an obligation to take care of displaced workers even if it meant raising taxes substantially:

- African Americans = 64%
- Asian Americans = 61%
- Latinxs = 69%
- Whites = 47%

**The government should have an obligation to take care of people whose jobs are displaced by robots and computers, even if that meant raising taxes substantially.**



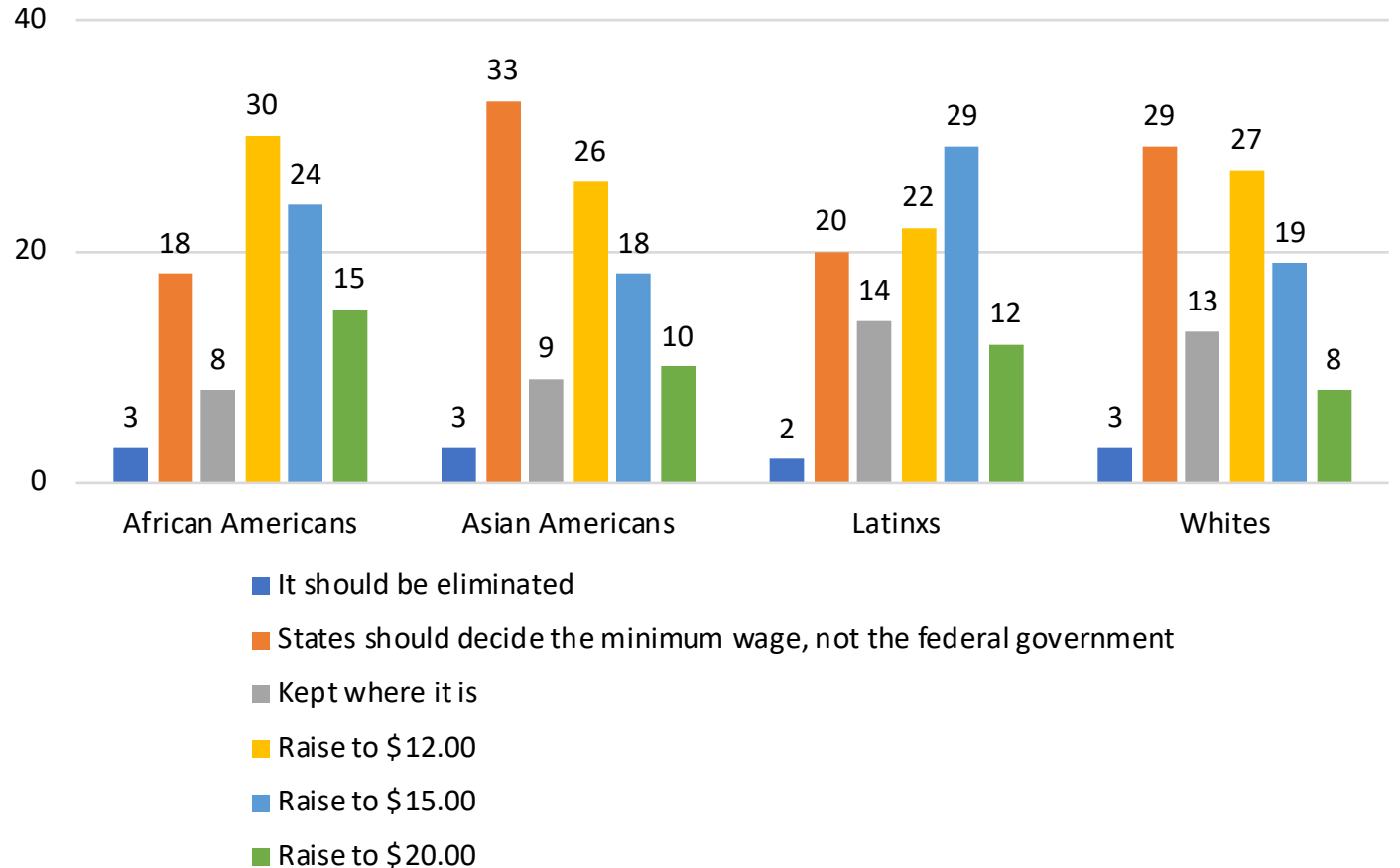


# Views on the federal minimum wage

Beliefs on the appropriate minimum wage vary by race/ethnicity:

- African Americans = The plurality believe it should be increased to \$12/hr.
- Latinxs = The plurality support raising the minimum wage to \$15/hr.
- Asian Americans and whites = Pluralities believe that states should decide the appropriate wage, not the federal government.

As you may know, the federal minimum wage is currently \$7.25 an hour. Which position best reflects your view about the minimum wage?



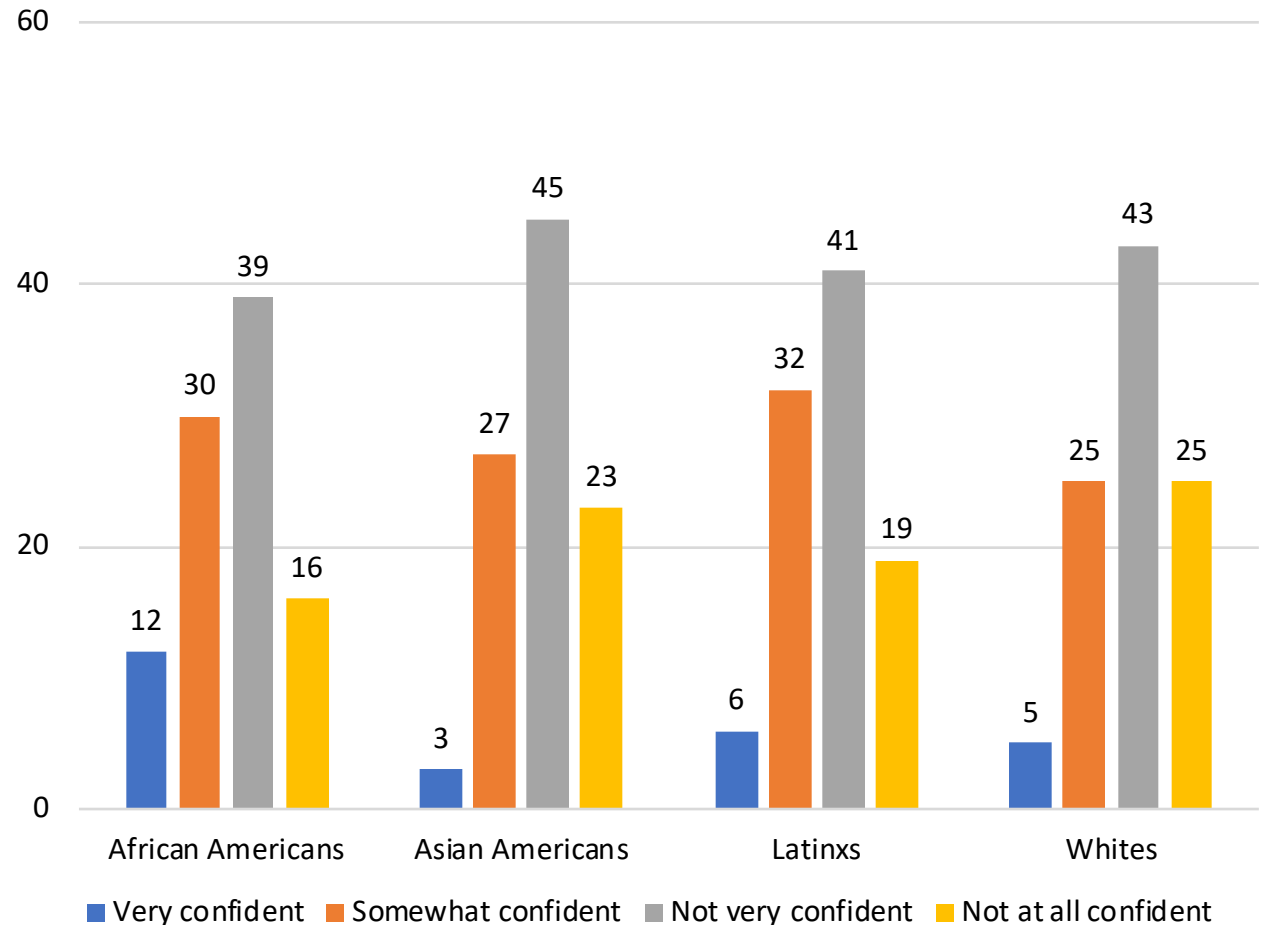
# Confidence in the future of Social Security

Majorities of Millennials across race and ethnicity do report feeling not at all or not very confident in the future of Social Security.

Percent who are not at all or not very confident in the future of the Social Security system:

- African Americans = 55%
- Asian Americans = 68%
- Latinxs = 60%
- Whites = 68%

**How much confidence do you have in the future of the Social Security system? Would you say you are...**



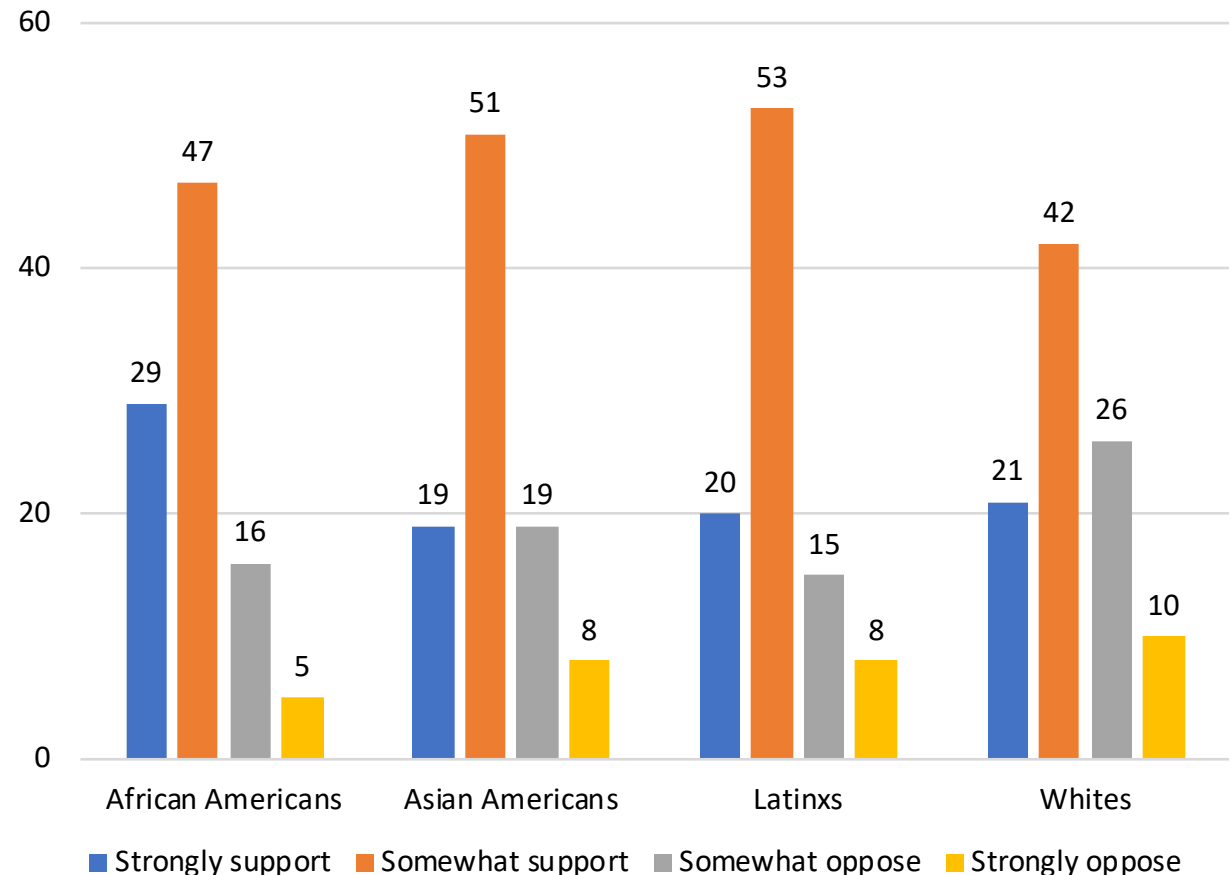
# Support for taxing companies that displace workers

Significant majorities of Millennials, especially Millennials of color, either somewhat or strongly support requiring companies to pay a tax for every worker it displaces that then goes to retraining displaced workers.

Percent who somewhat or strongly favor requiring companies to pay a tax for every displaced worker:

- African Americans = 76%
- Asian Americans = 70%
- Latinxs = 73%
- Whites = 63%

**A company should be required to pay a “tax” for every worker it displaces, with the tax dollars being allocated for retraining the displaced worker.**



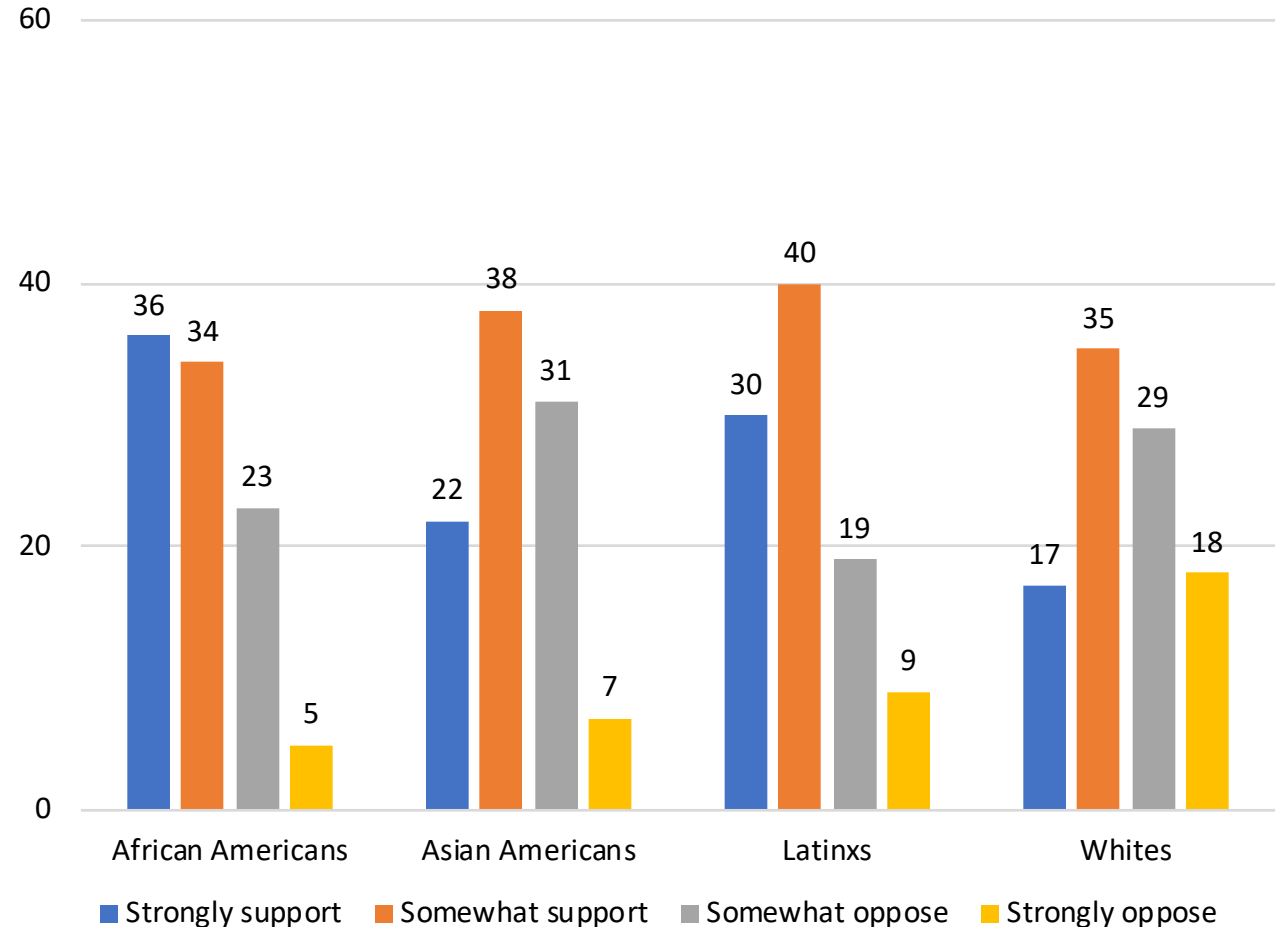
# Support for a universal job guarantee

Strong majorities of Millennials of color and a bare majority of white Millennials believe that the government should guarantee a job to every American adult who wants to work.

