

Climate Change

May 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 3,250 young adults ages 18-36 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 climate change in the United States. The data presented were collected between April 26th and May 8th, 2019 and is comprised of 794 African American, 537 Asian American, 815 Latinx, and 997 white Millennial respondents.

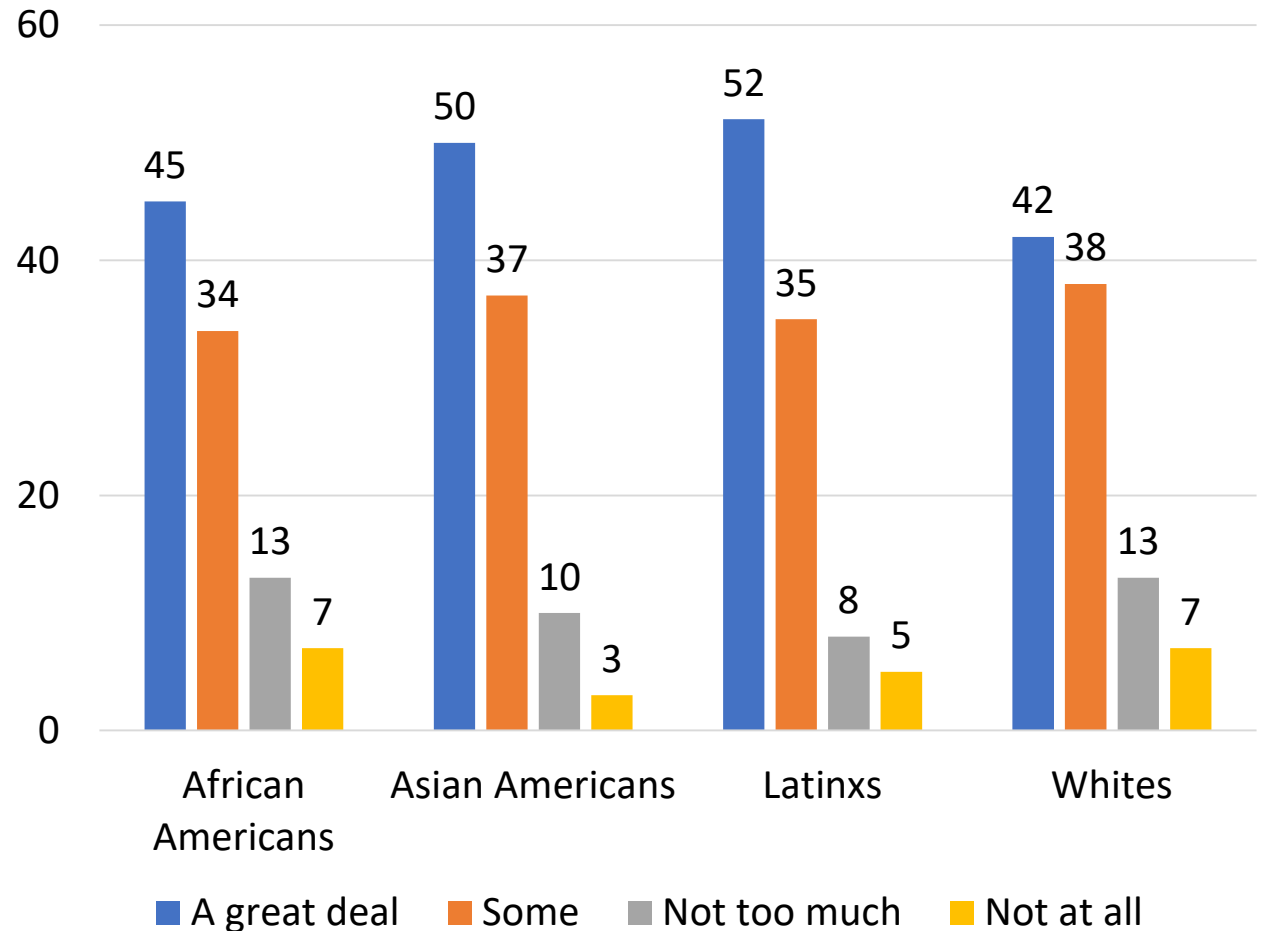
By Race and Ethnicity

Care about climate change

Percent who personally care a great deal or some about climate change:

- African Americans = 79%
- Asian Americans = 87%
- Latinxs = 87%
- Whites = 80%

How much do you, personally, care about the issue of global climate change?

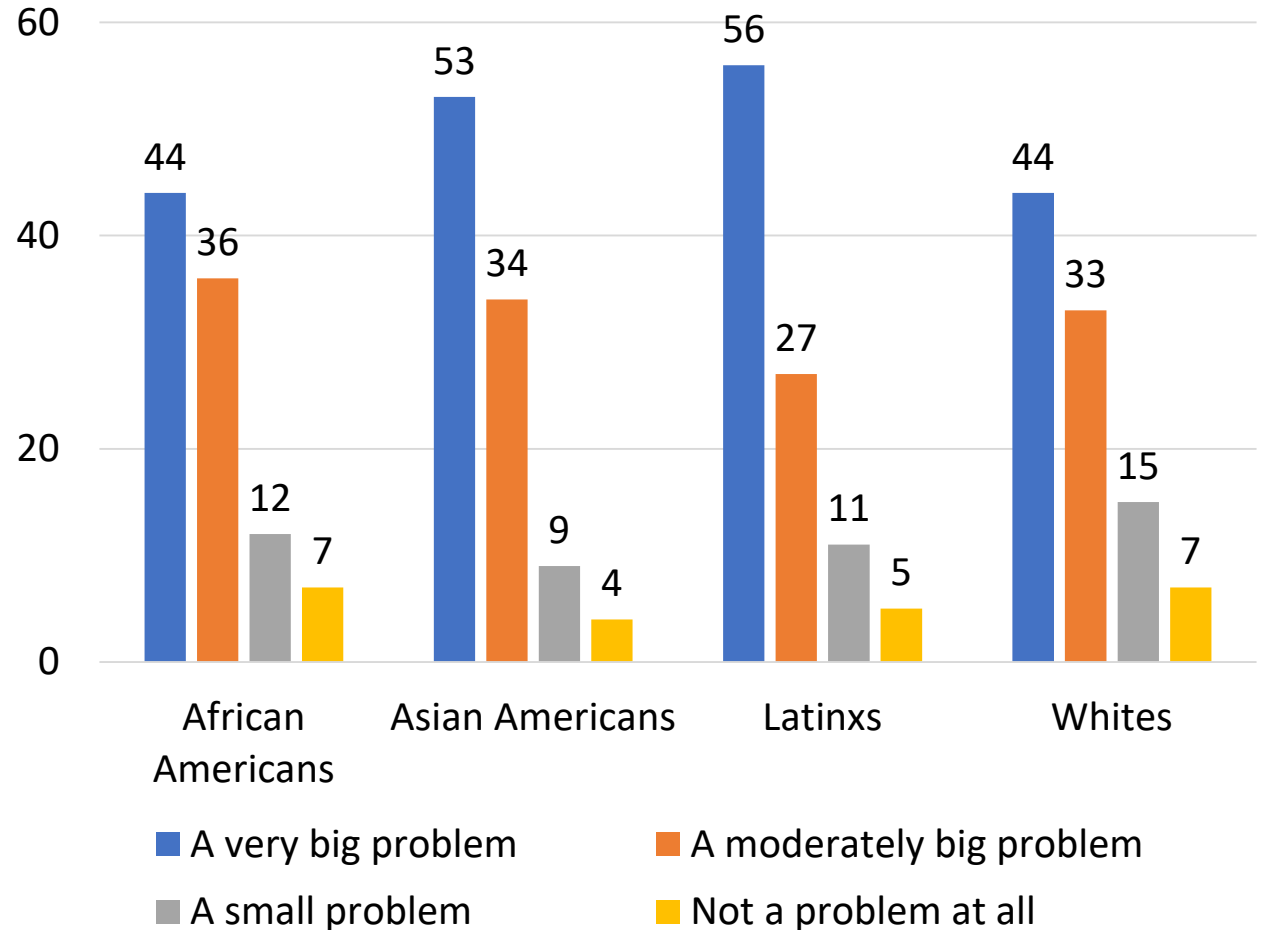


Climate change as a global problem

Percent who think climate change is a very or moderately big problem globally:

- African Americans = 80%
- Asian Americans = 87%
- Latinxs = 83%
- Whites = 77%

How much of a problem do you think climate change is globally today?

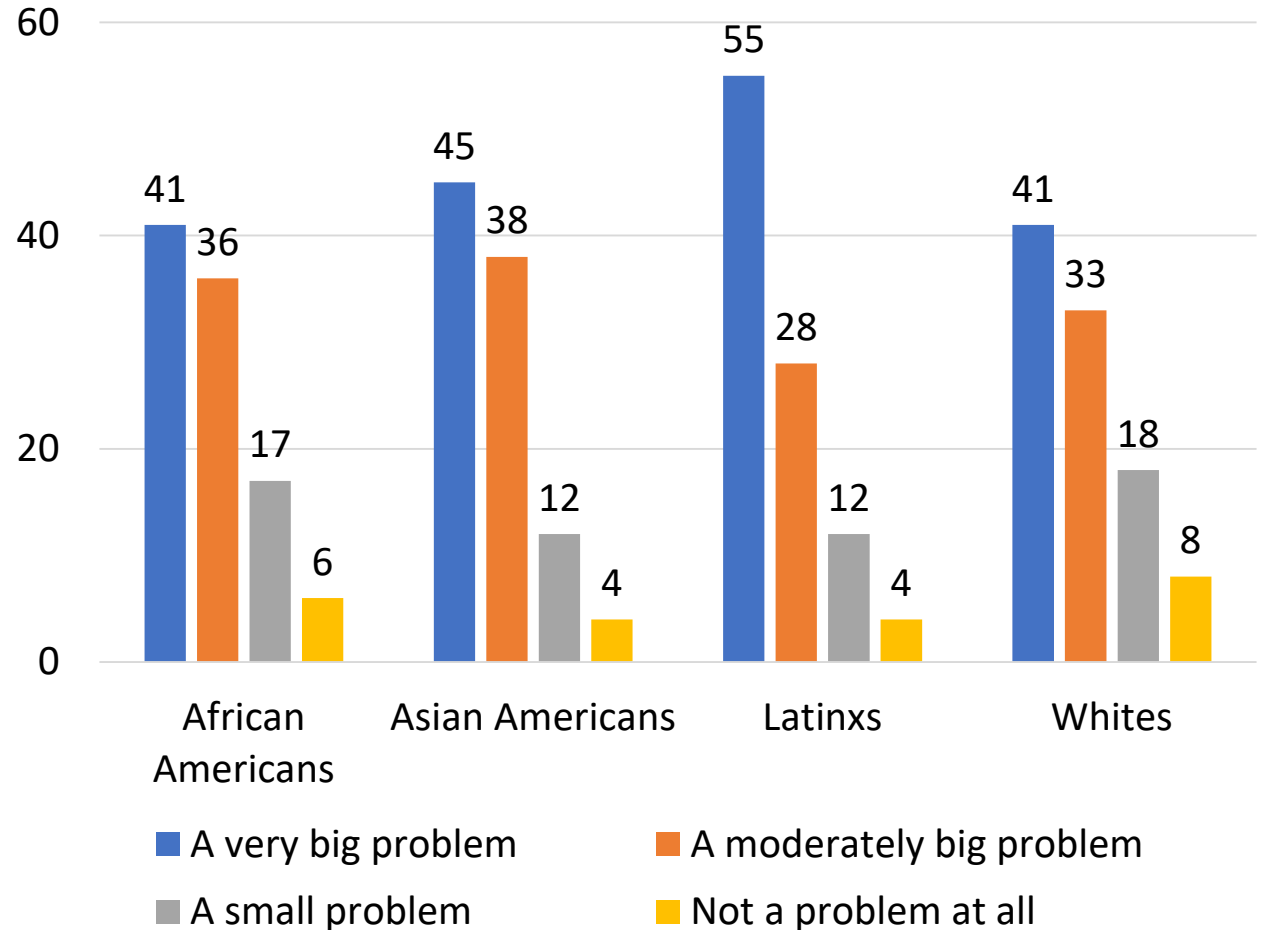


Climate change as a U.S. problem

Percent who think climate change is a very or moderately big problem in the United States:

- African Americans = 77%
- Asian Americans = 83%
- Latinxs = 83%
- Whites = 74%

How much of a problem do you think climate change is in the United States today?

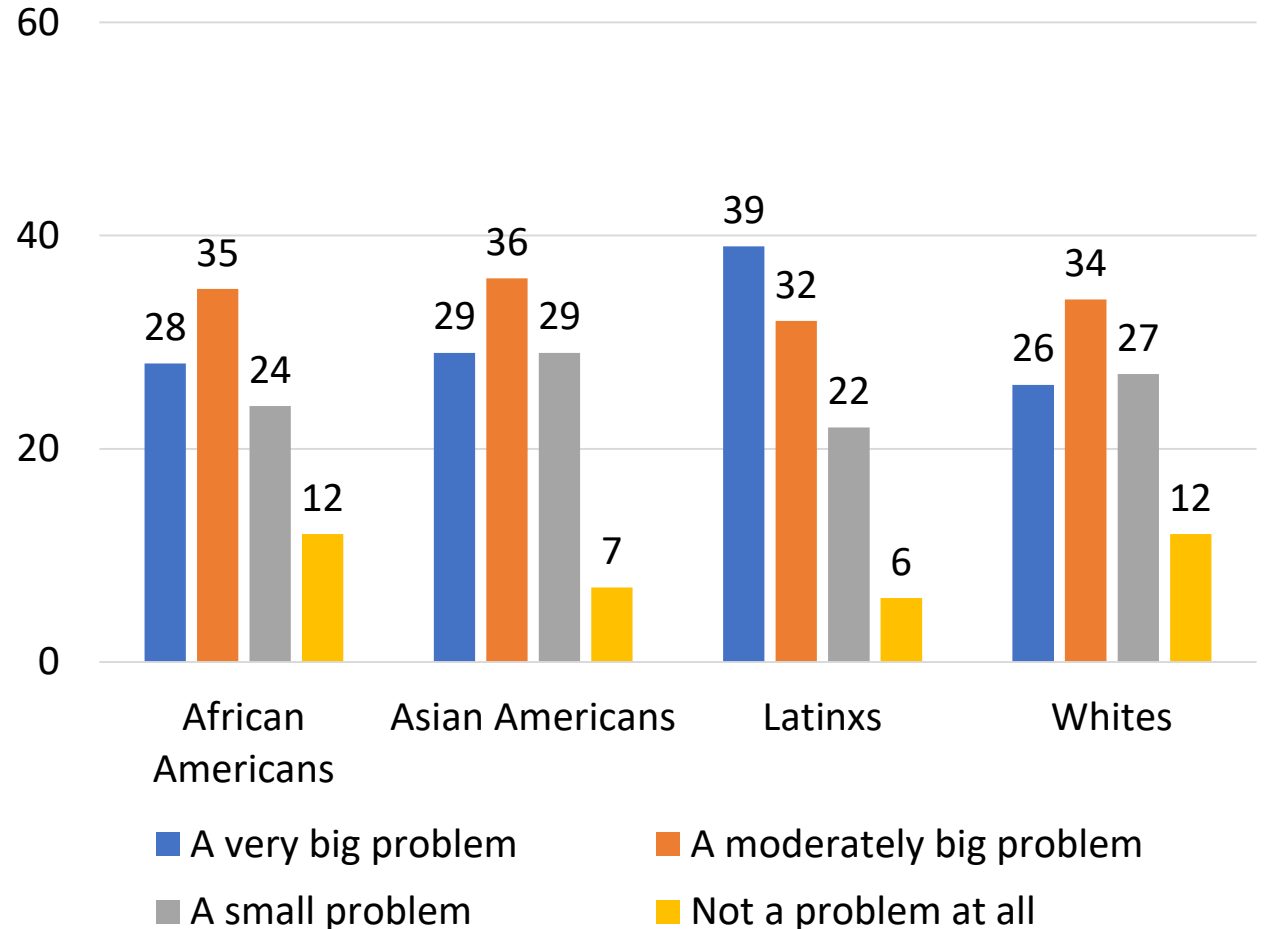


Climate change as a problem in one's local community

Percent who think climate change is a very or moderately big problem in one's local community:

- African Americans = 63%
- Asian Americans = 65%
- Latinxs = 71%
- Whites = 60%

How much of a problem do you think climate change is in your local community today?

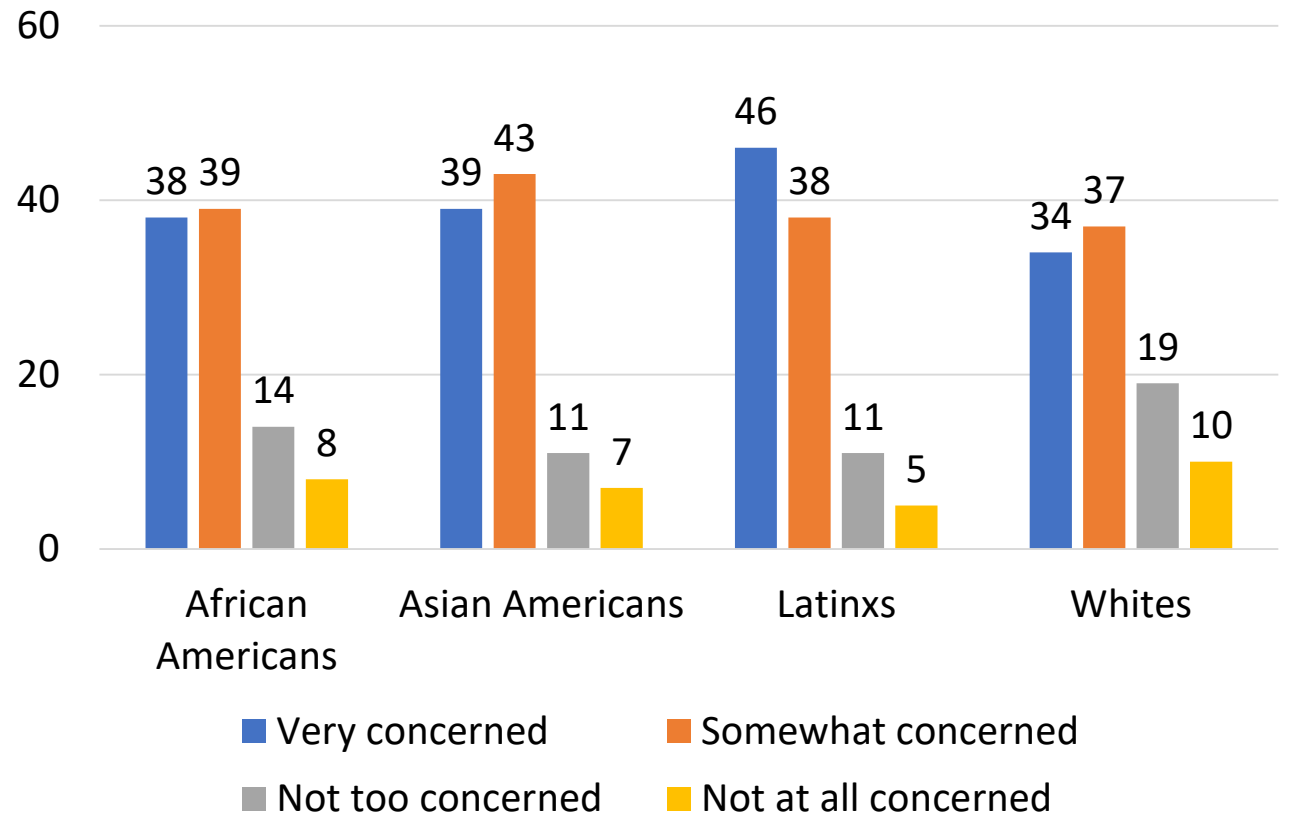


The personal impact of climate change

Percent who are very or somewhat concerned that climate change will impact them personally:

- African Americans = 77%
- Asian Americans = 82%
- Latinxs = 84%
- Whites = 71%

How concerned are you, if at all, that global climate change will harm you personally at some point in your lifetime? Are you very concerned, somewhat concerned, not too concerned or not at all concerned?