Percent who somewhat or strongly support a universal job guarantee:

- African Americans = 70%
- Asian Americans = 60%
- Latinxs = 70%
- Whites = 52%

**Government should guarantee a job to every American adult who wants to work.**



# The Nature of Work

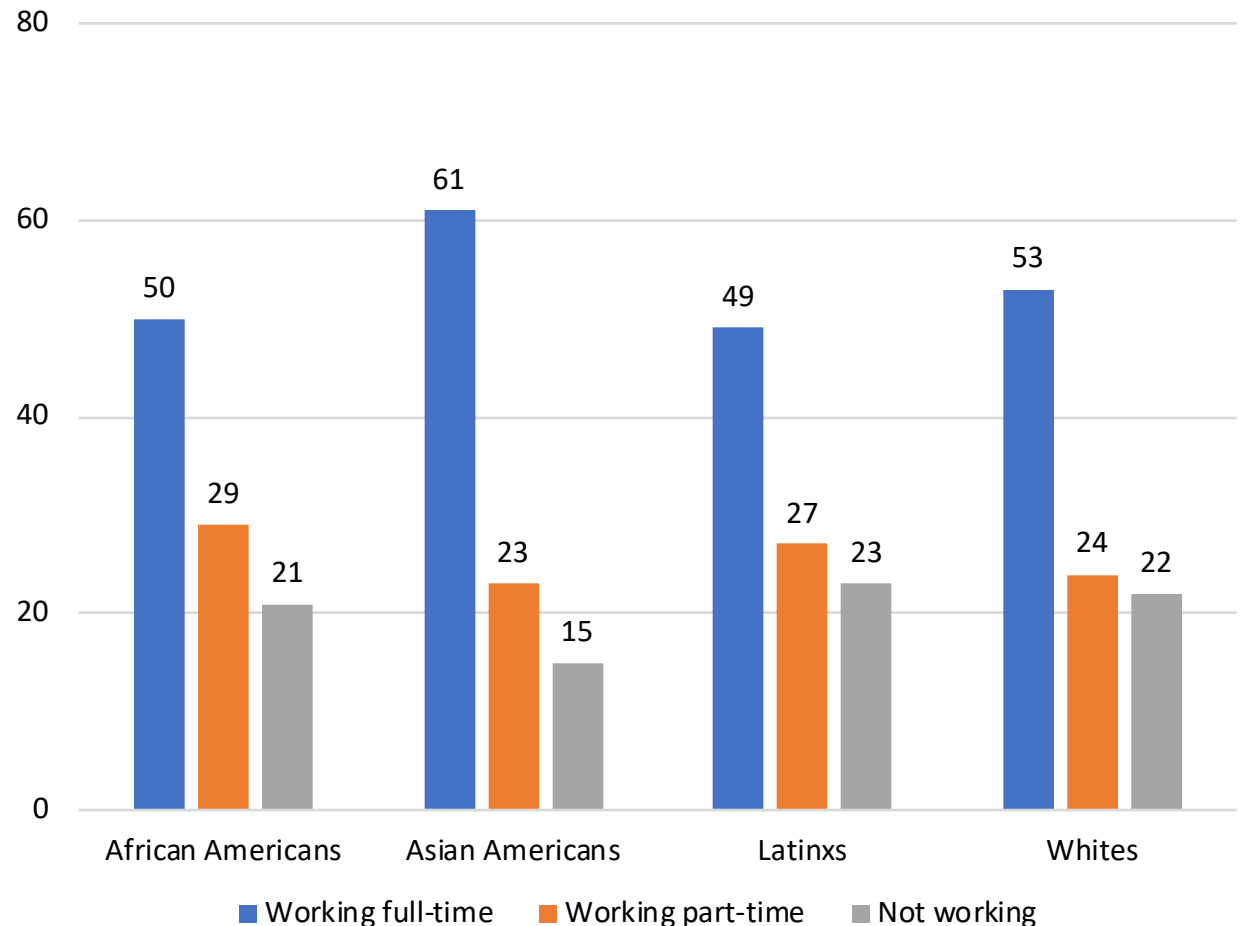
# Employment status

Nearly a quarter of African American, Latinx, and white Millennials report not currently working. Asian American Millennials are the least likely to not be currently employed, with only 15% reporting not working.

Percent who report not currently working:

- African Americans = 21%
- Asian Americans = 15%
- Latinxs = 23%
- Whites = 22%

**Which of the following options best describes your employment status?**



# Employment among part-time workers

Among those working part-time, the majority of Millennials are either looking for full-time work or currently in school.

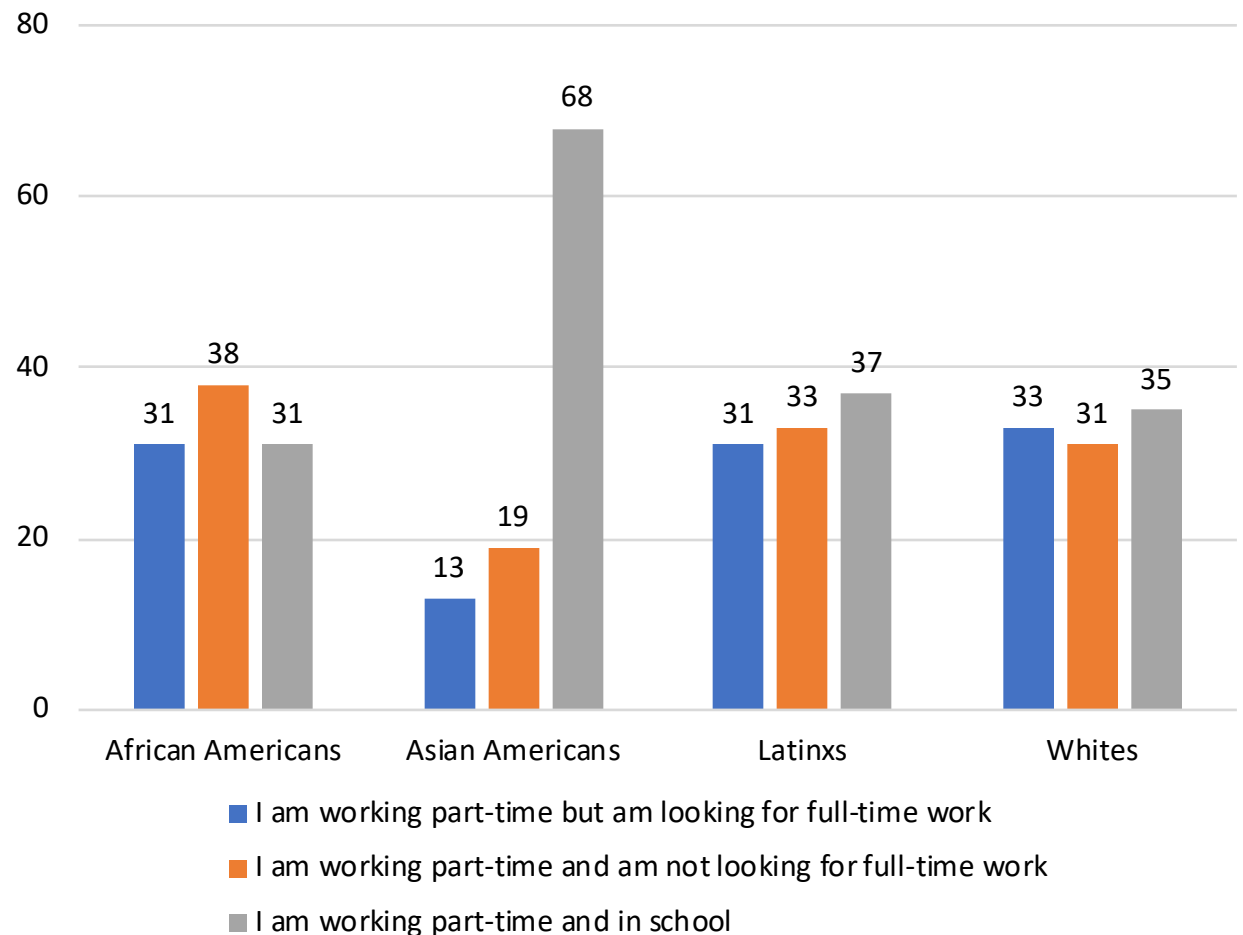
Percent who are looking for full-time work:

- African Americans = 31%
- Asian Americans = 13%
- Latinxs = 31%
- Whites = 33%

Percent who are currently in school:

- African Americans = 31%
- Asian Americans = 68%
- Latinxs = 37%
- Whites = 35%

**If working part-time... Please tell us which of the following options best describes your status:**



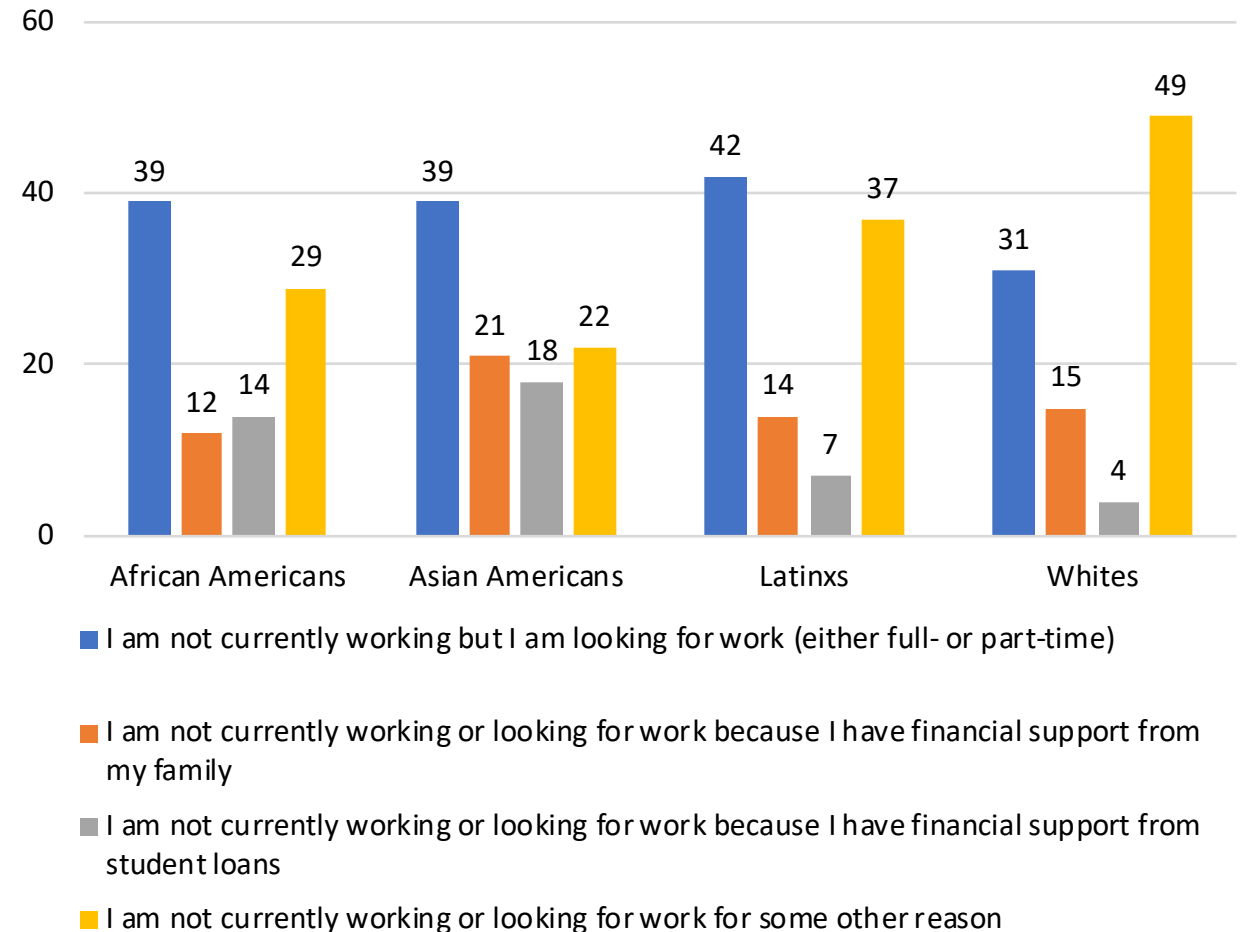
# The job search among those not working

Among those not working, pluralities of African American, Asian American, and Latinx Millennials report actively looking for work.

Percent who are looking for work:

- African Americans = 39%
- Asian Americans = 39%
- Latinxs = 42%
- Whites = 31%

**If not working... Please tell us which of the following options best describes your status:**





# Work benefits currently receiving

Among those that are working full- or part-time, the top three benefits that Millennials, regardless of race/ethnicity, say they receive are health care benefits, dental care benefits, and a flexible work schedule.

Top benefits currently receiving:

- African Americans = Health care benefits (55%)
- Asian Americans = Health care benefits (59%)
- Latinxs = Health care benefits (43%)
- Whites = Health care benefits (52%)

*\*Benefits listed: Retirement or pension contribution; paid family leave; child care assistance; flexible work schedule; ability to work from home; health care benefits; dental care benefits; life insurance; none of the above*

**If working full- or part-time... Which of the following benefits\*, if any, do you receive at your current job?**

	African Americans	Asian Americans	Latinxs	Whites
1 <sup>st</sup>	Health care benefits (55%)	Health care benefits (59%)	Health care benefits (43%)	Health care benefits (52%)
2 <sup>nd</sup>	Flexible work schedule (49%)	Dental care benefits (52%)	Flexible work schedule (37%)	Flexible work schedule (46%)
3 <sup>rd</sup>	Dental care benefits (44%)	Flexible work schedule (51%)	Dental care benefits (35%)	Retirement/ Dental care benefits (44%)

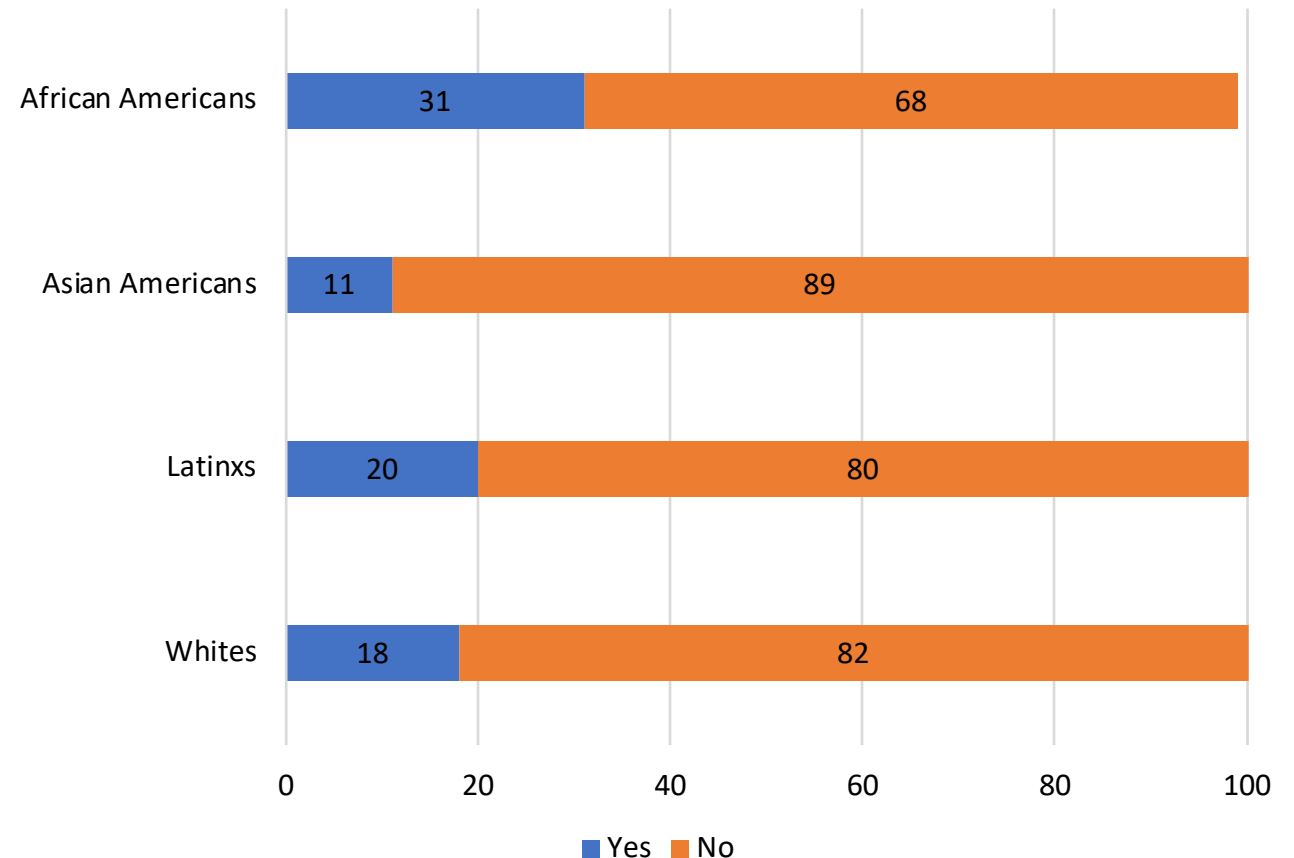
# Supplementary employment among those employed

Among those working full- or part-time, African Americans are the mostly likely to say that they also have secondary job or do temp/contracting work in addition to their primary job.

Percent who report having a secondary / temp / contracting job in addition to their primary job:

- African Americans = 31%
- Asian Americans = 11%
- Latinxs = 20%
- Whites = 18%

**If working full- or part-time... Do you currently have a secondary job, or do you do temp or contracting work in addition to your primary job?**



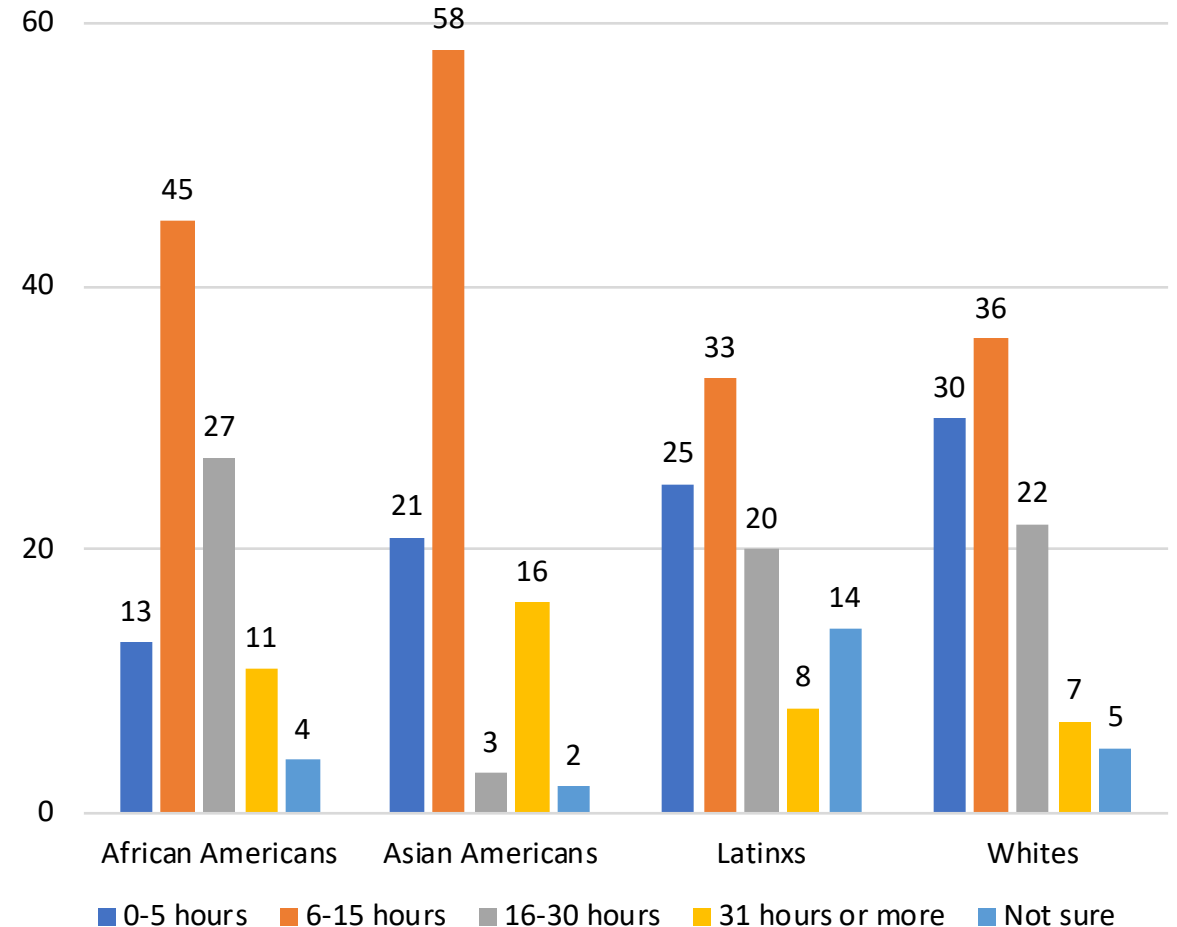
# Hours spent on supplementary employment

Among those who work a secondary job or do temp / contracting work, most report working approximately 6-15 hours per week in addition to their primary job.

Percent who report working 6-15 hours per week doing secondary, temp, or contracting work:

- African Americans = 45%
- Asian Americans = 58%
- Latinxs = 33%
- Whites = 36%

Approximately how many hours per week do you spend doing secondary, temp or contracting work?



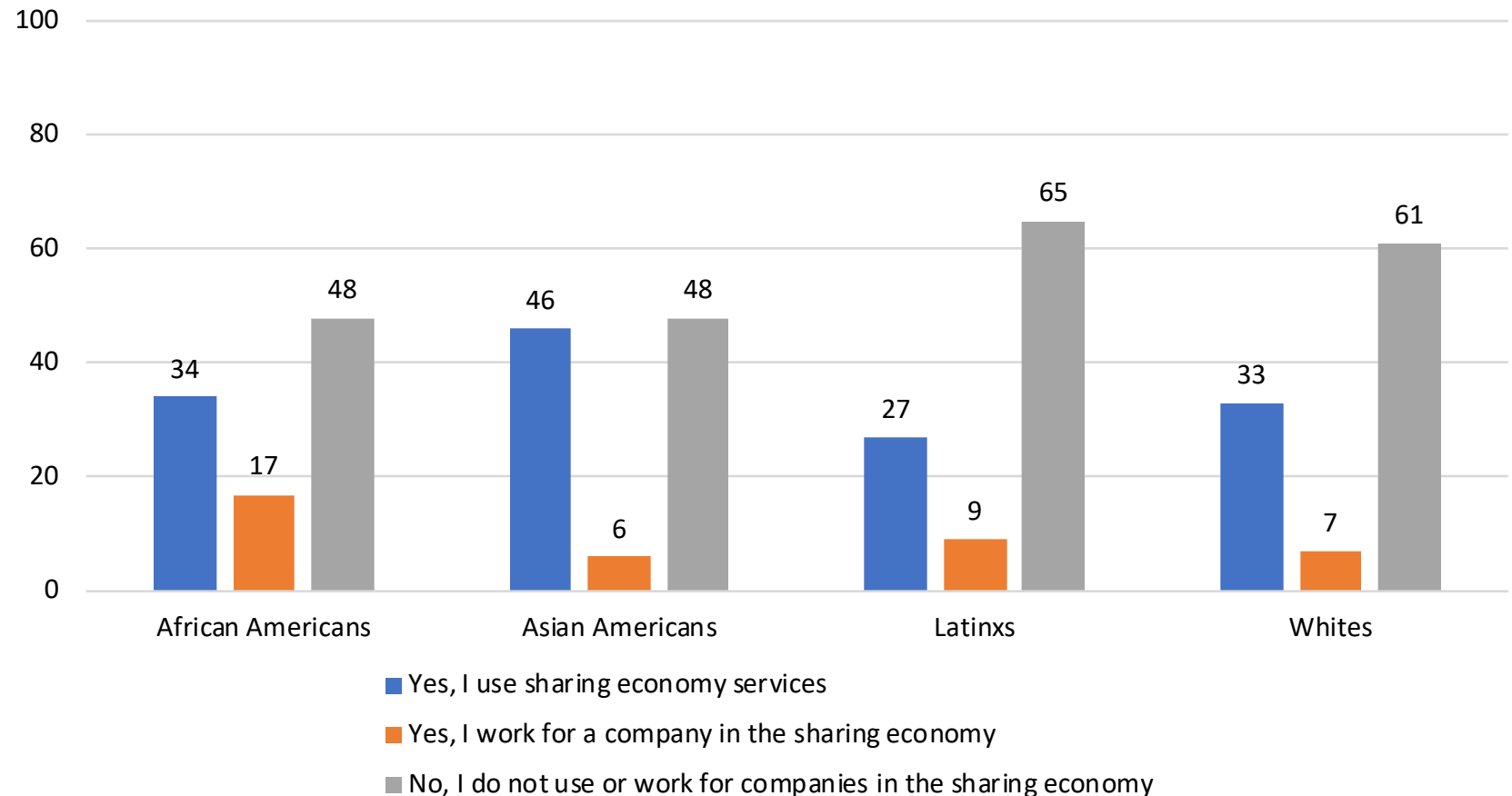
# Participation in the sharing economy

Nearly half of African Americans and Asian Americans, and over 60% of Latinxs and whites report not using or working for companies in the sharing economy (e.g., Uber, AirBnB).

Percent who do not use or work for companies in the sharing economy:

- African Americans = 48%
- Asian Americans = 48%
- Latinxs = 65%
- Whites = 61%

**Do you participate in the sharing economy, either by using services such as Uber and AirBnB or working for a company like them? Please select all that apply.**



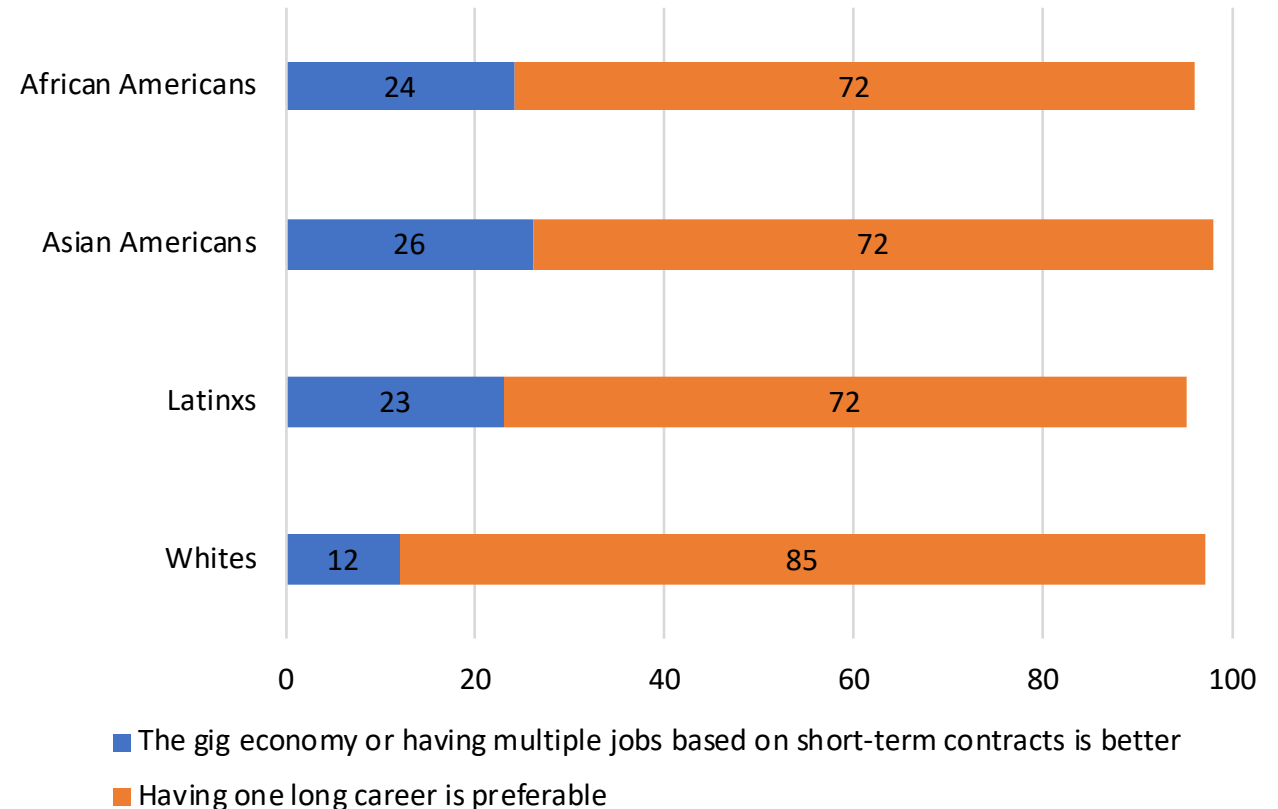
# Preference for the gig economy vs. a singular career

Overwhelming majorities of Millennials, particularly white Millennials, believe that having one long career is a preferable work structure when compared to multiple short-term jobs.

Percent who believe one long career is preferable:

- African Americans = 72%
- Asian Americans = 72%
- Latinxs = 72%
- Whites = 85%

**Do you think the new structure of work centering on the gig economy—where people function as independent contractors with multiple jobs based on short-term contracts—instead of one long career often with one company is preferable, or not?**



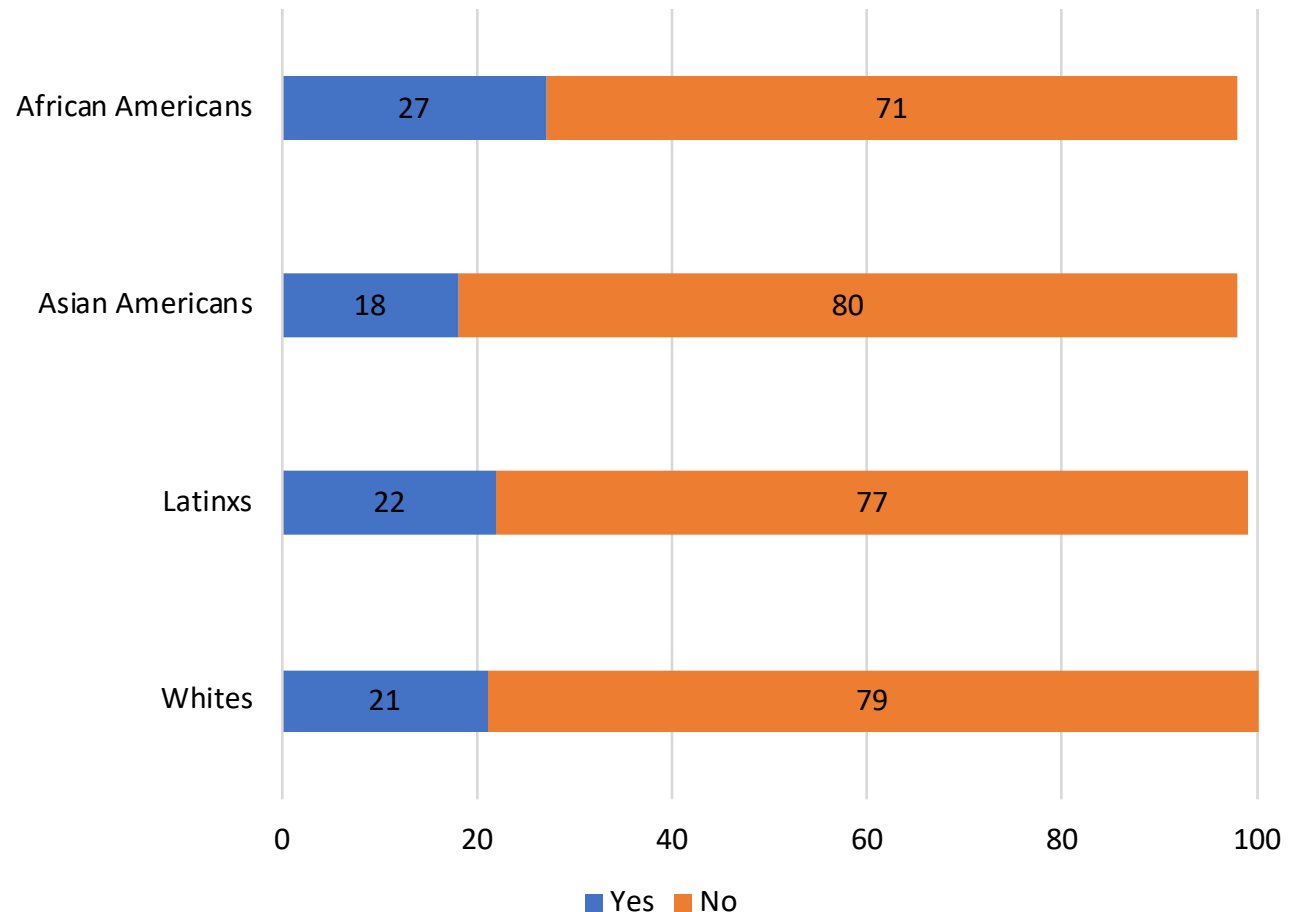
# Experience with lay-offs

Compared to their peers, African Americans are the most likely to report having been personally laid off from a job before.

Percent who have been personally laid off from a job:

- African Americans = 27%
- Asian Americans = 18%
- Latinxs = 22%
- Whites = 21%

Have you personally been laid off from a job before, or not?



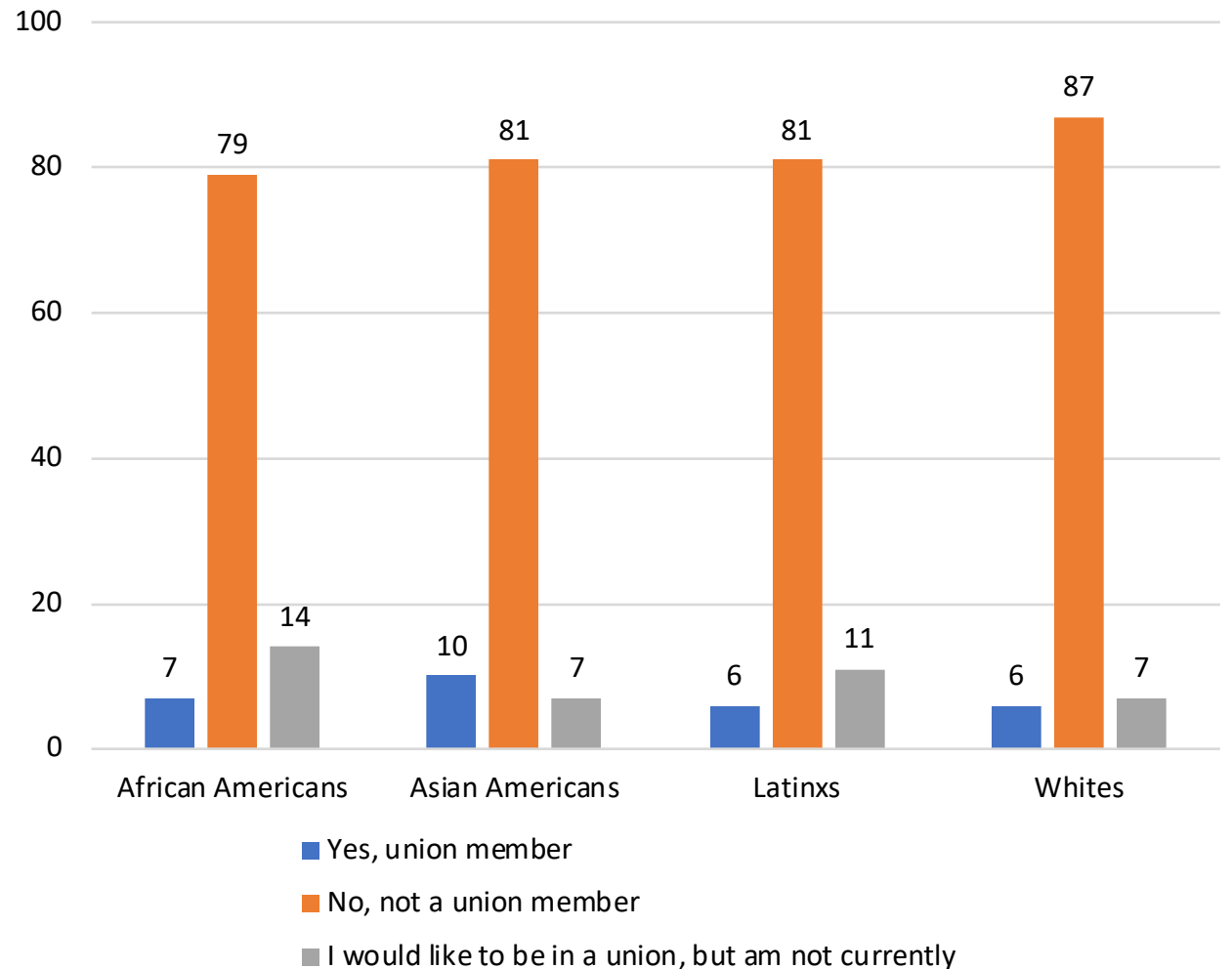
# Union membership

Overwhelmingly majorities of Millennials are not members of a labor union, with only 10% or fewer in any racial/ethnic category indicating that they belong to be in a union.