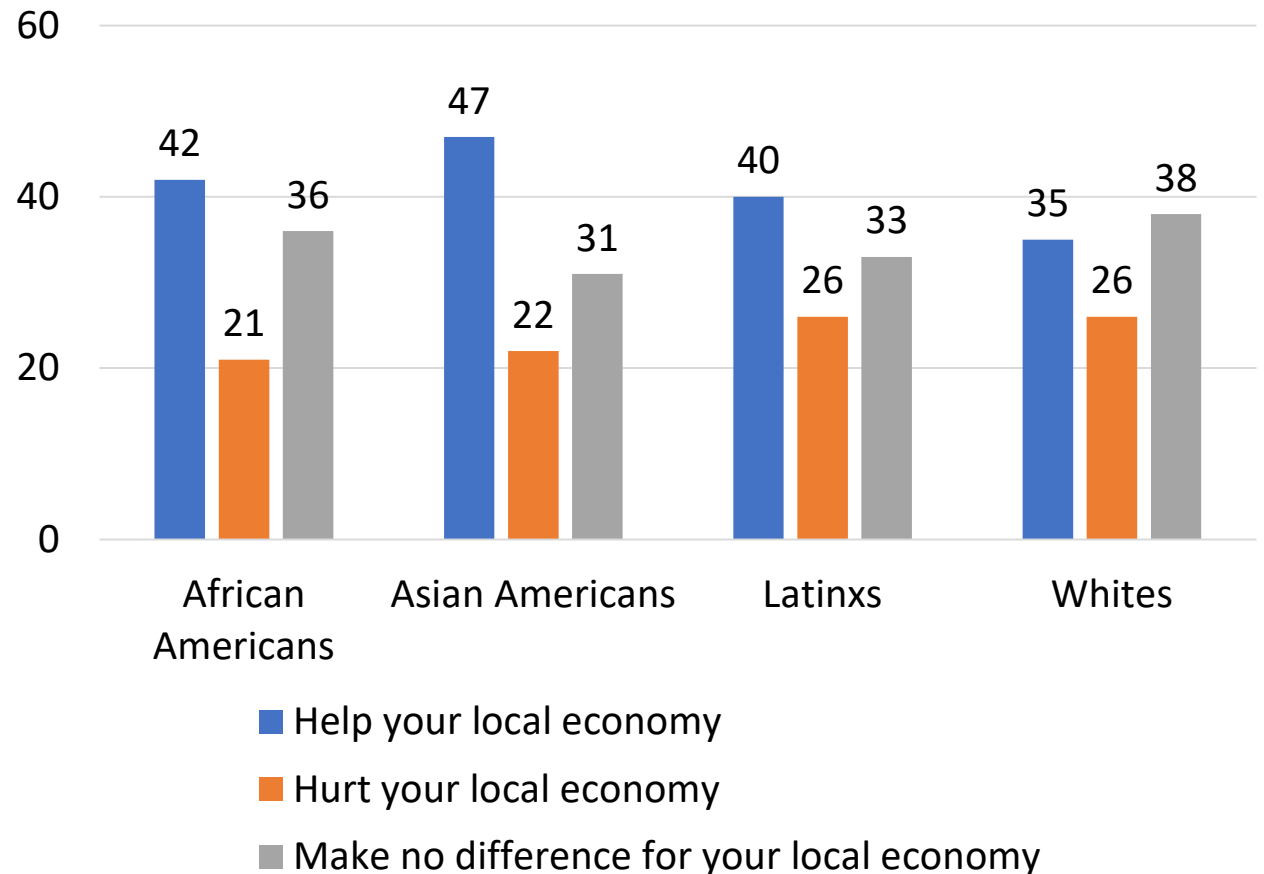


The impact of addressing climate change at the local level

Percent who think policies aimed at reducing the effects of climate change will hurt their local economy:

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

Do you think policies aimed at reducing the effects of global climate change generally help your local economy, hurt your local economy, or make no difference for your local economy?

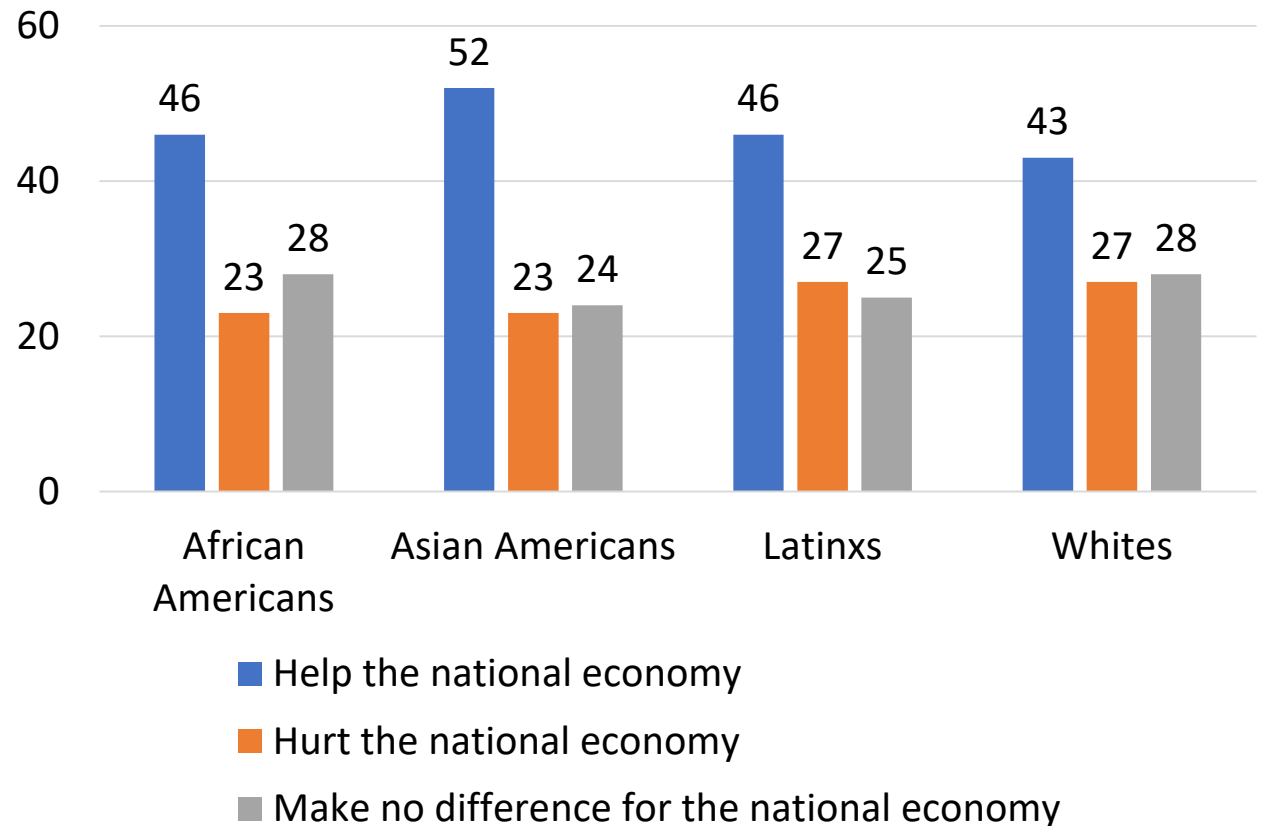


The impact of addressing climate change at the national level

Percent who think policies aimed at reducing the effects of climate change will hurt the national economy:

- African Americans = 23%
- Asian Americans = 23%
- Latinxs = 27%
- Whites = 27%

Do you think policies aimed at reducing the effects of global climate change generally help the national economy, hurt the national economy, or make no difference for the national economy?

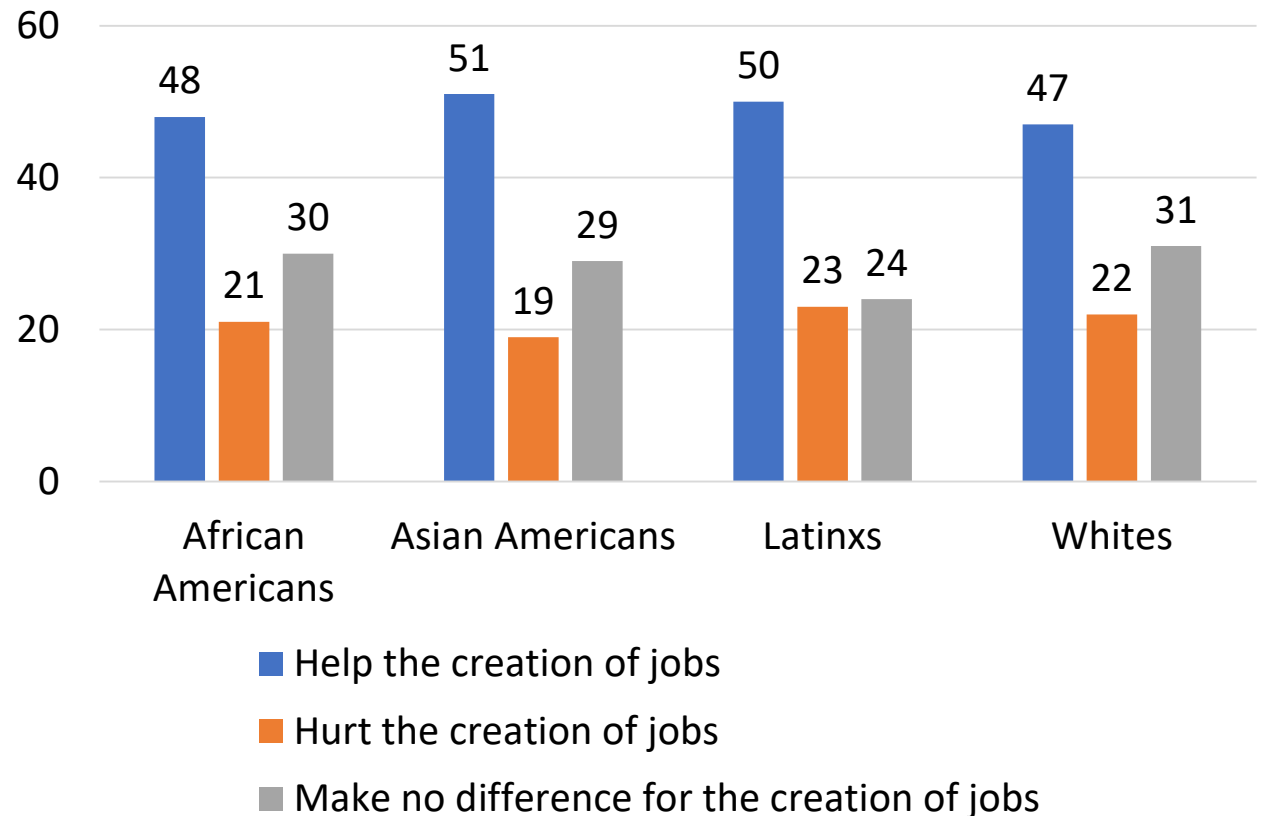


Climate change and job creation

Percent who think policies aimed at reducing the effects of climate change will hurt the creation of jobs:

- African Americans = 21%
- Asian Americans = 19%
- Latinxs = 23%
- Whites = 22%

Do you think policies aimed at reducing the effects of global climate change generally help the creation of jobs, hurt the creation of jobs, or make no difference for the creation of jobs?

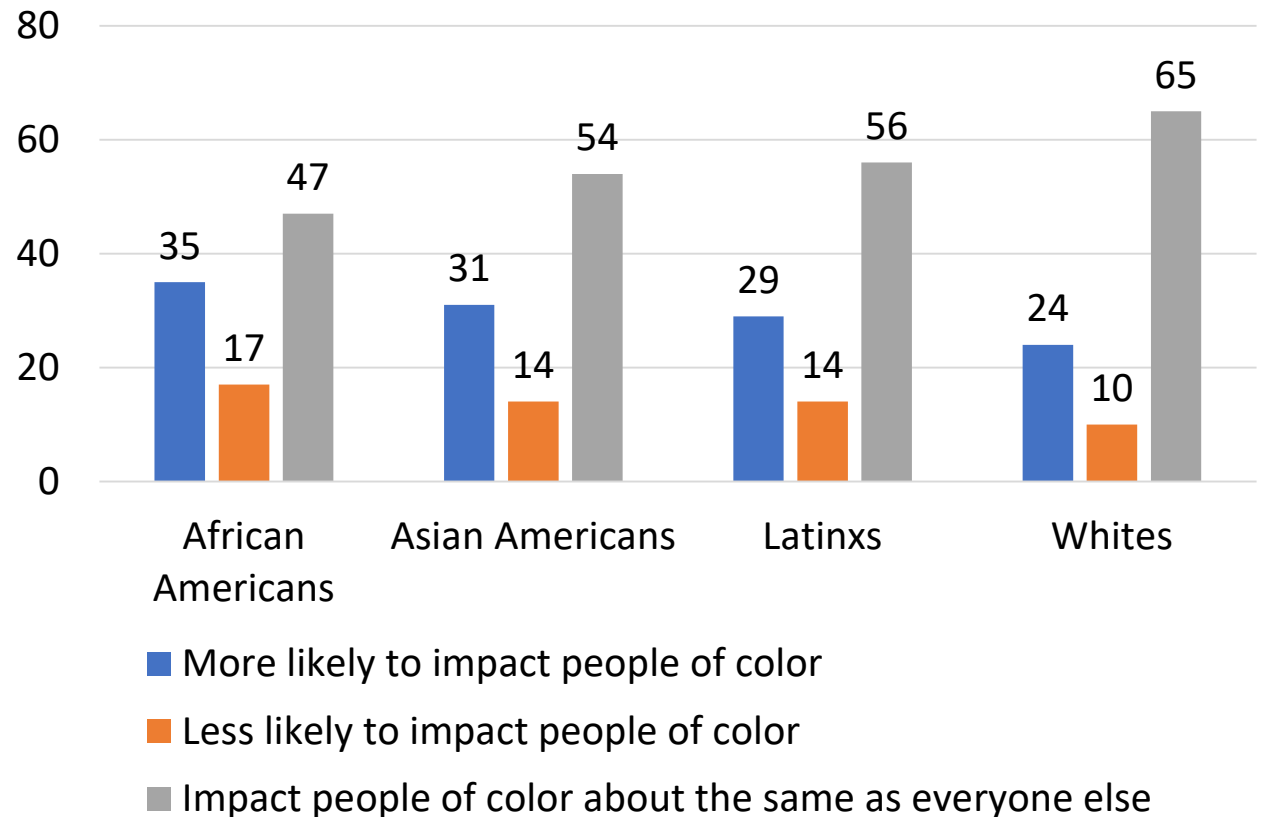


The impact of climate change on people of color

Percent who think people of color will be more negatively impacted by climate change than others:

- African Americans = 35%
- Asian Americans = 31%
- Latinxs = 29%
- Whites = 24%

Do you think the negative effects from climate change are more likely to impact people of color, less likely to impact people of color, or impact people of color about the same as everyone else?

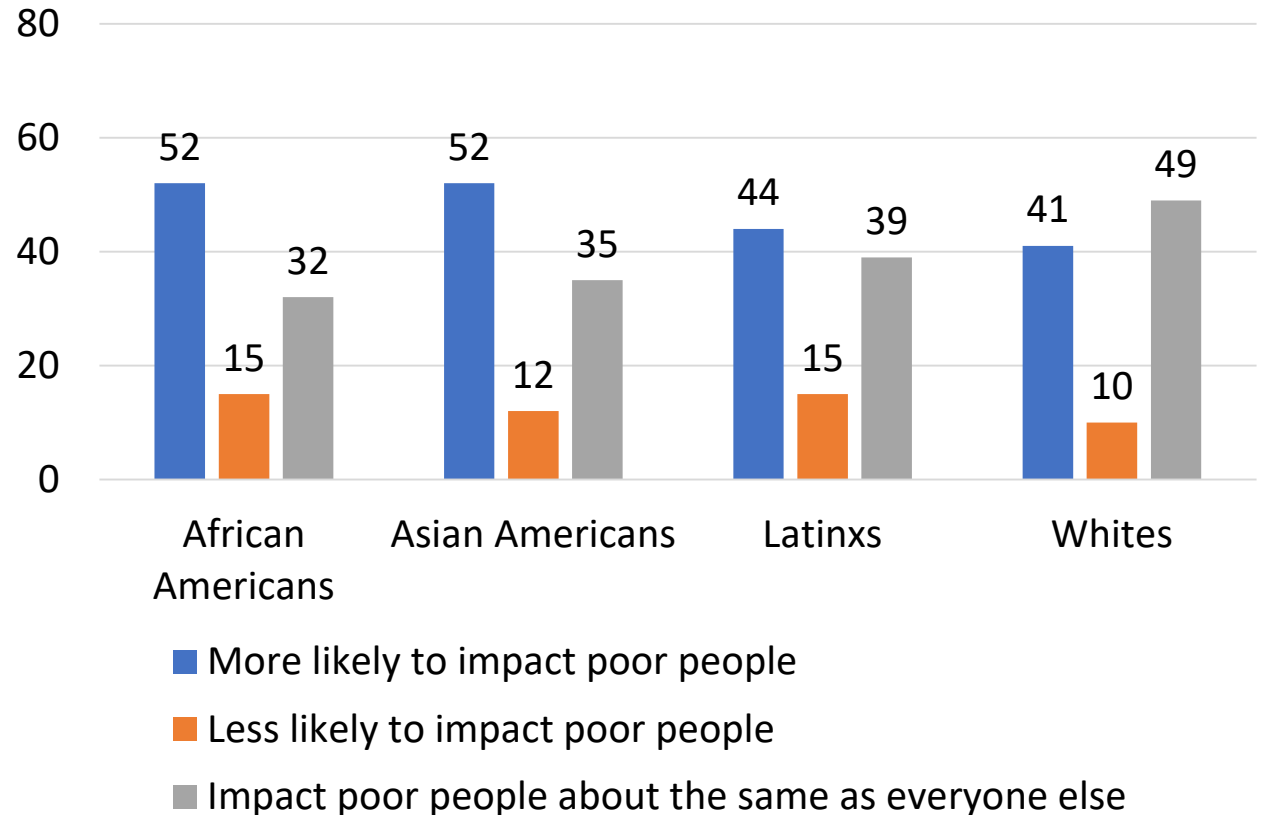


The impact of climate change on poor people

Percent who think poor people will be more negatively impacted by climate change than others:

- African Americans = 52%
- Asian Americans = 52%
- Latinxs = 44%
- Whites = 41%

Do you think the negative effects from climate change are more likely to impact poor people, less likely to impact poor people, or impact poor people about the same as everyone else?

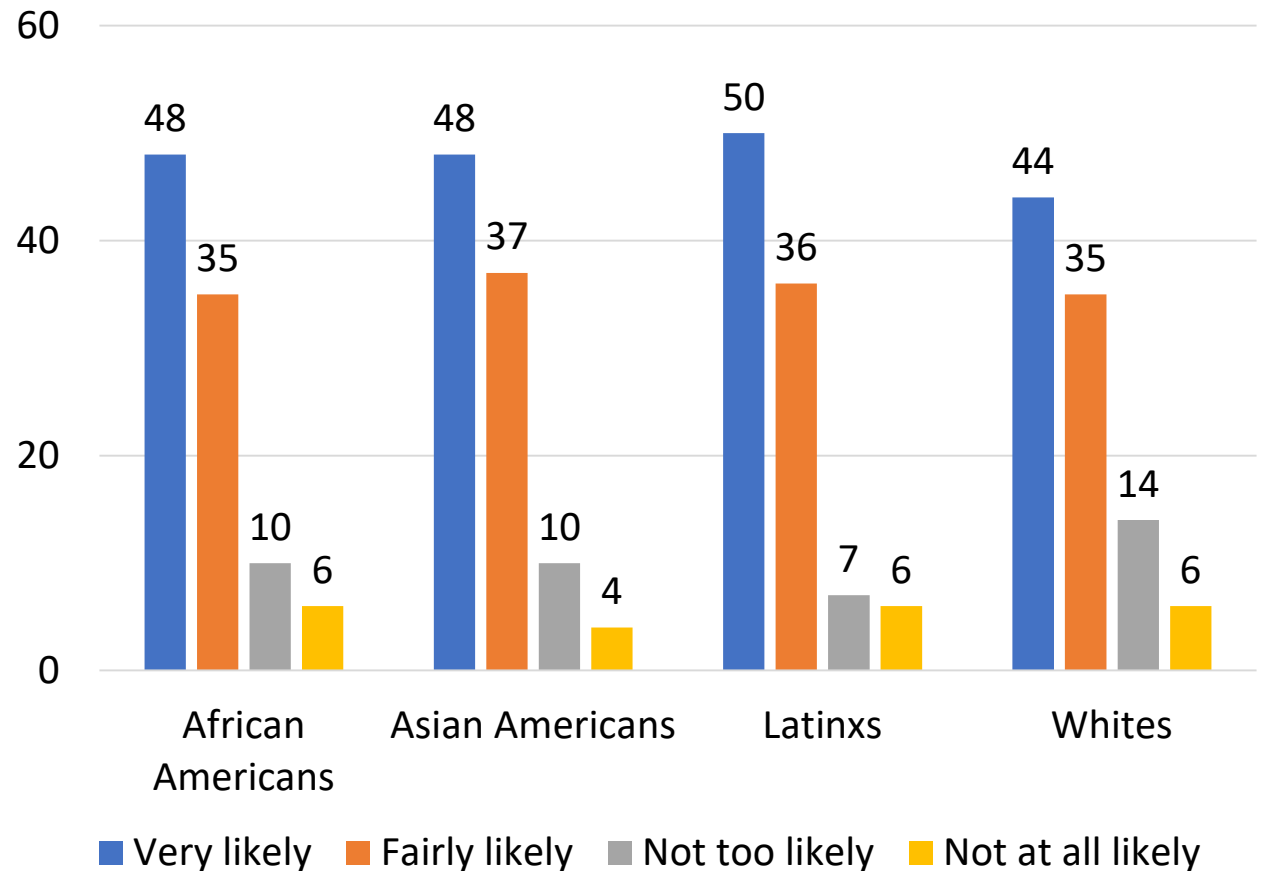


Likelihood of severe storms due to climate change

Percent who say it is very or fairly likely that storms will become more severe due to climate change:

- African Americans = 83%
- Asian Americans = 85%
- Latinxs = 86%
- Whites = 79%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? Storms become more severe.