Percent who do not belong to a labor union:

- African Americans = 79%
- Asian Americans = 81%
- Latinxs = 81%
- Whites = 87%

## Do you belong to a labor union?



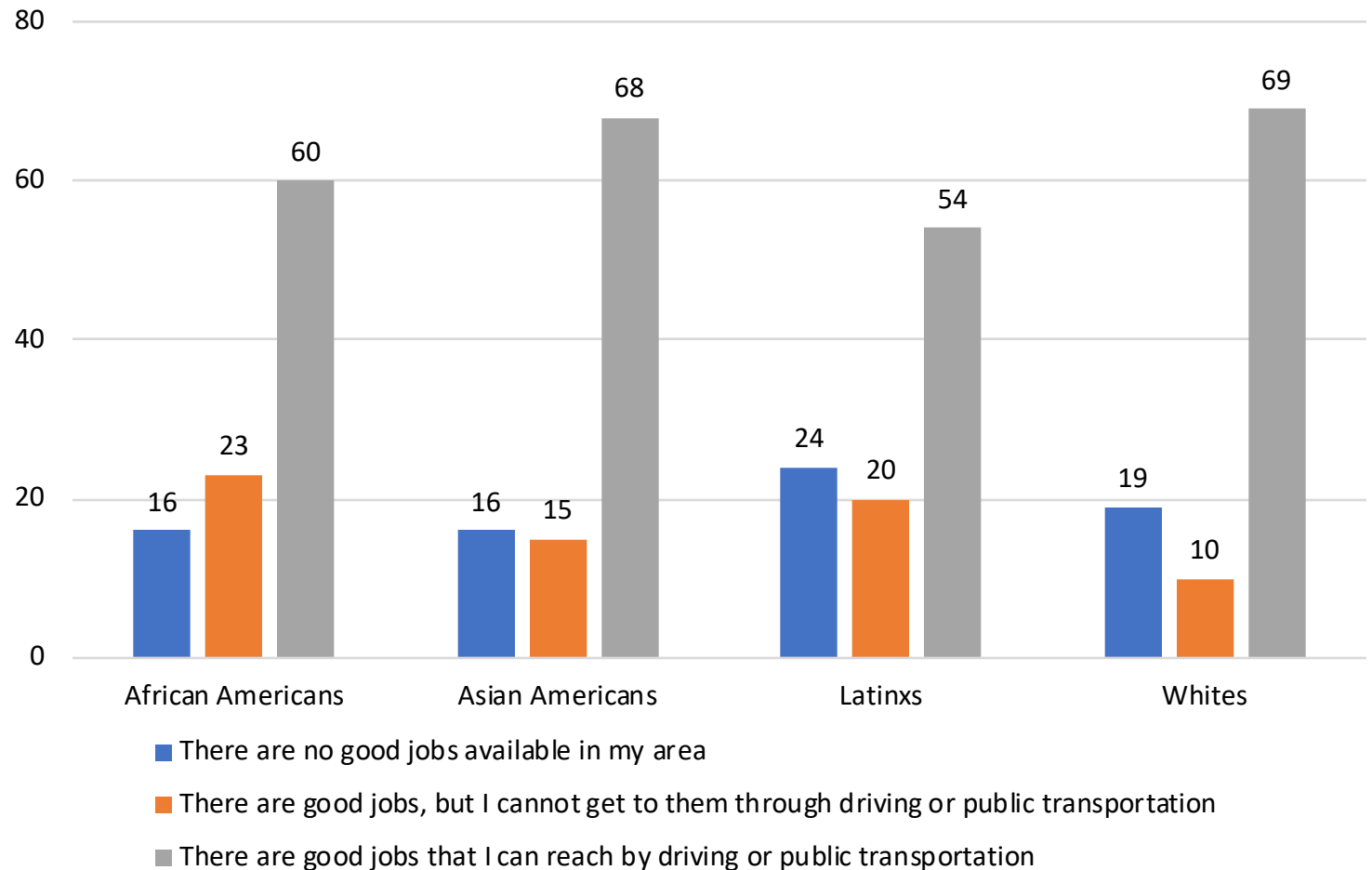
# Availability of good jobs

Sizeable percentages of Millennials—including nearly half of Latinx Millennials--report not being access good jobs, either because they are not available in their areas but or because they cannot get to them through driving or public transportation.

Percent who cannot access good jobs:

- African Americans = 39%
- Asian Americans = 31%
- Latinxs = 44%
- Whites = 29%

**Do you believe there are good jobs available to you that you can get to through driving or public transportation?**





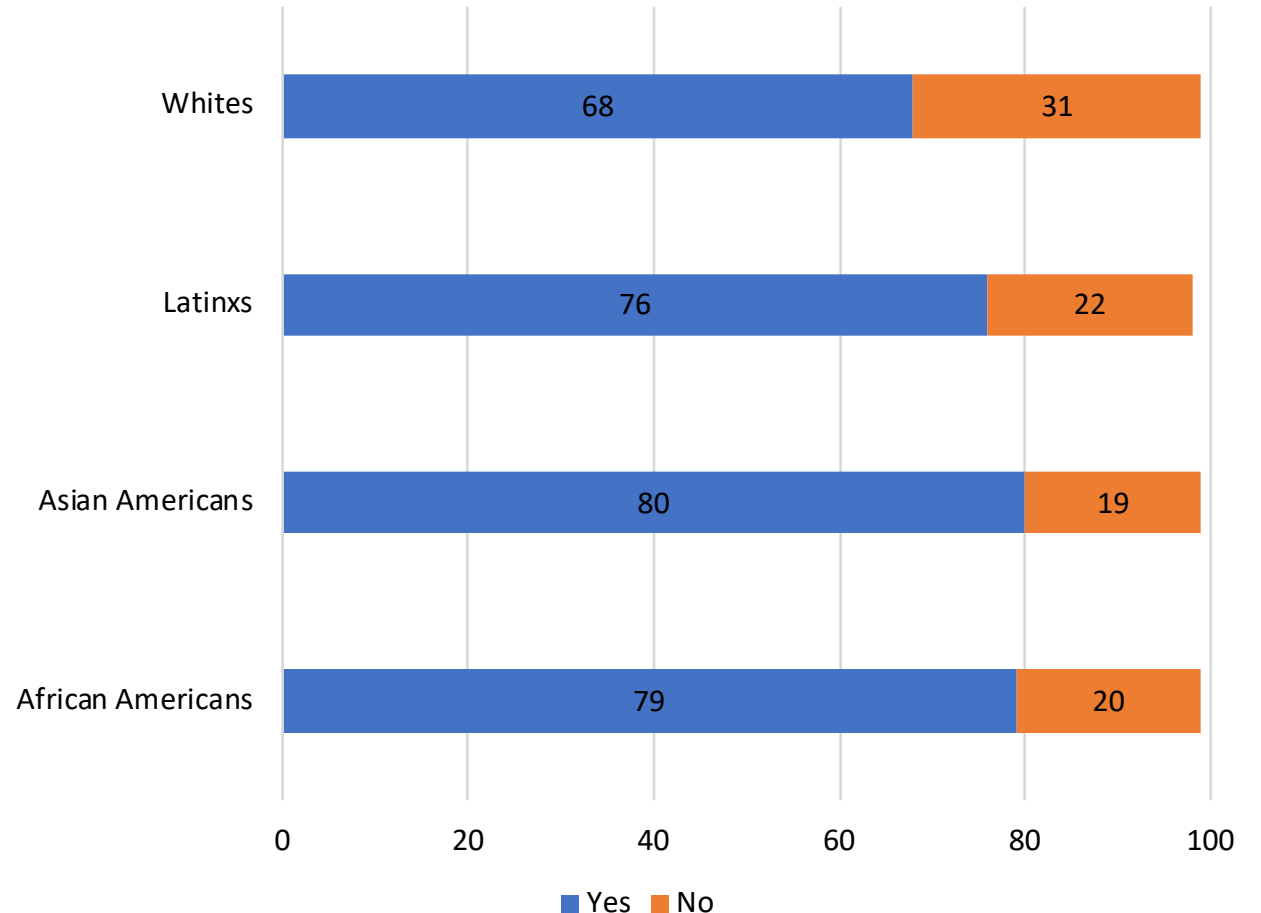
# Willingness to relocate for work

Overwhelmingly majorities of Millennials across race and ethnicity would be willing relocate for the right job opportunity.

Percent who are willing to relocate for the right job opportunity:

- African Americans = 68%
- Asian Americans = 76%
- Latinxs = 80%
- Whites = 79%

**Would you be willing to relocate for the right job opportunity?**



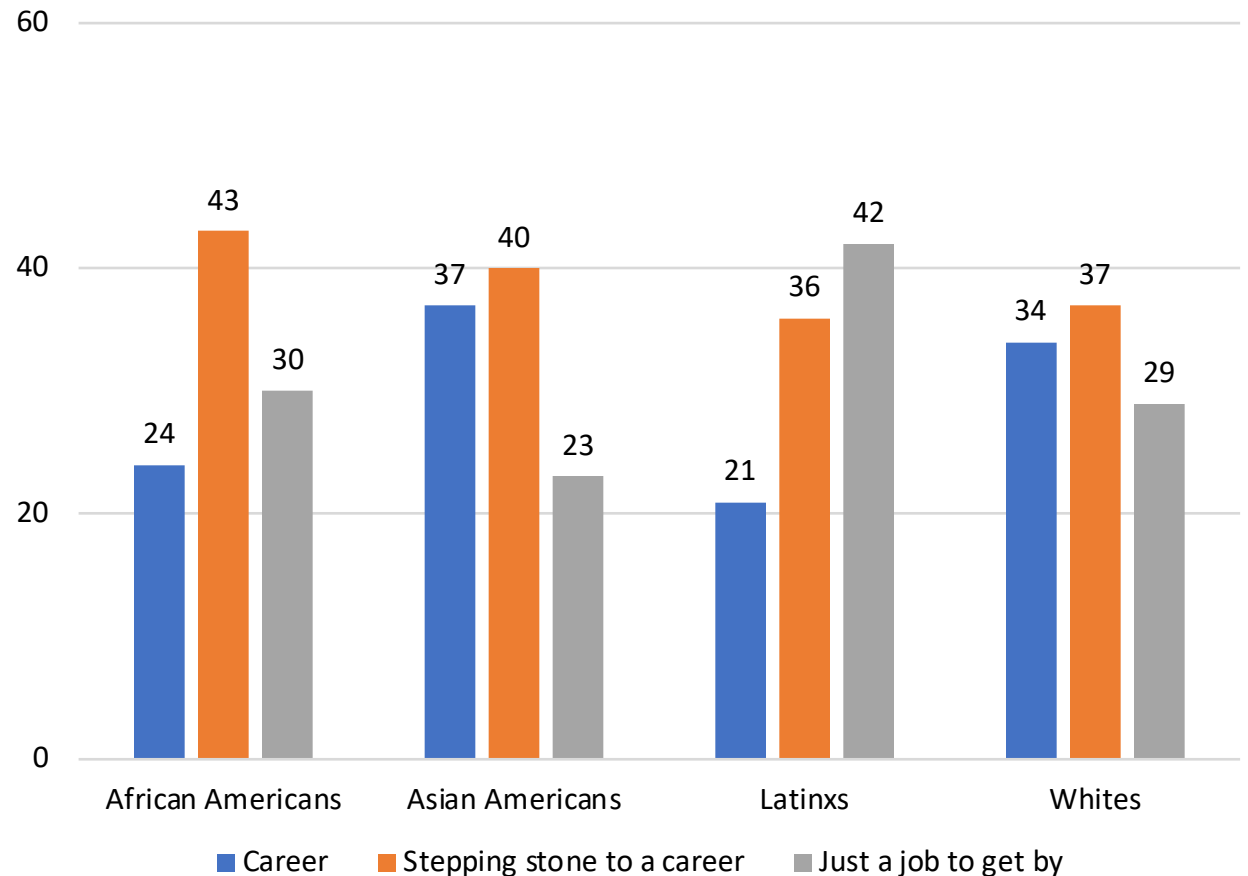
# Purpose of current employment

Across race and ethnicity, Millennials who consider their current job as a career are the minority. Instead, strong majorities of Millennials think of their current job as either a stepping stone to a career or just a job to get by.

Percent who think of their job as a career:

- African Americans = 24%
- Asian Americans = 37%
- Latinxs = 21%
- Whites = 34%

**Do you think of your current job as a career, a stepping stone to a career, or do you think of it as just a job to get you by?**



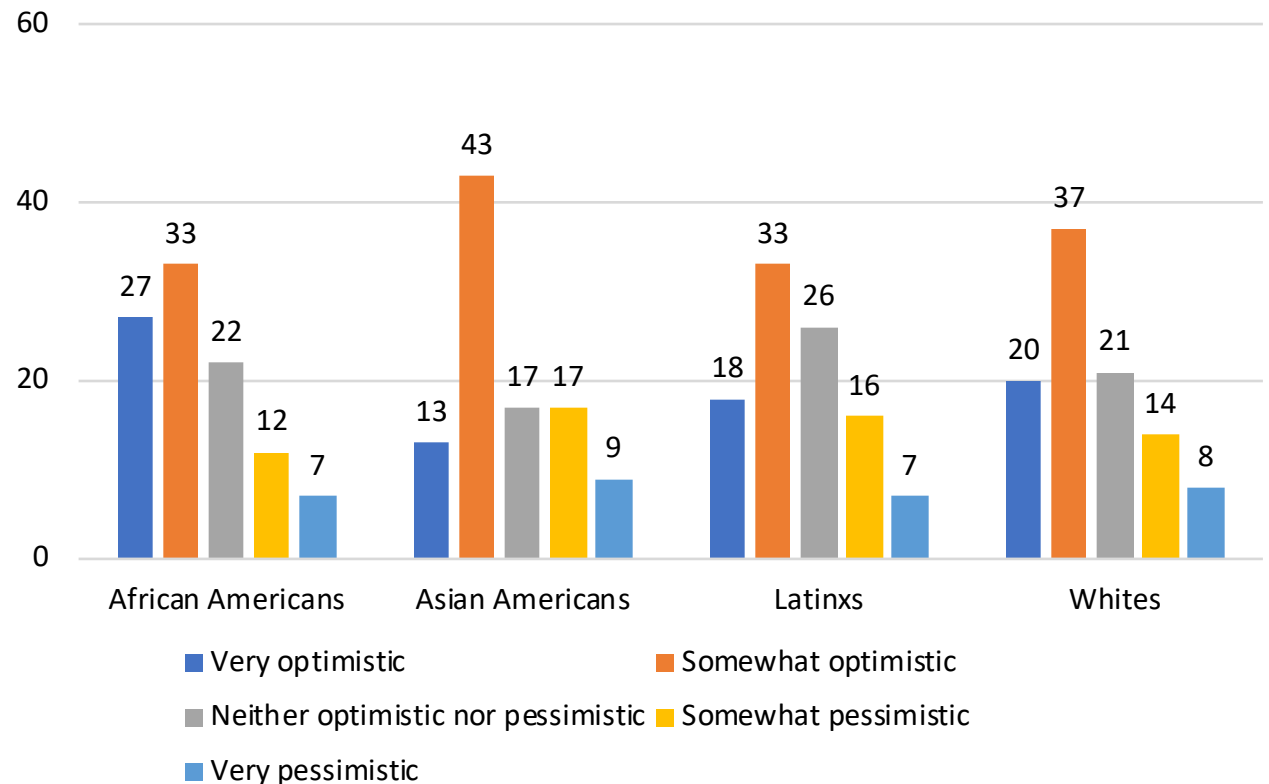
# Optimism toward one's personal economic future

Slim majorities Asian Americans, Latinxs, and whites feel "somewhat" or "very" optimistic about their personal futures. Among African Americans, 69% are optimistic about being able to afford the lifestyle they want in the future.

Percent who are very or somewhat optimistic about their personal futures:

- African Americans = 69%
- Asian Americans = 56%
- Latinxs = 51%
- Whites = 57%

**Generally speaking, how optimistic are you about your personal future—think about things like finding and keeping a good job, paying off your student loan debt, and being able to afford the lifestyle you want?**



# Values and Work

# Important values when accepting a job

Millennials, regardless of race/ethnicity, say that having a flexible work schedule is one of the most important values in determining whether or not take a job. Also important is whether the company shares their values, except for African American Millennial, who say that it's important the company values diversity

*\*Values listed as a company having: social justice mission; shares my values; values diversity; shares profits employees; flexible work schedule; allows workers to participate in decisions about the running of the company.*

**Among these values\*, which two are the most important in determining if you take a job or not?  
Please select up to 2 responses.**

	African Americans	Asian Americans	Latinxs	Whites
1 <sup>st</sup>	Flexible work schedule (52%)	Flexible work schedule (58%)	Flexible work schedule (60%)	Flexible work schedule (61%)
2 <sup>nd</sup>	Values diversity (42%)	Shares my values (44%)	Shares my values (42%)	Shares my values (48%)

# Important characteristics when accepting a job

Material benefits, like salary and benefits, are consistently the top two most important characteristics for Millennials when deciding to accept a job. For Asian American and white Millennials, the work environment is also an important consideration.

Percent who report salary as being the most important factor in accepting a job:

- African Americans = 63%
- Asian Americans = 69%
- Latinxs = 66%
- Whites = 66%

*\*Characteristics listed: salary; benefits; work environment; opportunity for advancement; meaningful work; social justice mission; shares my values; values diversity; shares profits employees; flexible work schedule; allows workers to participate in decisions about the running of the company.*

**Among the characteristics listed below\*, which two are the most important in determining if you take a job or not? Please select up to 2 responses.**

	African Americans	Asian Americans	Latinxs	Whites
1 <sup>st</sup>	Salary (63%)	Salary (69%)	Salary (66%)	Salary (66%)
2 <sup>nd</sup>	Benefits (35%)	Benefits/work environment (28%)	Benefits (39%)	Benefits/work environment (32%)

# Confidence in the Future

# The effects of technology on work

The top two ways that most Millennials across race/ethnicity say technology has changed their work environment is:

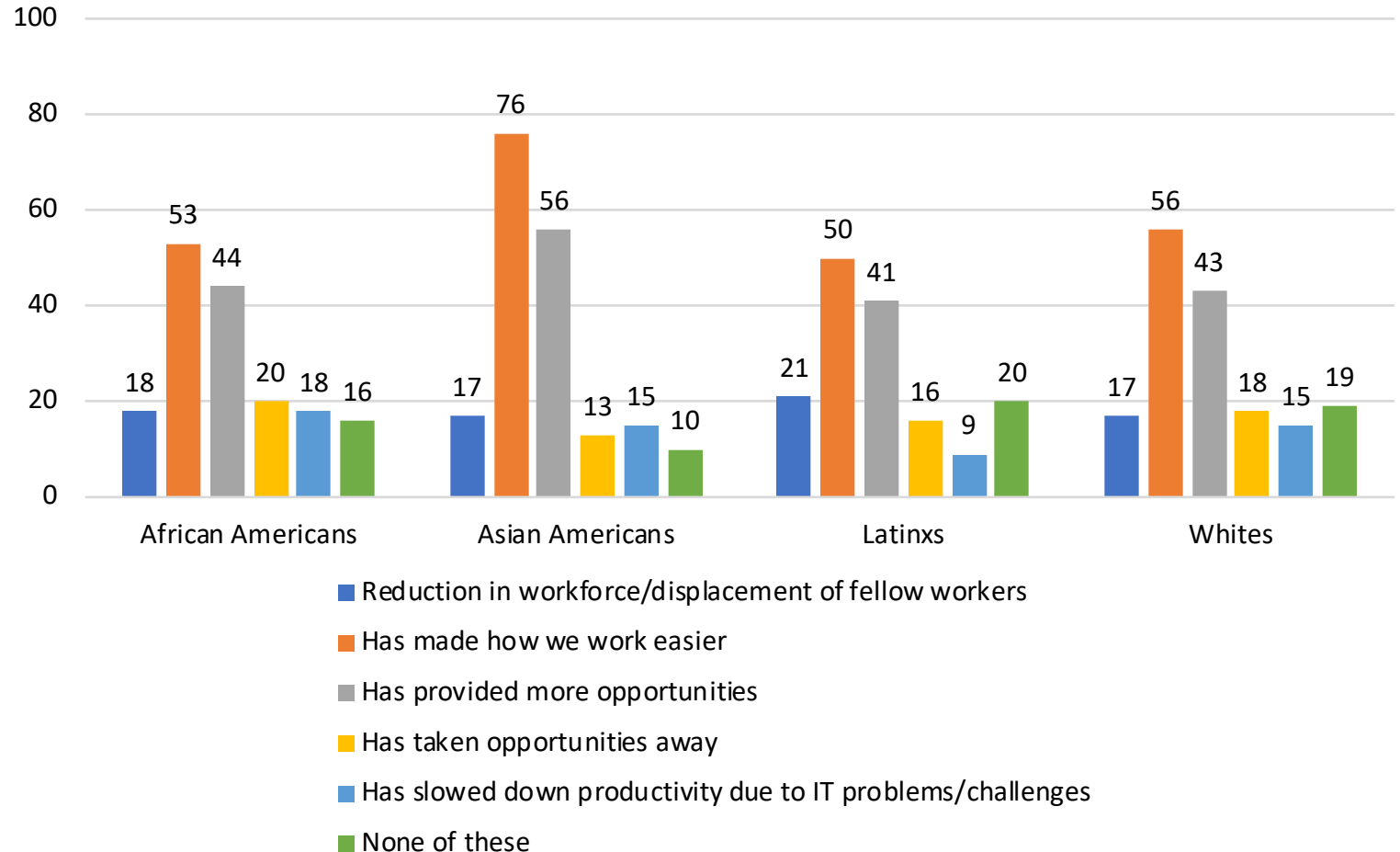
1. It has made work easier.

- African Americans = 53%
- Asian Americans = 76%
- Latinxs = 50%
- Whites = 56%

2. Has provided more opportunities.

- African Americans = 44%
- Asian Americans = 56%
- Latinxs = 41%
- Whites = 43%

**In which of the following ways, if any, has technology changed your work environment?**





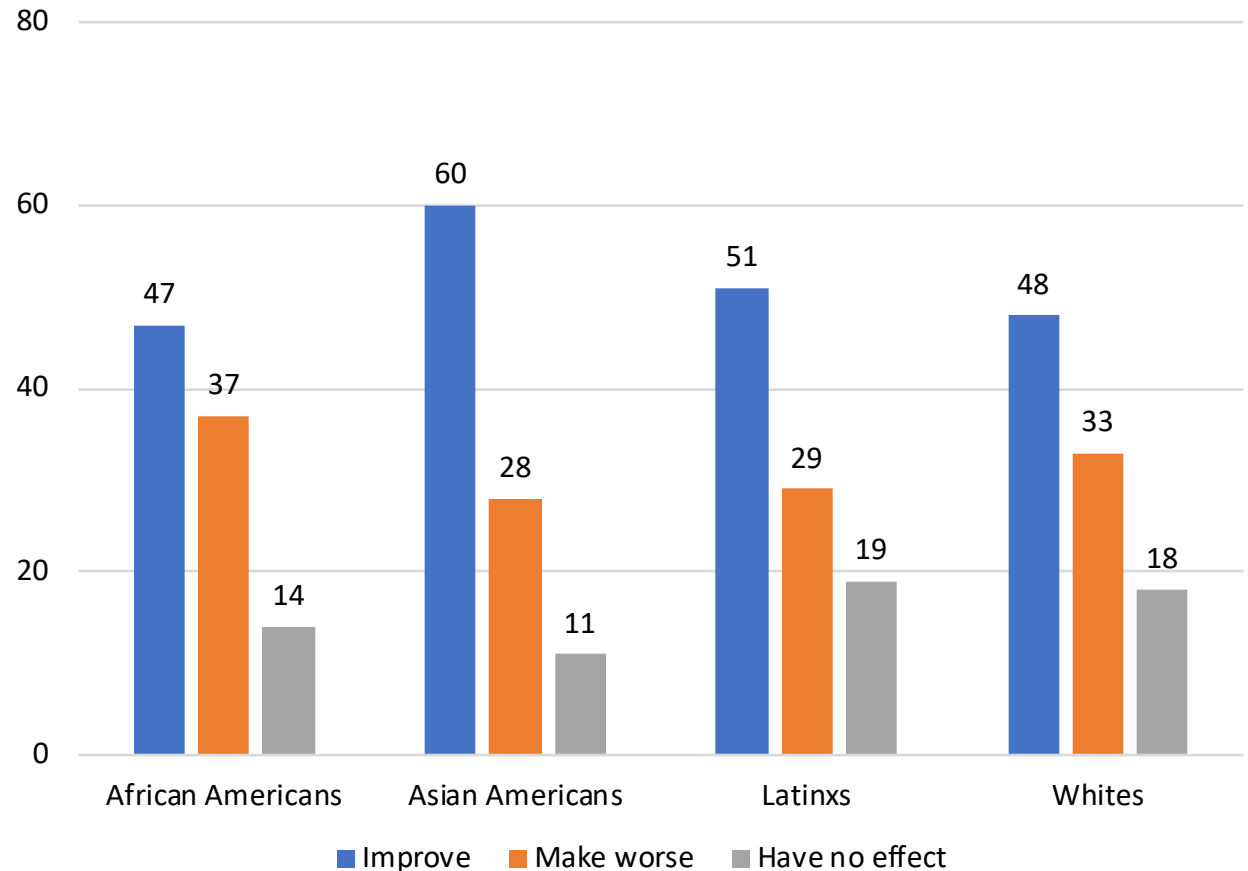
# The effects of technology on economic prospects

Nearly or over half of most Millennials think advances in technology will improve the economic prospects of the average worker.

Percent who believe advances in technology will improve the economic prospects of workers:

- African Americans = 47%
- Asian Americans = 60%
- Latinxs = 51%
- Whites = 48%

Over the next few years in the U.S., do you think advances in technology will improve or worsen the economic prospects for the average worker or will it have no effect?



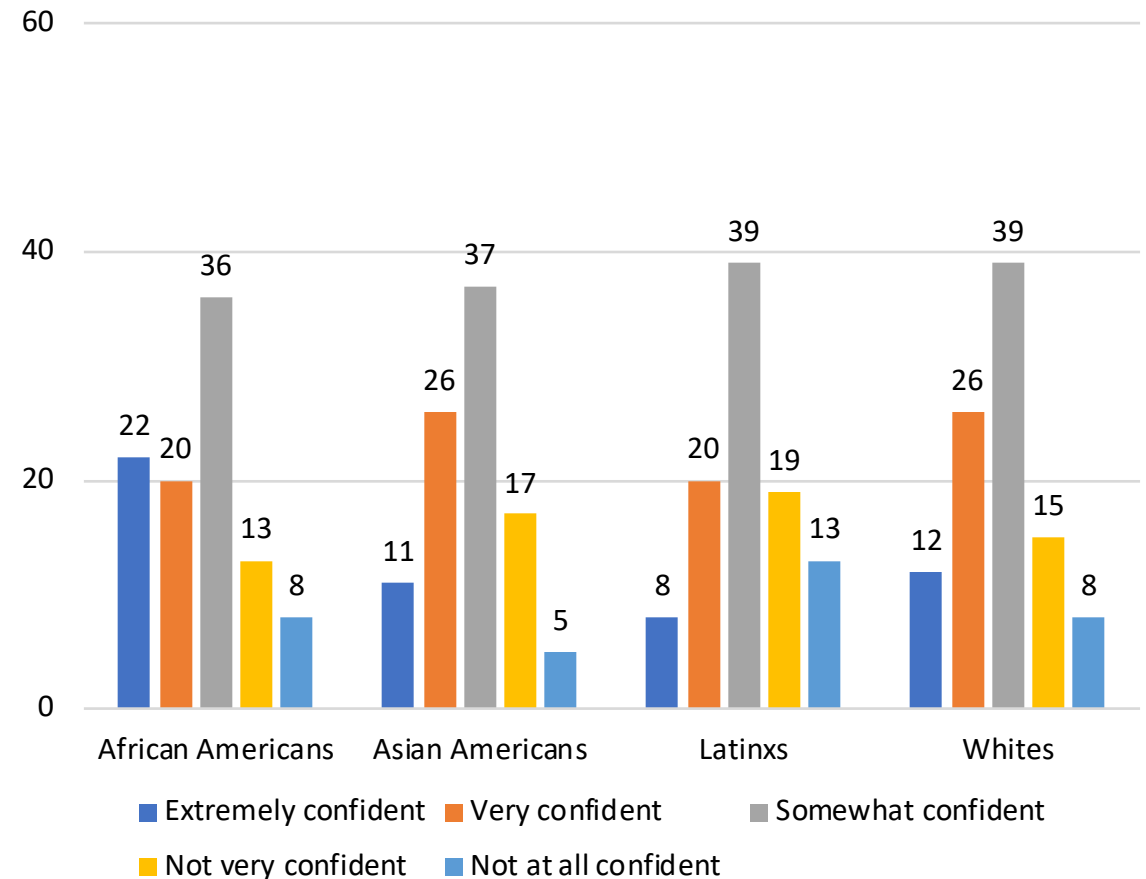
# Confidence in finding a job that allows for a comfortable life

Pluralities of Millennials across race and ethnicity feel “somewhat”, “very”, or “extremely” confident that they have or will find a job that will allow them to live comfortably in the future

Percent who feel somewhat, very, extremely confident that they have/will find a job that will allow them to live comfortable in the future:

- African Americans = 78%
- Asian Americans = 74%
- Latinxs = 67%
- Whites = 77%

**How confident are you that you currently have or will find a job that will allow you to live comfortably in the future?**



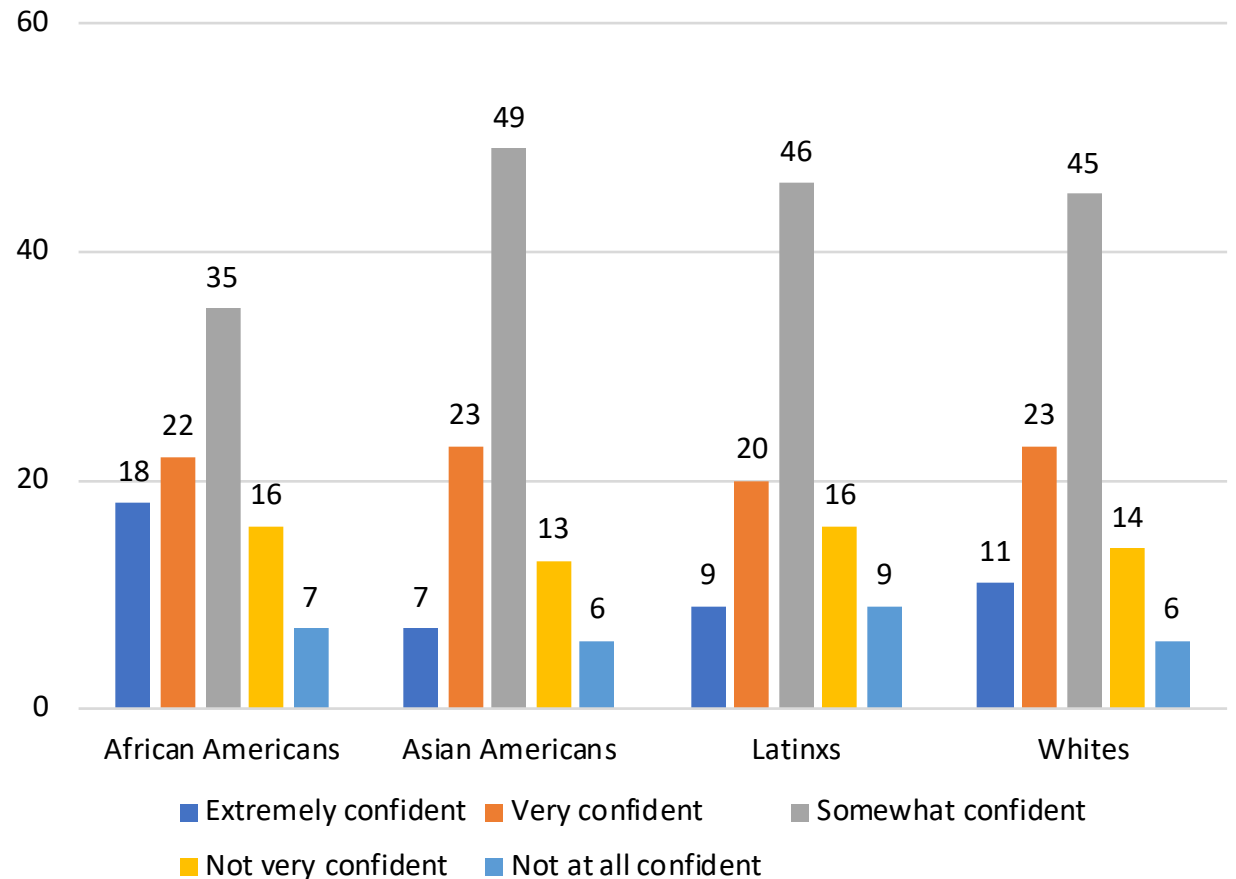
# Confidence in ability to find a new job

Pluralities of Millennials across race/ethnicity feel “somewhat” confident that they could find a good job if they needed and overwhelming majorities feel somewhat, very, or extremely confident..

Percent who feel somewhat, very, or extremely confident that they could find a good job if needed:

- African Americans = 75%
- Asian Americans = 79%
- Latinxs = 75%
- Whites = 79%

**How confident are you that if you left your current job or needed to find a job for any reason, you could find a good job?**



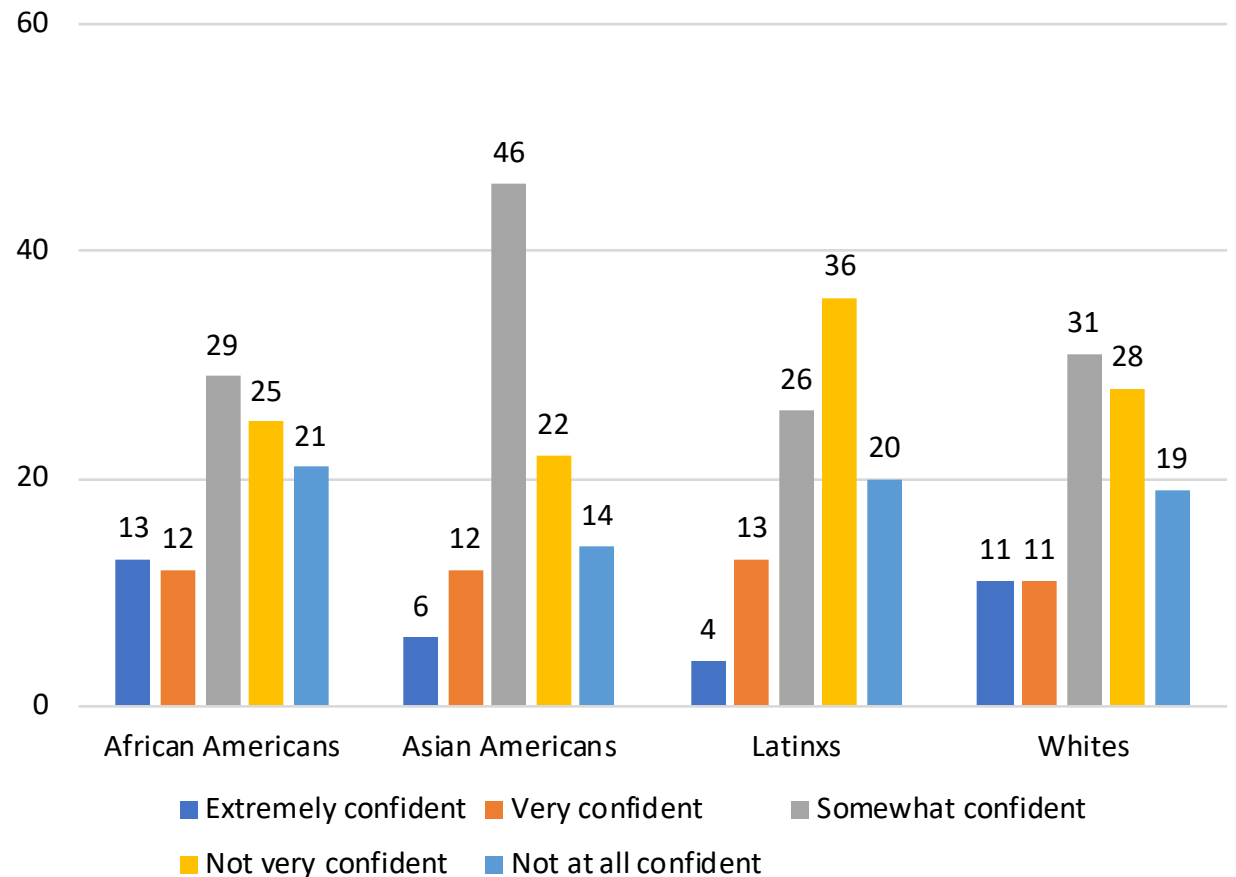
# Confidence in savings/investments for retirement

Majorities of African American, Asian American, and white Millennials—and less than half of Latinxs Millennials—feel extremely, very, or somewhat confident that their savings and/or investments will provide them with enough money for their retirement.