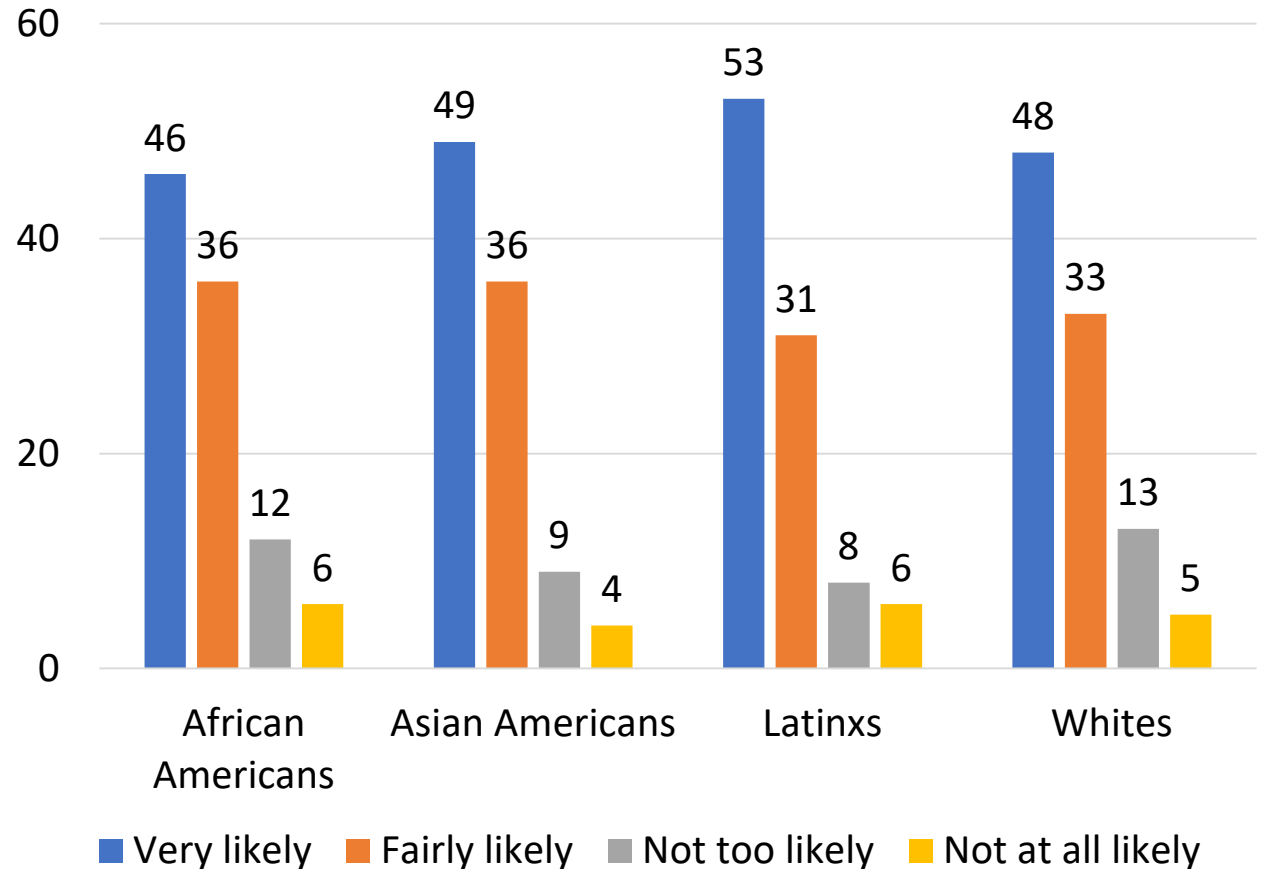


Likelihood of rising sea levels due to climate change

Percent who say it is very or fairly likely that sea levels will rise due to climate change:

- African Americans = 82%
- Asian Americans = 85%
- Latinxs = 84%
- Whites = 81%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? Rising sea levels that swallow up beaches and shore lines.

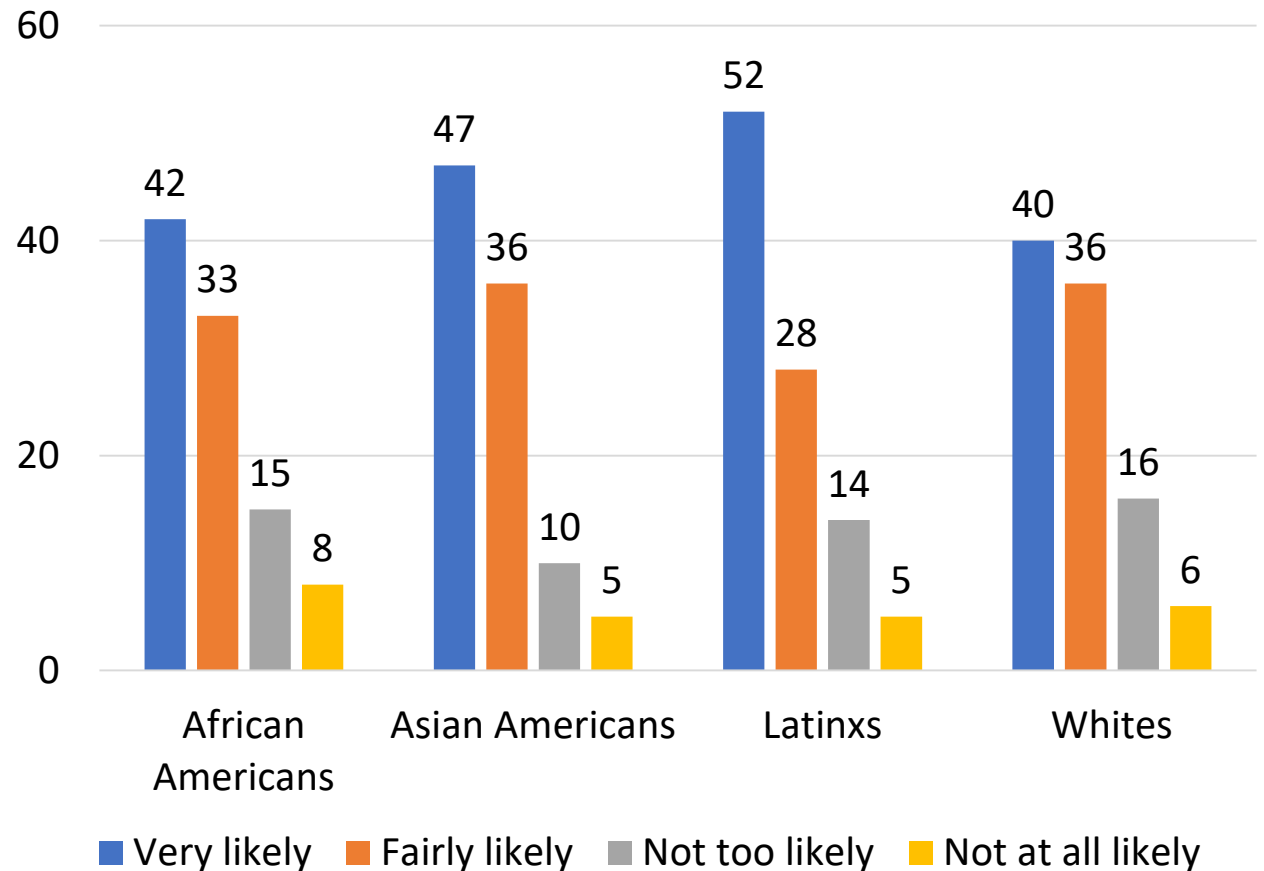


Likelihood of water shortages due to climate change

Percent who say it is very or fairly likely that there will be more droughts or water shortages due to climate change:

- African Americans = 75%
- Asian Americans = 83%
- Latinxs = 80%
- Whites = 76%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? More droughts or water shortages.

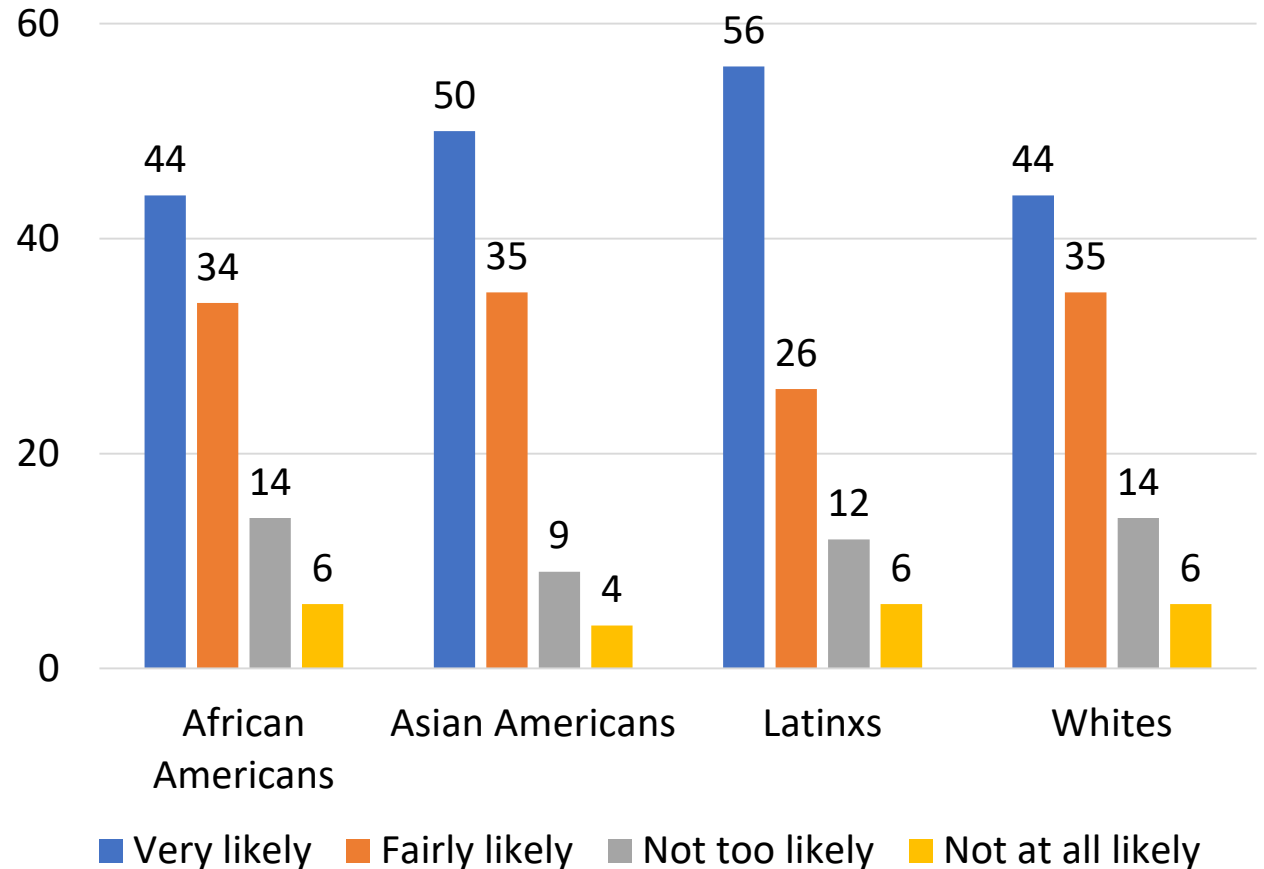


Likelihood of forest fires due to climate change

Percent who say it is very or fairly likely that there will be more forest fires due to climate change:

- African Americans = 78%
- Asian Americans = 85%
- Latinxs = 82%
- Whites = 79%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? More forest fires.