Percent who feel somewhat, very, or extremely confident that their savings/investments will be enough for their retirement:

- African Americans = 54%
- Asian Americans = 64%
- Latinxs = 43%
- Whites = 53%

**How confident are you that your savings and/or investments will provide you with enough money for your retirement?**



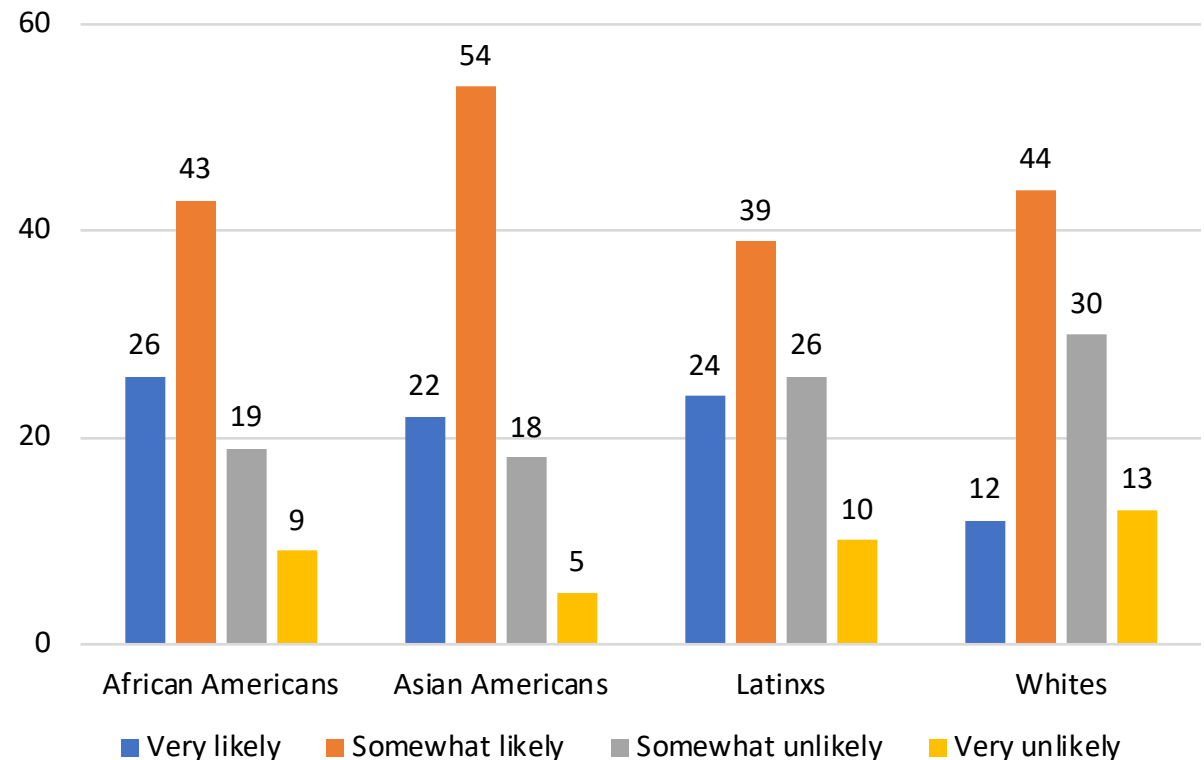
# Belief in Millennials' prospect of having a better life than previous generations

The majority of Asian American, and pluralities of African American, Latinx, and white Millennials believe that it is “somewhat” likely their generation will have a better life than their parents.

Percent who think their generation will very or somewhat likely have a better life than their parents:

- African Americans = 69%
- Asian Americans = 76%
- Latinxs = 63%
- Whites = 56%

**In America, each generation has tried to have a better life than their parents, with a better living standard, better homes, a better education, and so on. How likely do you think it is that your generation will have a better life than your parents?**



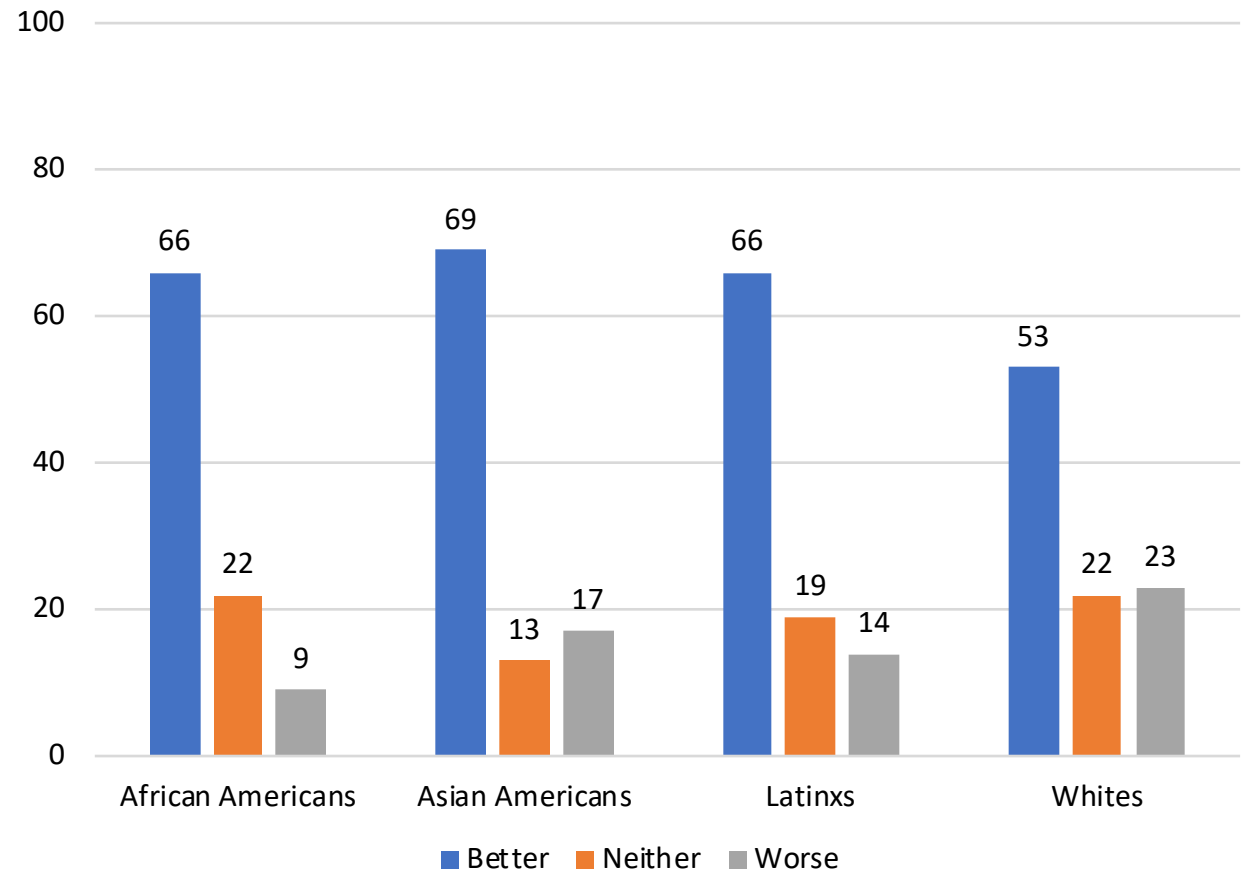
# Belief one will be financially better off than their parents

Strong majorities of African American, Asian American, and Latinx Millennials—and a slim majority of white Millennials—believe that they will personally do better than their parents have done in terms of household finances.

Percent who think they will personally do better than their parents:

- African Americans = 66%
- Asian Americans = 69%
- Latinxs = 66%
- Whites = 53%

**In terms of household finances, do you think you will eventually do better or worse than your parents have done?**



# Race, Gender and Employment

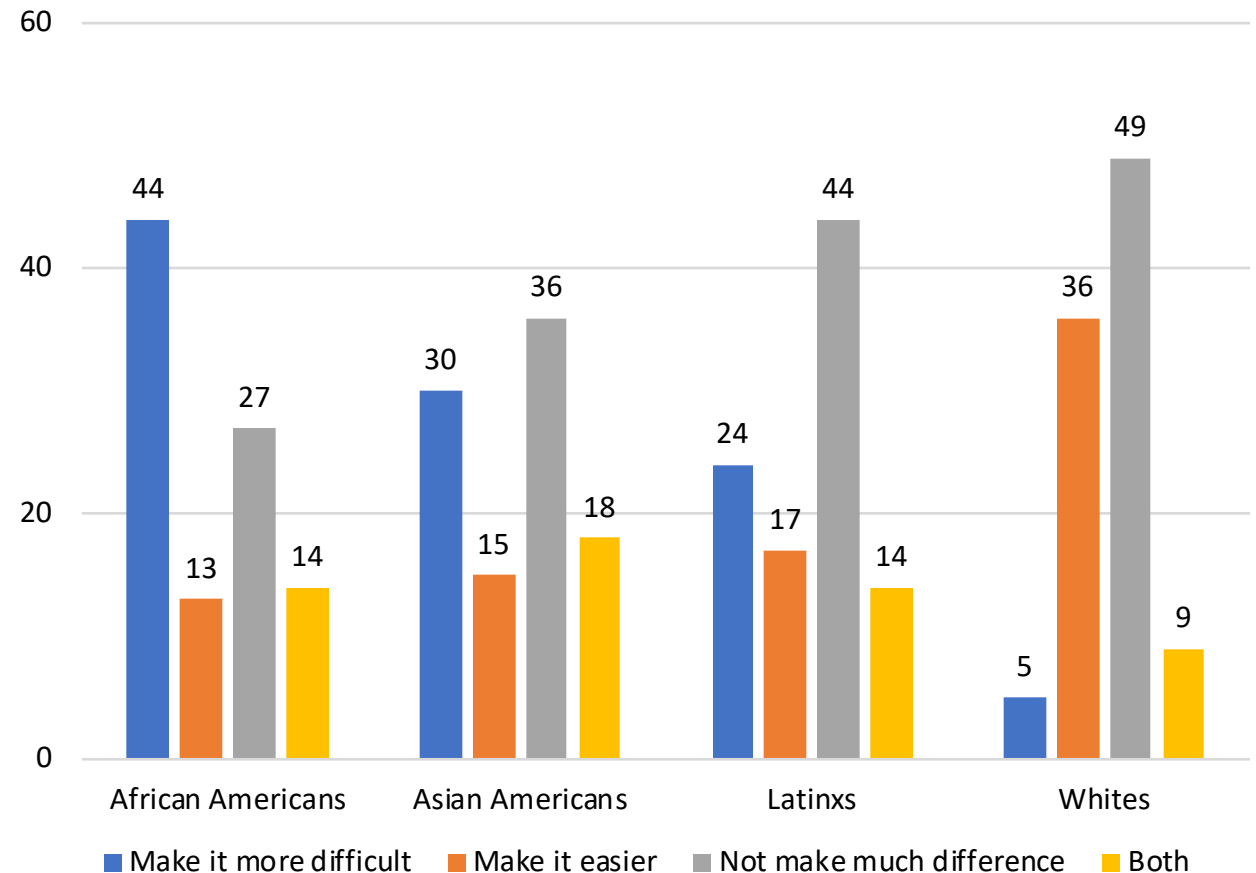
# The impact of race/ethnicity on one's economic success

The plurality of African American Millennials believe their race/ethnicity will make it harder for them to achieve economic success. Pluralities of Asian American, Latinx, and whites, on the hand, believe their race/ethnicity won't make much difference to their economic success. Indeed, 36% of white Millennials believe their race/ethnicity will make it easier for them to succeed economically.

Percent who think their race/ethnicity will make it more difficult to achieve economic success:

- African Americans = 44%
- Asian Americans = 30%
- Latinxs = 24%
- Whites = 5%

**Overall, do you think your race or ethnicity will make it easier or more difficult for you to achieve economic success in life, or will it not make much difference?**





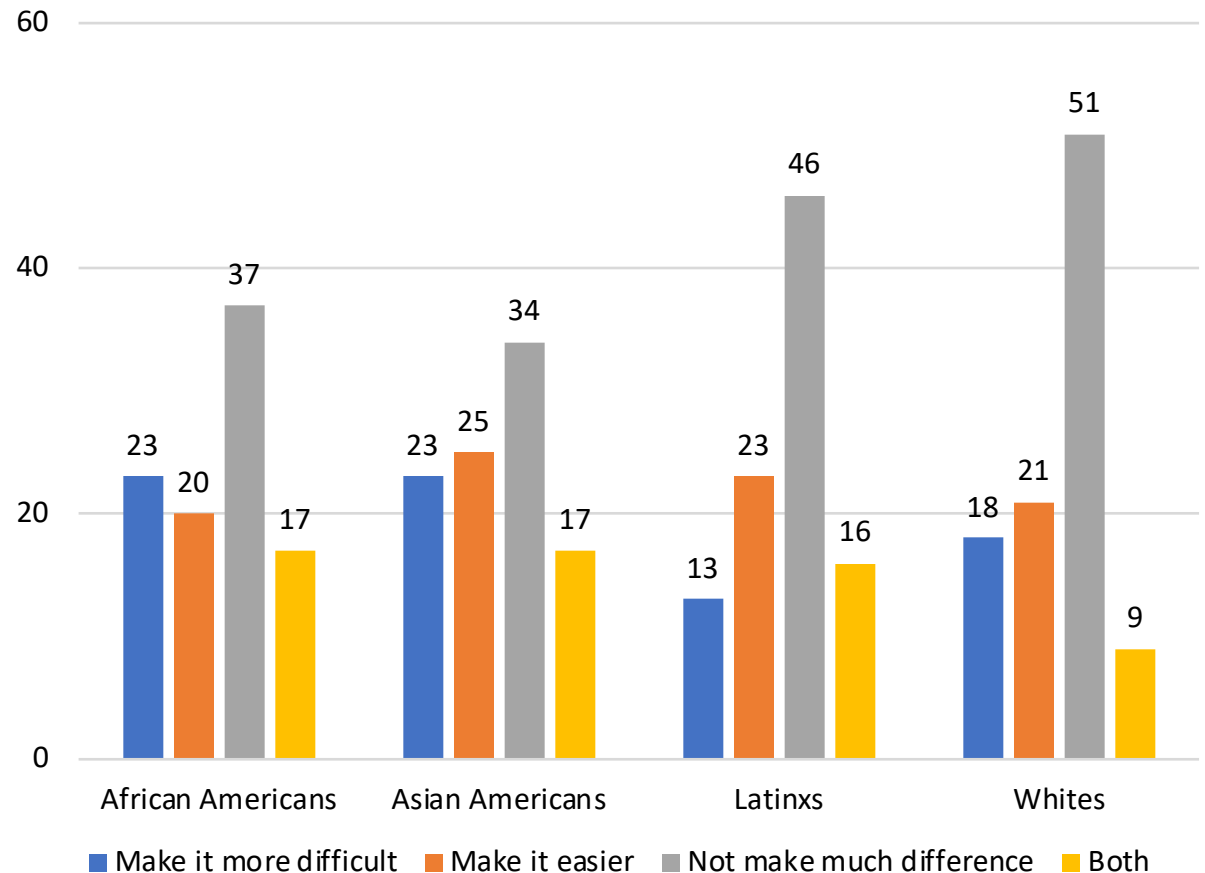
# The impact of gender on one's economic success

Pluralities of African American, Asian Americans, and Latinxs—and a bare majority of whites—think their gender will not make much difference to their achievement of economic success.