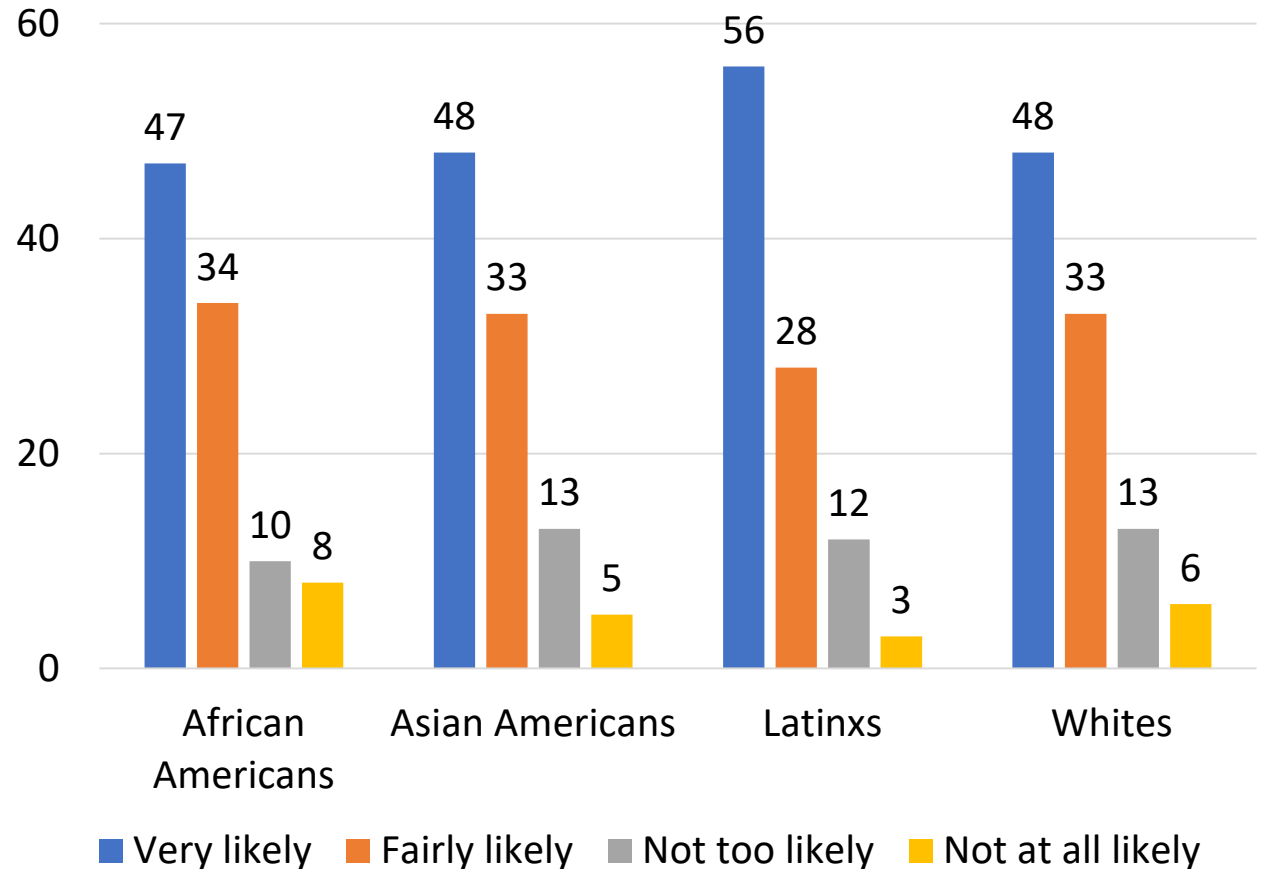


Likelihood of hurricanes due to climate change

Percent who say it is very or fairly likely that there will be more dangerous hurricanes due to climate change:

- African Americans = 81%
- Asian Americans = 81%
- Latinxs = 84%
- Whites = 81%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? More dangerous hurricanes.

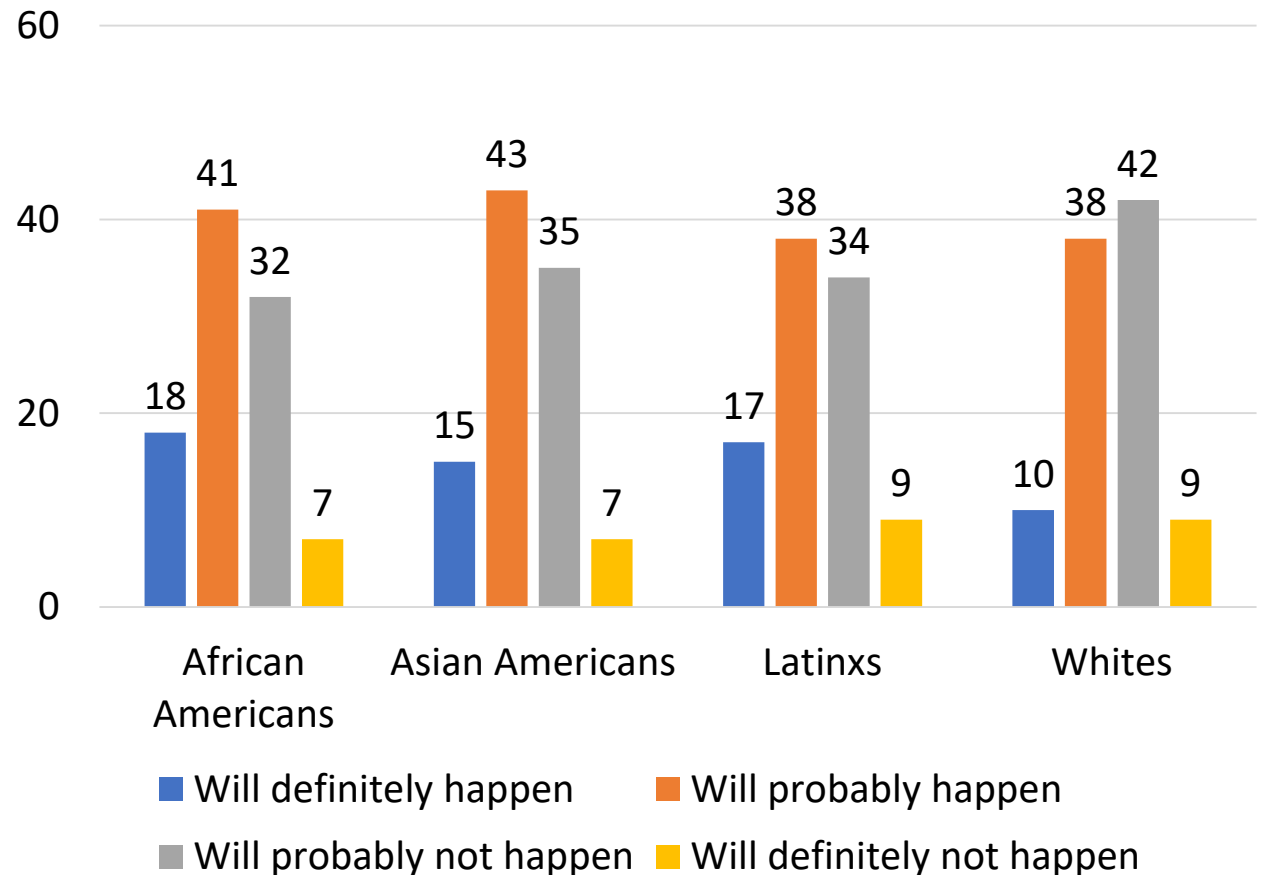


Likelihood of technology solving climate change

Percent who say new technology will definitely or probably solve most of the problems from climate change in the next 50 years:

- African Americans = 59%
- Asian Americans = 58%
- Latinxs = 55%
- Whites = 48%

Do you think the following thing will or will not happen in the next 50 years, that is before the year 2069? New technology will solve most of the problems from global climate change.

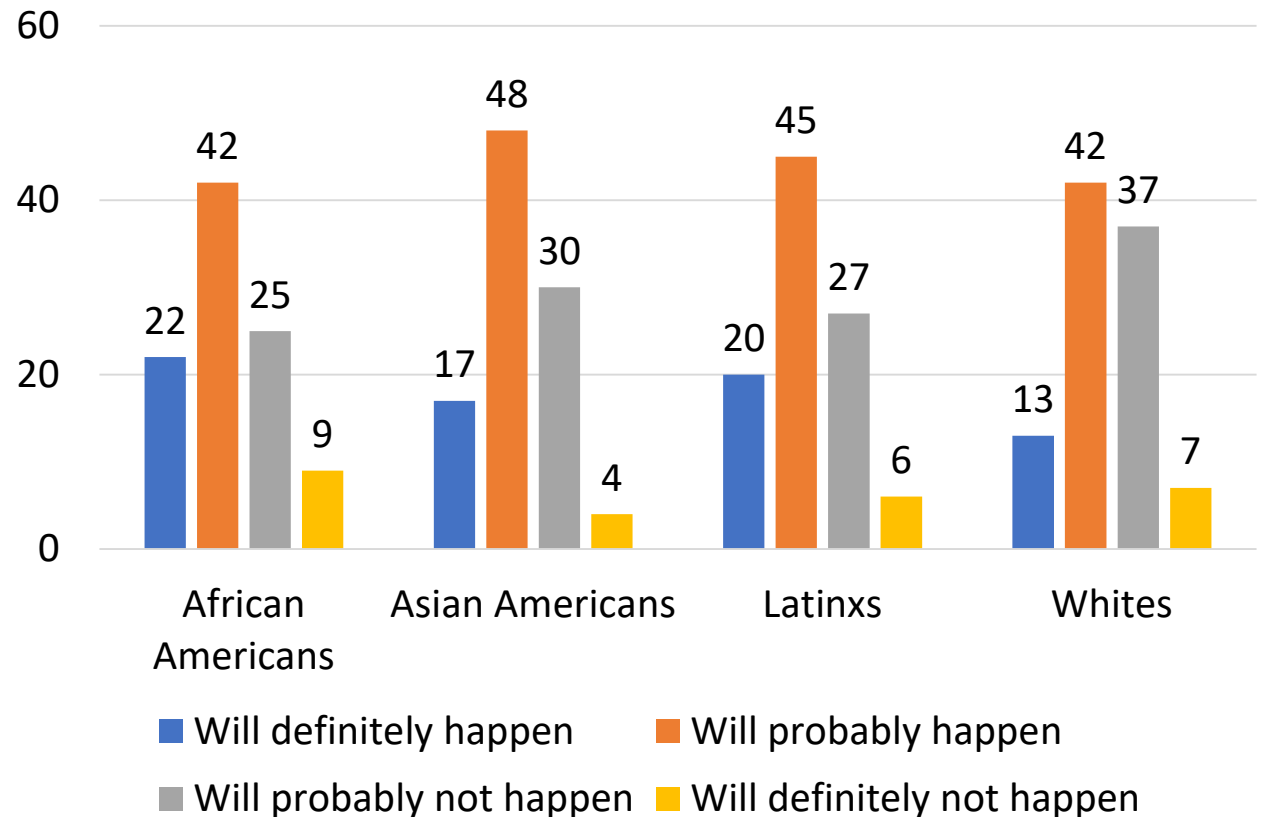


Likelihood of lifestyle changes to address climate change

Percent who say Americans will definitely or probably make major lifestyle changes to address the problems from climate change in the next 50 years:

- African Americans = 64%
- Asian Americans = 65%
- Latinxs = 65%
- Whites = 55%

Do you think the following thing will or will not happen in the next 50 years, that is before the year 2069? We will make major changes to our way of life in America in order to address the problems from global climate change.

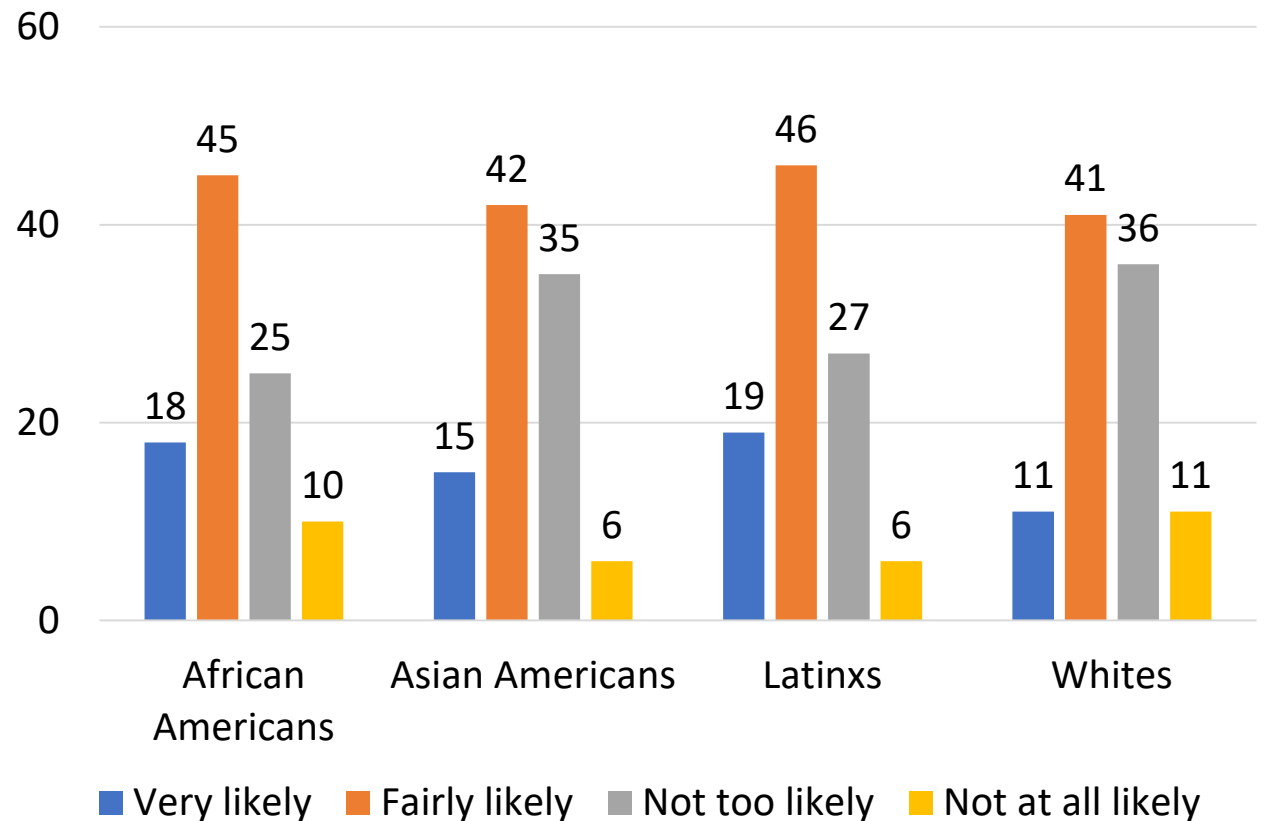


Likelihood of missing our opportunity to address climate change

Percent who say we will definitely or probably miss our opportunity to address climate change in the next 50 years:

- African Americans = 63%
- Asian Americans = 57%
- Latinxs = 65%
- Whites = 52%

Do you think the following thing will or will not happen in the next 50 years, that is before the year 2069? We will have missed our opportunity to address the issue of climate change and there will be nothing we can do.

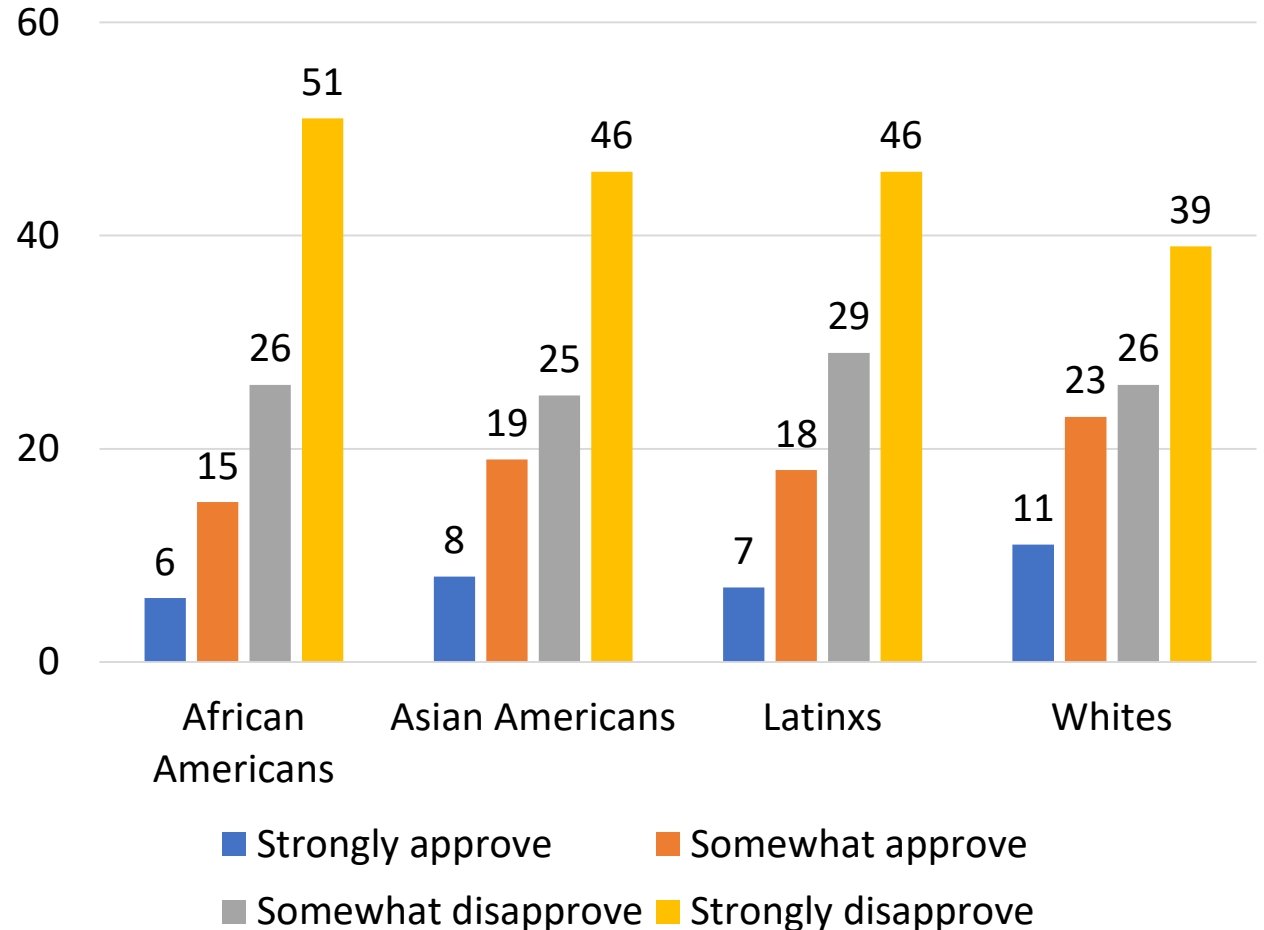


Approval of Trump's handling of climate change

Percent who they strongly or somewhat approve of the way Donald Trump is handling the issue of climate change:

- African Americans = 21%
- Asian Americans = 27%
- Latinxs = 25%
- Whites = 34%

Do you approve or disapprove of the way Donald Trump is handling the issue of climate change?