Percent who believe their gender will make it more difficult to achieve economic success:

- African Americans = 23%
- Asian Americans = 23%
- Latinxs = 13%
- Whites = 18%

**Overall, do you think your gender will make it easier or more difficult for you to achieve economic success in life, or will it not make much difference?**



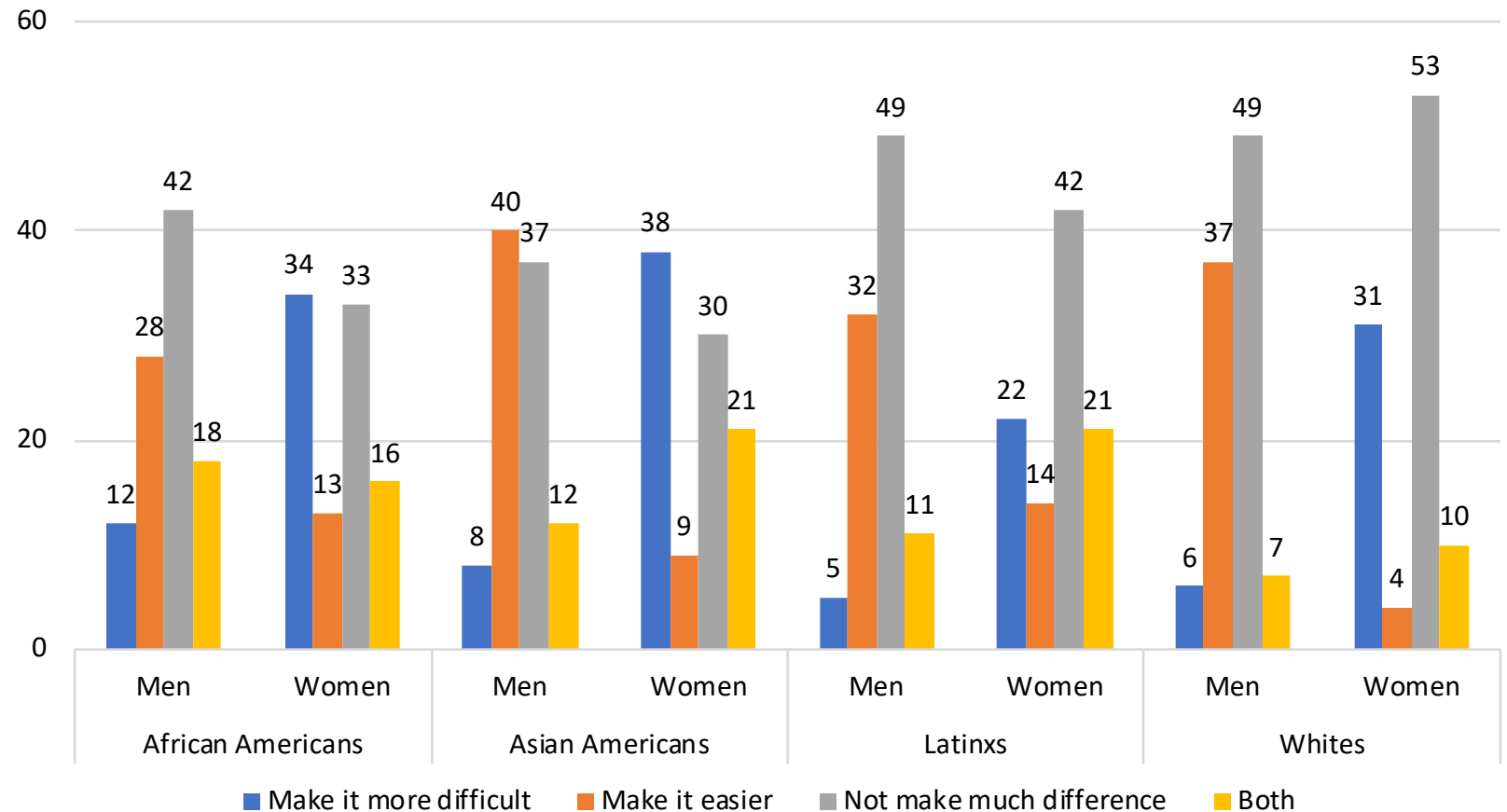
# The impact of gender on one's economic success (v2)

Across race/ethnicity, women are more likely than men to believe that their gender will make it more difficult to achieve economic success in their life.

Percent difference between women and men:

- African Americans = +22 points
- Asian Americans = +30 points
- Latinxs = +17 points
- Whites = +25 points

**Overall, do you think your gender will make it easier or more difficult for you to achieve economic success in life, or will it not make much difference?**



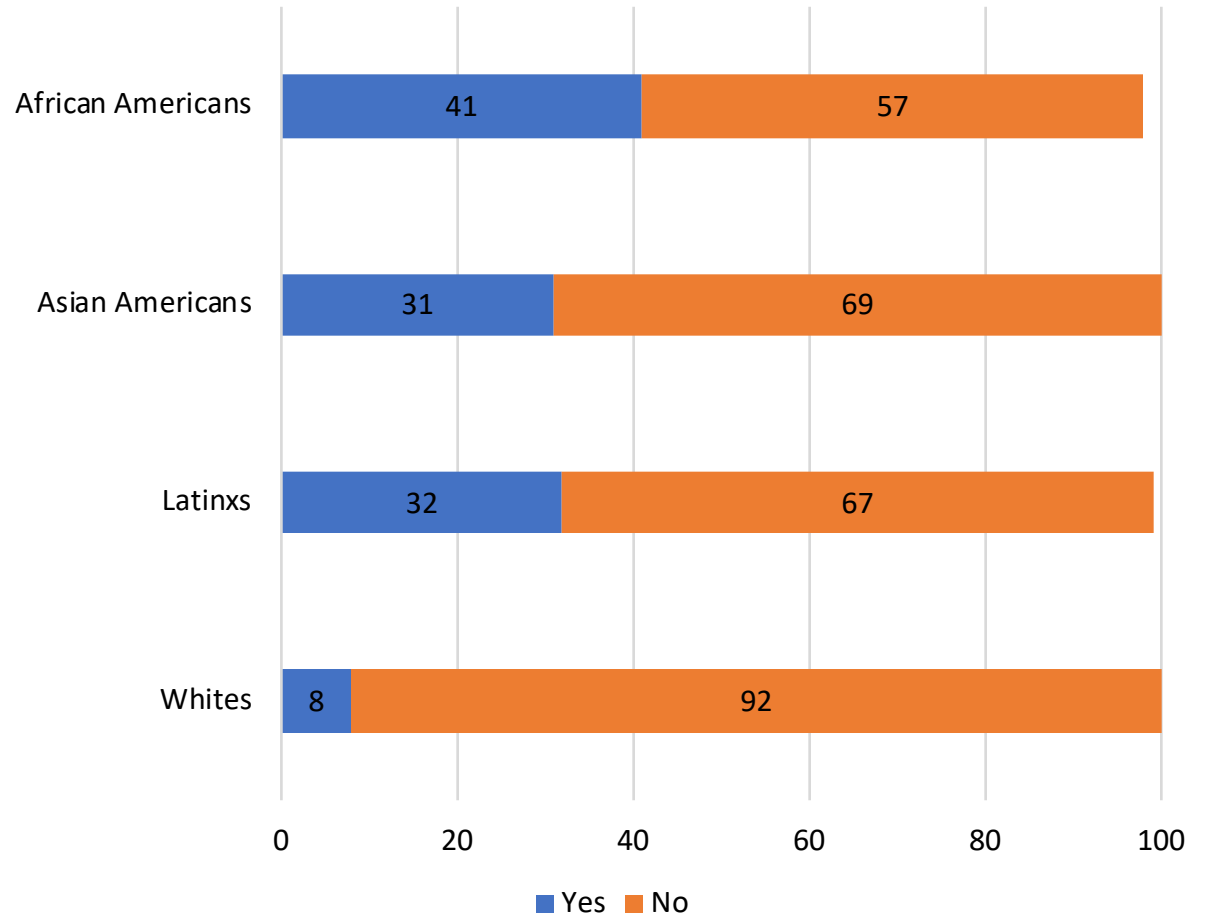
# Workplace discrimination based on race/ethnicity

African American Millennials are the most likely to say they have experienced discrimination in the workplace based on their race/ethnicity, followed by Latinx and Asian Americans. Very few white Millennials report experience workplace discrimination based on their race/ethnicity.

Percent who have experienced discrimination in the workplace based their race/ethnicity:

- African Americans = 41%
- Asian Americans = 31%
- Latinxs = 32%
- Whites = 8%

**Have you experienced discrimination in the workplace based on your race or ethnicity?**



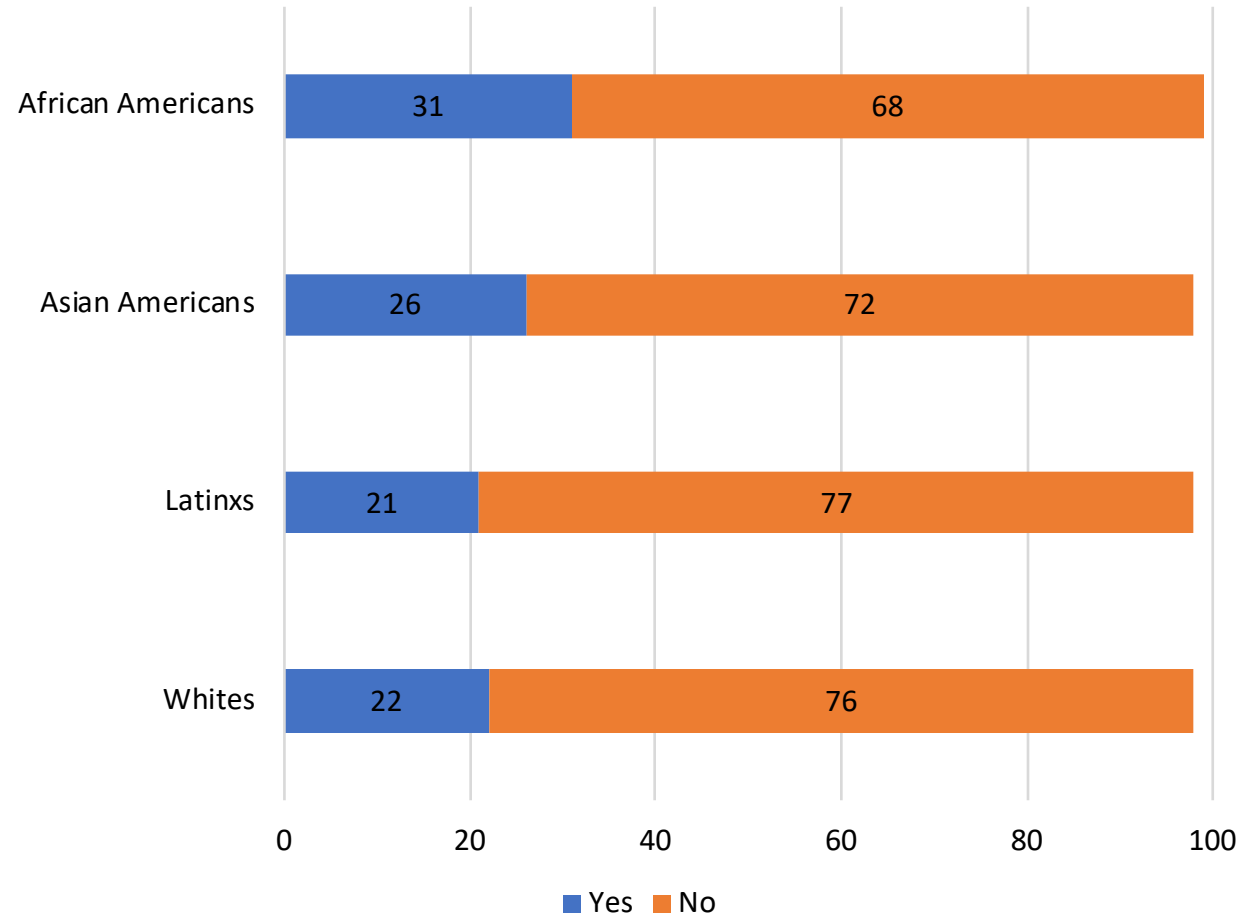
# Workplace discrimination based on gender

African American Millennials are the most likely to say they have experienced discrimination in the workplace based on their gender. Nevertheless, substantial numbers of Asian American, Latinx, and white Millennials also report experiencing workplace discrimination based on their gender.

Percent who have experienced discrimination in the workplace based their gender:

- African Americans = 31%
- Asian Americans = 26%
- Latinxs = 21%
- Whites = 22%

**Have you experienced discrimination in the workplace based on your gender?**



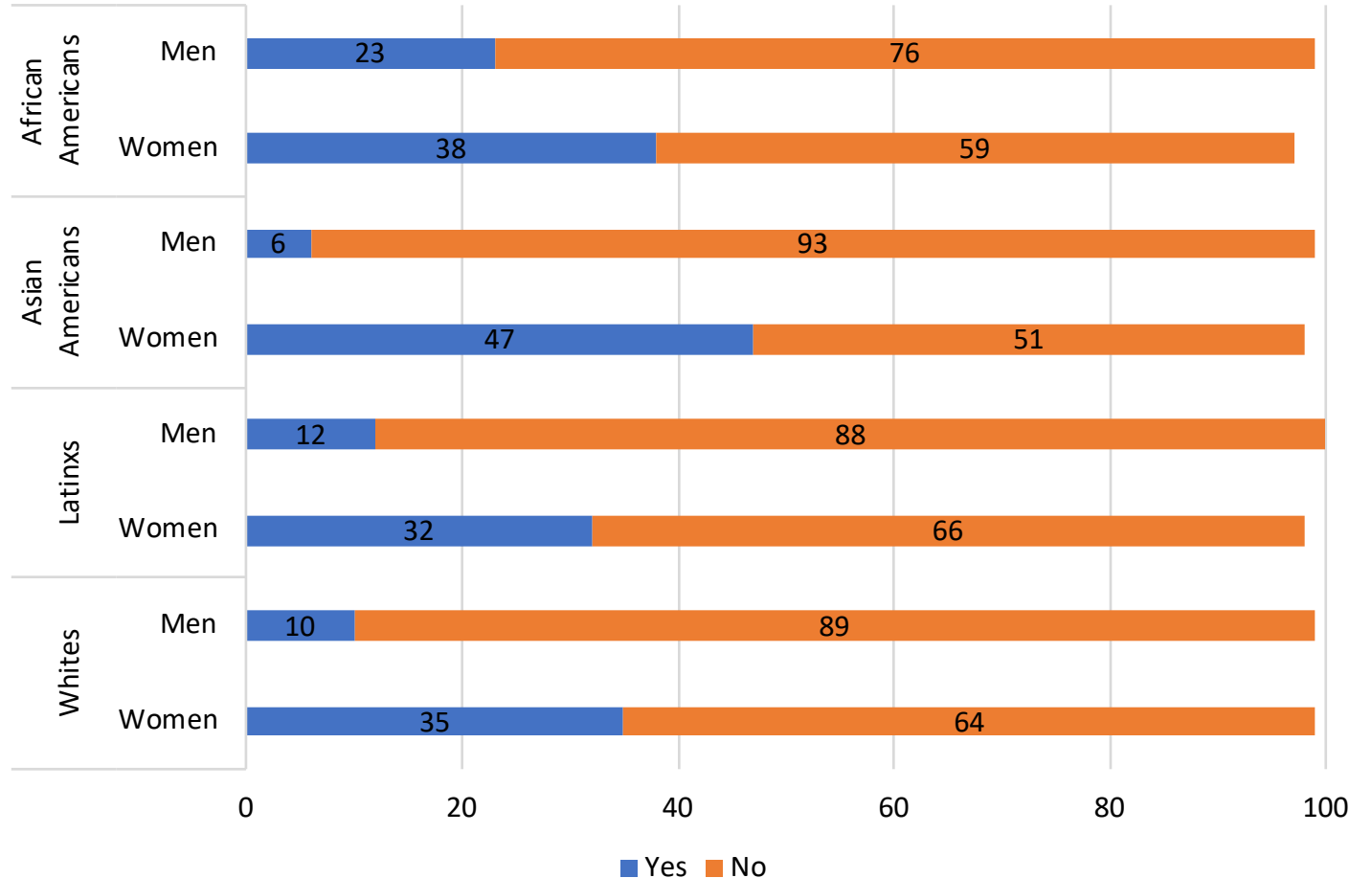
# Workplace discrimination based on gender

Across race/ethnicity, but especially among Asian Americans, women are more likely than men to report experiencing workplace discrimination based on their gender.

Percent difference between women and men:

- African Americans = +15 points
- Asian Americans = +41 points
- Latinxs = +20 points
- Whites = +25 points

## Have you experienced discrimination in the workplace based on your gender?



# Political Opinions

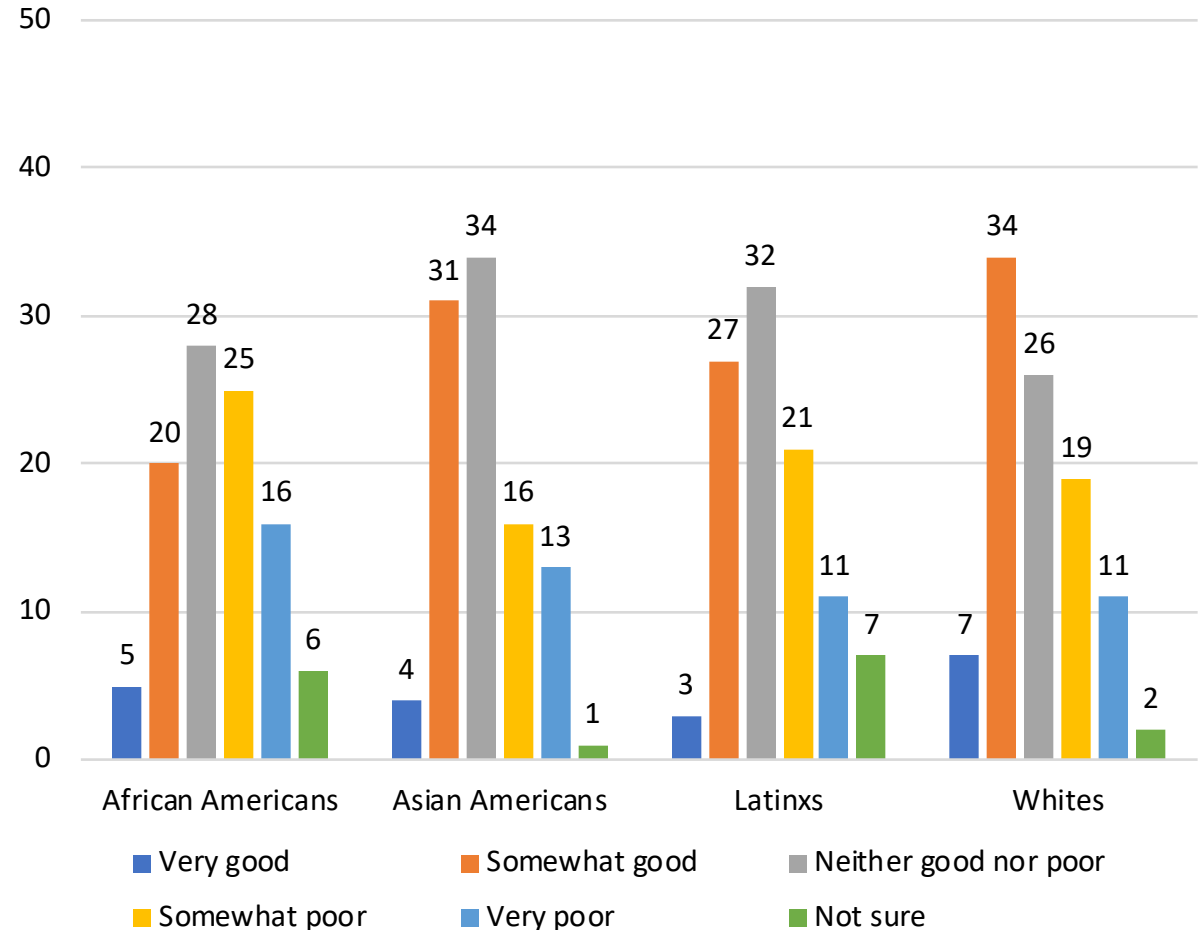
# State of the national economy

White Millennials are slightly more likely to describe the nation's economy as doing well, especially when compared to Latinx and African American Millennials. Roughly a quarter to a third of Millennials say that the economy is doing neither well nor poorly.

Percent who say the nation's economy is somewhat or very good:

- African Americans= 25%
- Asian Americans = 35%
- Latinxs= 30%
- Whites = 41%

## How would you describe the nation's economy these days? Would you say...



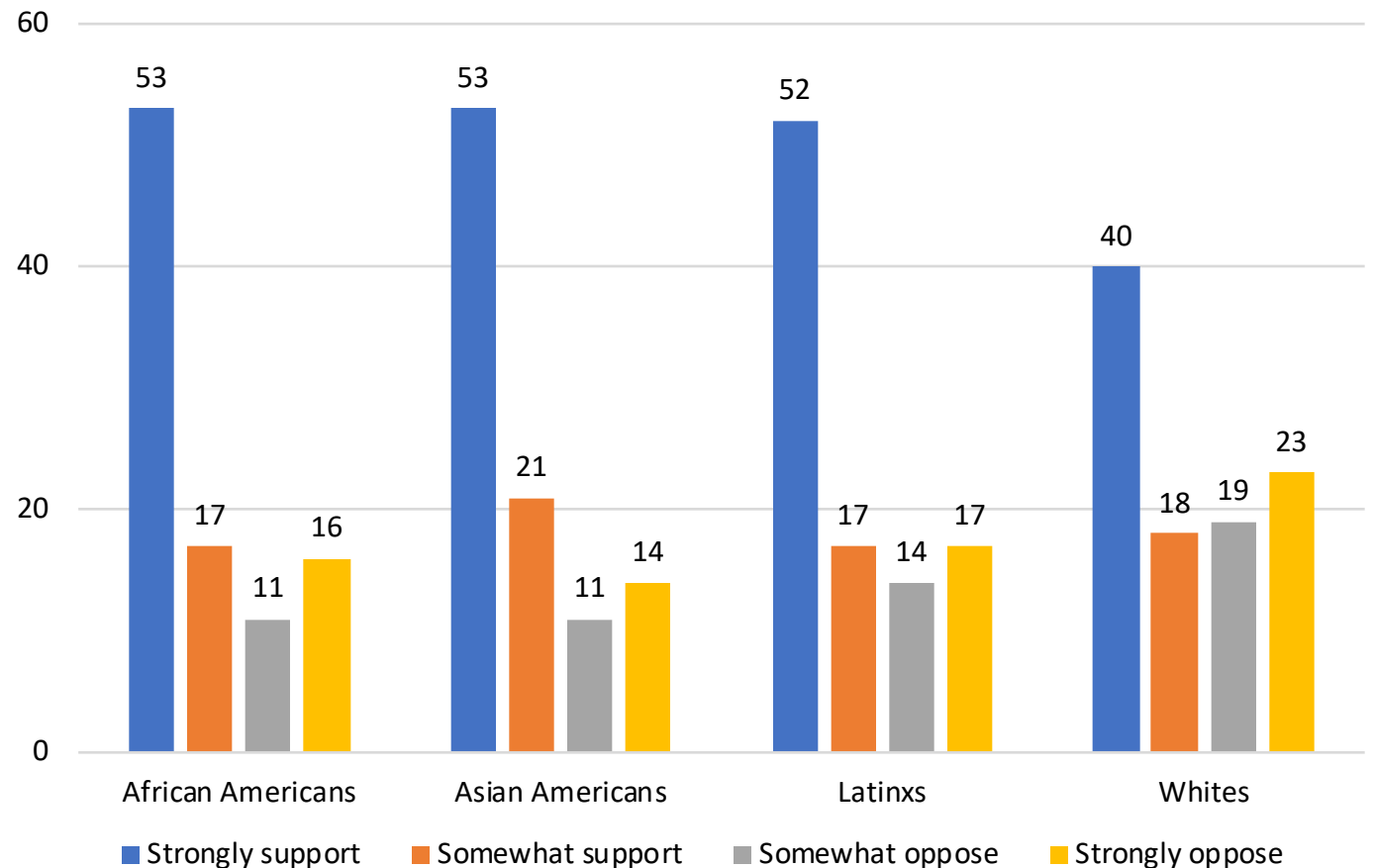
# Support for withholding funding for a border wall

Majorities of Millennials of color and the plurality of white Millennials strongly support withholding funding from President Trump for the construction of a border wall.

Percent who strongly or somewhat support withholding funding for a border wall:

- African Americans = 70%
- Asian Americans = 74%
- Latinxs = 69%
- Whites = 58%

**Do you oppose or support Congressional Democrats withholding the funding President Trump requested for a border wall?**





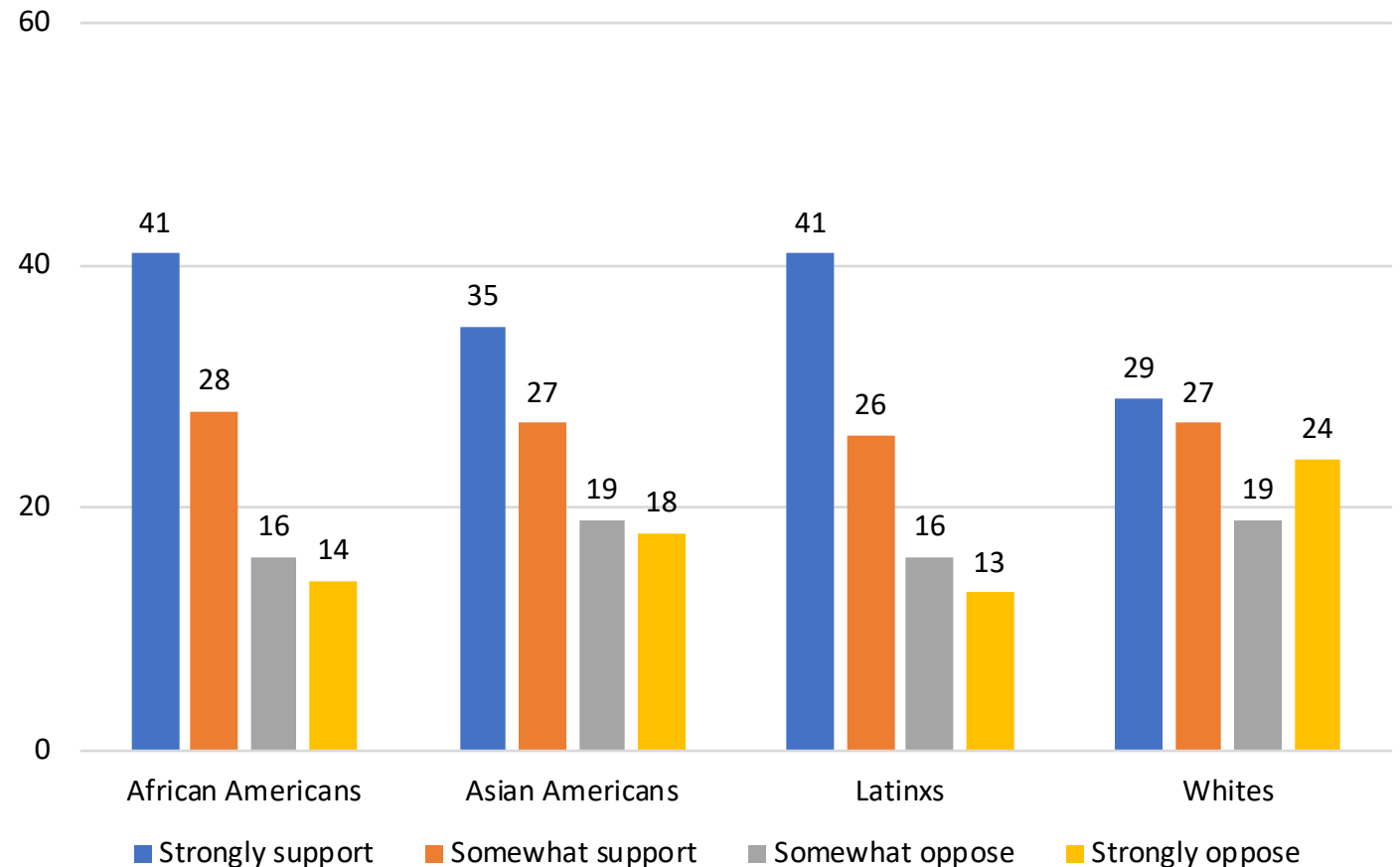
# Support for withholding funding for a border wall (v2)

Support for withholding funding for the construction of a border even remains high among Millennials—especially African American and Latinx Millennials—even if it leads to another government shutdown.

Percent who strongly or somewhat support withholding funding for a border wall:

- African Americans = 69%
- Asian Americans = 62%
- Latinxs = 67%
- Whites = 56%

**Do you oppose or support Congressional Democrats withholding the funding President Trump requested for a border wall *even if it leads to another government shutdown at the end of this month?***



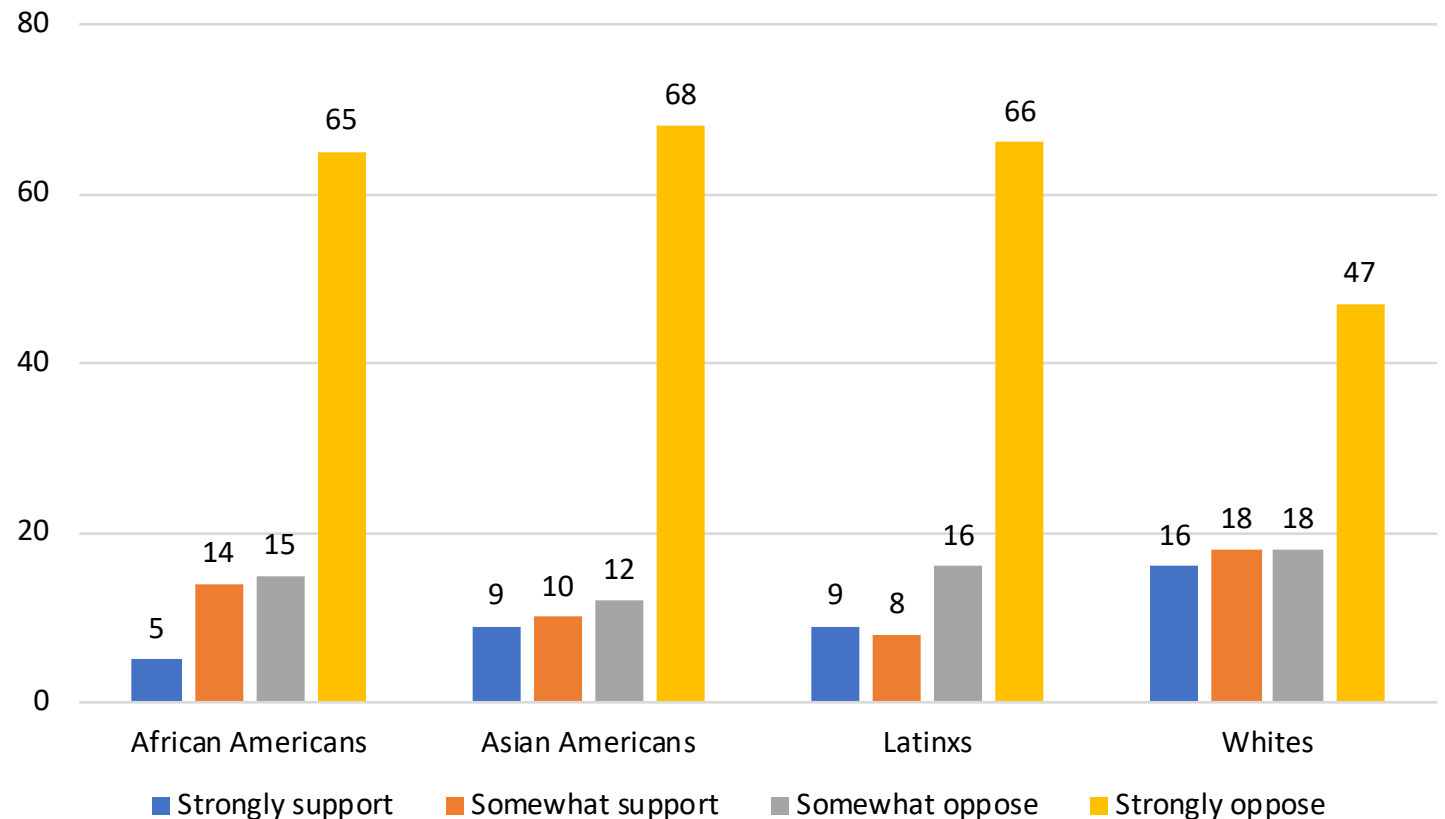
# Support for Trump's use of emergency powers

Strong majorities of Millennials of color strongly oppose the president using emergency powers to build a border wall. Nearly half of white Millennials also report strong opposition to the president's use of emergency powers to facilitate the construction of a border wall

Percent who strongly oppose using emergency powers to build a border wall:

- African Americans = 65%
- Asian Americans = 68%
- Latinxs = 66%
- Whites = 47%

**Presidents can declare a state of national emergency, giving them special powers to take action without approval from Congress. Do you support or oppose Donald Trump using emergency powers to build a wall along the US-Mexico border?**



# Survey Methodology

# Survey Methodology (1 of 2)

The GenForward March survey is a project of Professor Cathy J. Cohen at the University of Chicago. Interviews were conducted with a representative sample from GenForward<sup>SM</sup>, a nationally representative survey panel of adults ages 18-34 recruited and administered by NORC at the University of Chicago and funded by grants to the Black Youth Project at the University of Chicago from the John D. and Catherine T. MacArthur Foundation and the Ford Foundation.

A total of 2,134 interviews were conducted between February 8 and February 25, 2019 with adults ages 18-34 representing the 50 states and the District of Columbia, including completed interviews with 547 African American young adults, 251 Asian American young adults, 515 Latinx young adults, 763 white young adults, and 58 young adults with other racial and ethnic backgrounds. The survey was offered in English and Spanish and via telephone and web modes.

The GenForward survey was built from two sample sources:

Seventy-two percent of the completed interviews are sourced from NORC's AmeriSpeak® Panel. AmeriSpeak is a probability based panel that also uses address-based sample but sourced from the NORC National Frame with enhanced sample coverage. During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face).

Twenty-eight percent of the completed interviews are sourced from the Black Youth Project (BYP) panel of young adults recruited by NORC. The BYP sample is from a probability-based household panel that uses an address-based sample from a registered voter database of the entire U.S. Households were selected using stratified random sampling to support over-sampling of households with African Americans, Latinxs, and Asian Americans ages 18-34. NORC contacted sampled households by U.S. mail and by telephone, inviting them to register and participate in public opinion surveys twice a month.

# Survey Methodology (2 of 2)

Panelists on both the BYP and AmeriSpeak panels are invited to register for the panel via the web or by telephone to participate in public opinion surveys.

Of the 2,134 completed interviews in the GenForward March survey, 97 percent were completed by web and 3 percent by telephone. The survey completion rate is 20.5 percent. The weighted AAPOR RR3 panel recruitment rate is 21.3 percent and the weighted household panel retention rate is 88.9 percent, for a cumulative AAPOR Response Rate 3 of 3.9 percent. The overall margin of sampling error is +/- 3.5 percentage points at the 95 percent confidence level, including the design effect. Among subgroups, the margin of sampling error at the 95 percent confidence level is +/- 5.33 percentage points for African Americans, +/- 8.07 percentage points for Asian Americans, +/- 5.94 percentage points for Latinxs, and +/- 5.71 percentage points for whites.

To encourage cooperation, respondents were offered incentives for completing the survey that ranged from the cash-equivalent of \$3 to the cash-equivalent of \$10.

The interviews from the two probability-based sample sources were combined for statistical weighting and analysis. The combined panel samples provide sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. The statistical weights incorporate the appropriate probability of selection for the BYP and AmeriSpeak samples, nonresponse adjustments, and also, raking ratio adjustments to population benchmarks for 18-34-year-old adults. A poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. The poststratification process was done separately for each racial/ethnic group and involved the following variables: age, gender, education, and census region. The weighted data, which reflect the U.S. population of adults ages 18-34, and the 18-34-year-old populations for African Americans, Latinxs, Asian Americans, and non-Latinx whites, were used for all analyses.

*Full details are available at [www.genforwardsurvey.com](http://www.genforwardsurvey.com)*