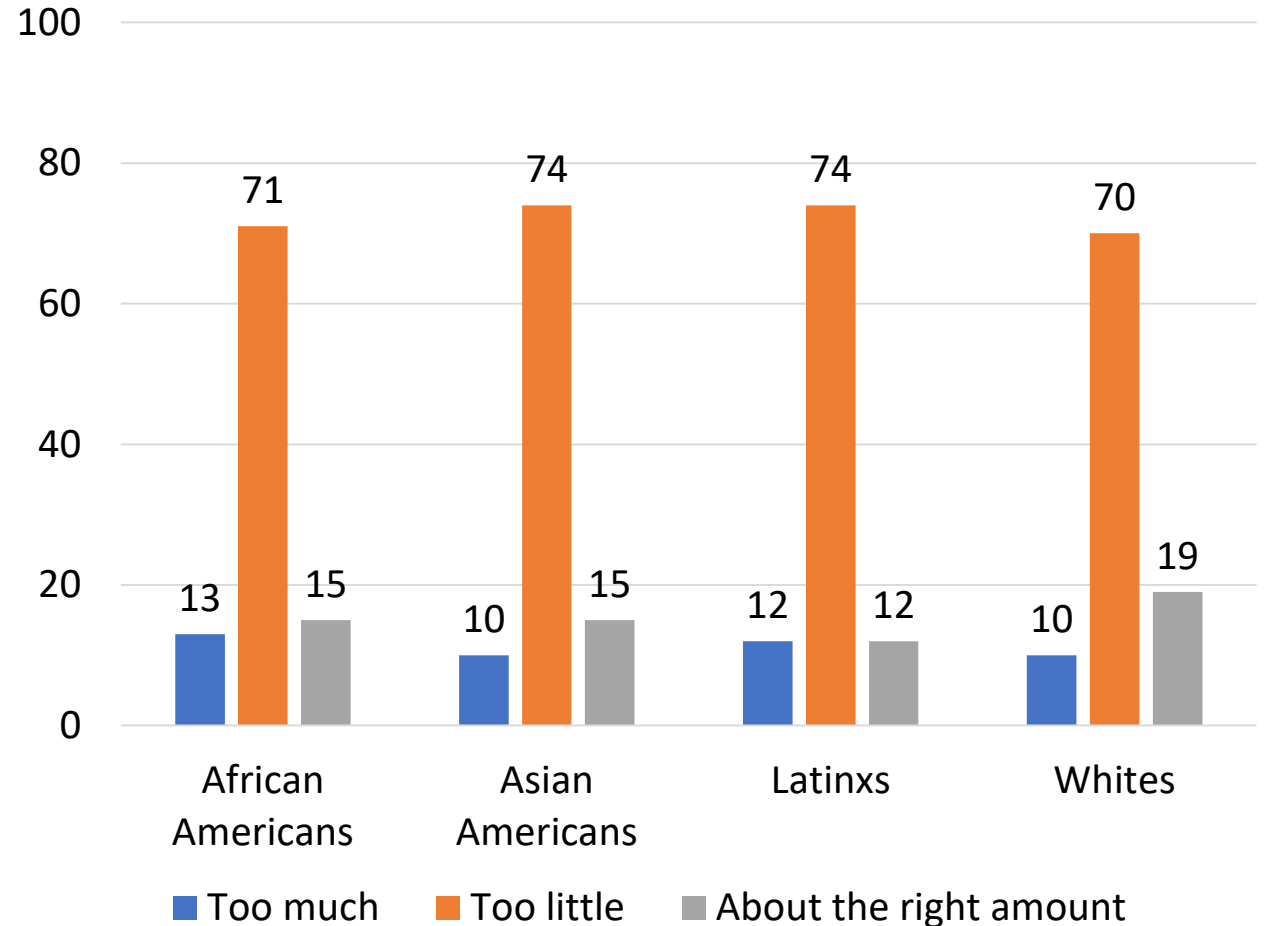


Government's efforts at reducing climate change

Percent who think the federal government is doing too little to reduce the effects of climate change:

- African Americans = 71%
- Asian Americans = 74%
- Latinxs = 74%
- Whites = 70%

How much do you think the federal government is doing to reduce the effects of global climate change?

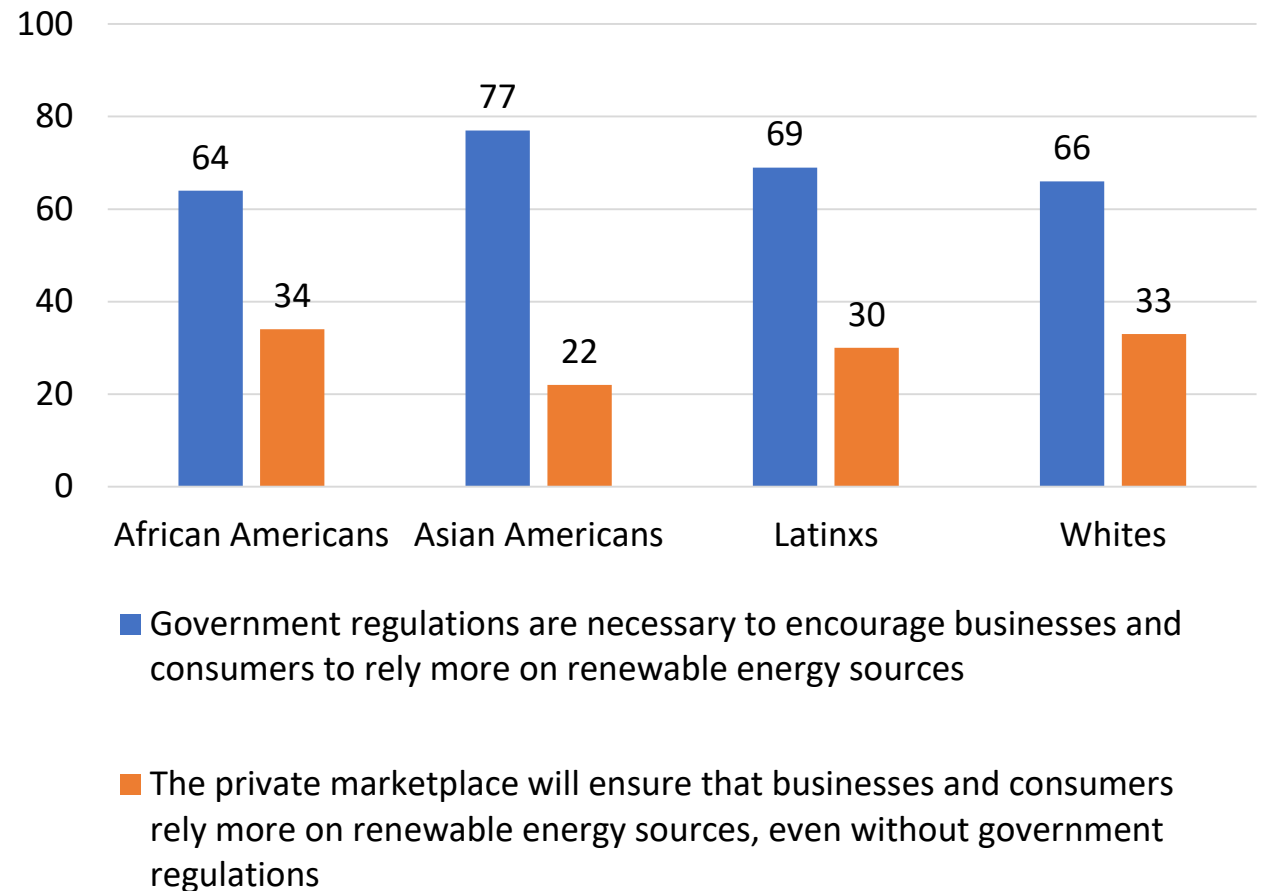


Most effective way to increase reliance on renewable energy

Percent who think government regulations are necessary to encourage businesses and consumers to rely more on renewable energy sources:

- African Americans = 64%
- Asian Americans = 77%
- Latinxs = 69%
- Whites = 66%

Which of these statements comes closest to your own view about the most effective way to increase reliance on renewable energy sources, even if neither is exactly right?

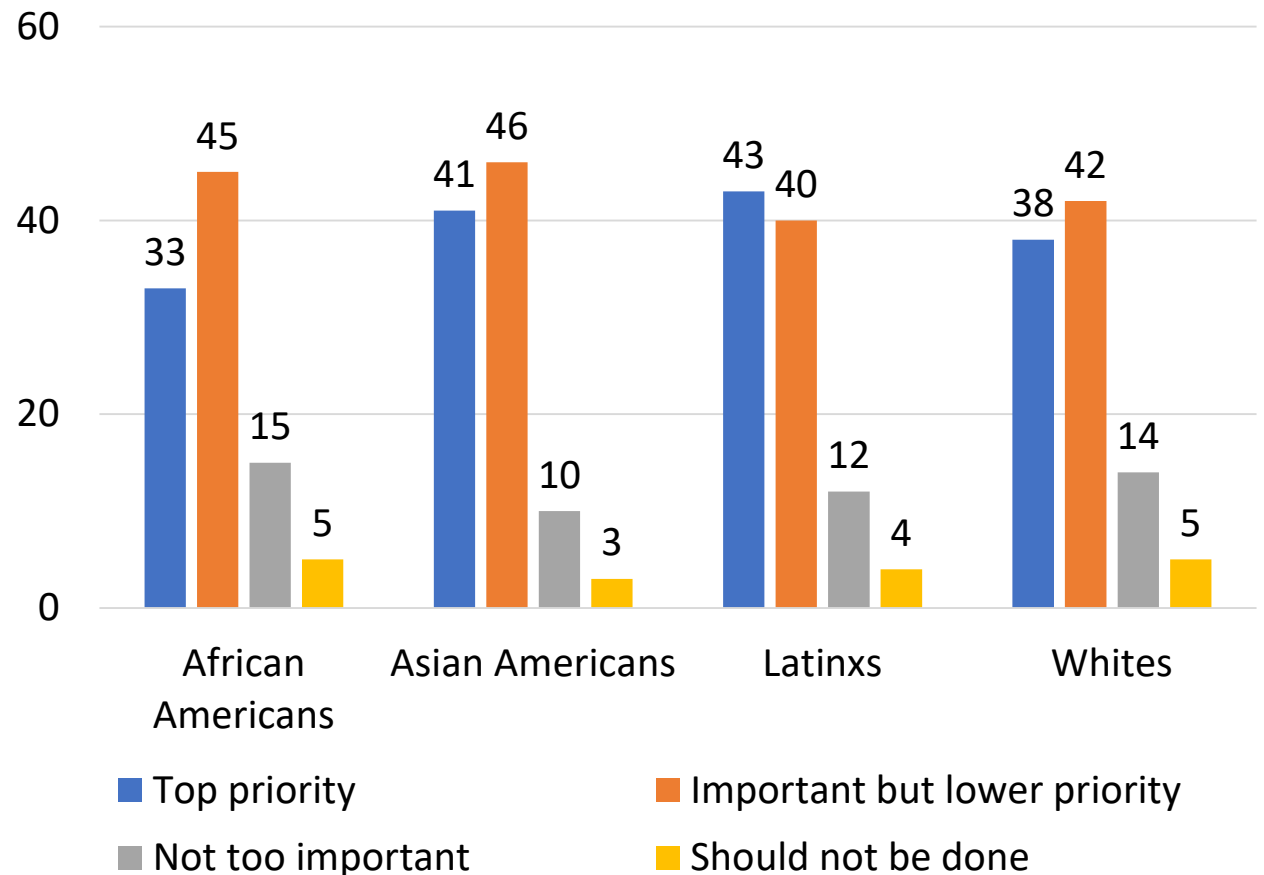


Prioritizing climate change

Percent who think dealing with climate change should be a top priority:

- African Americans = 33%
- Asian Americans = 41%
- Latinxs = 43%
- Whites = 38%

Should dealing with global climate change be a top priority, important but lower priority, not too important, or should it not be done?

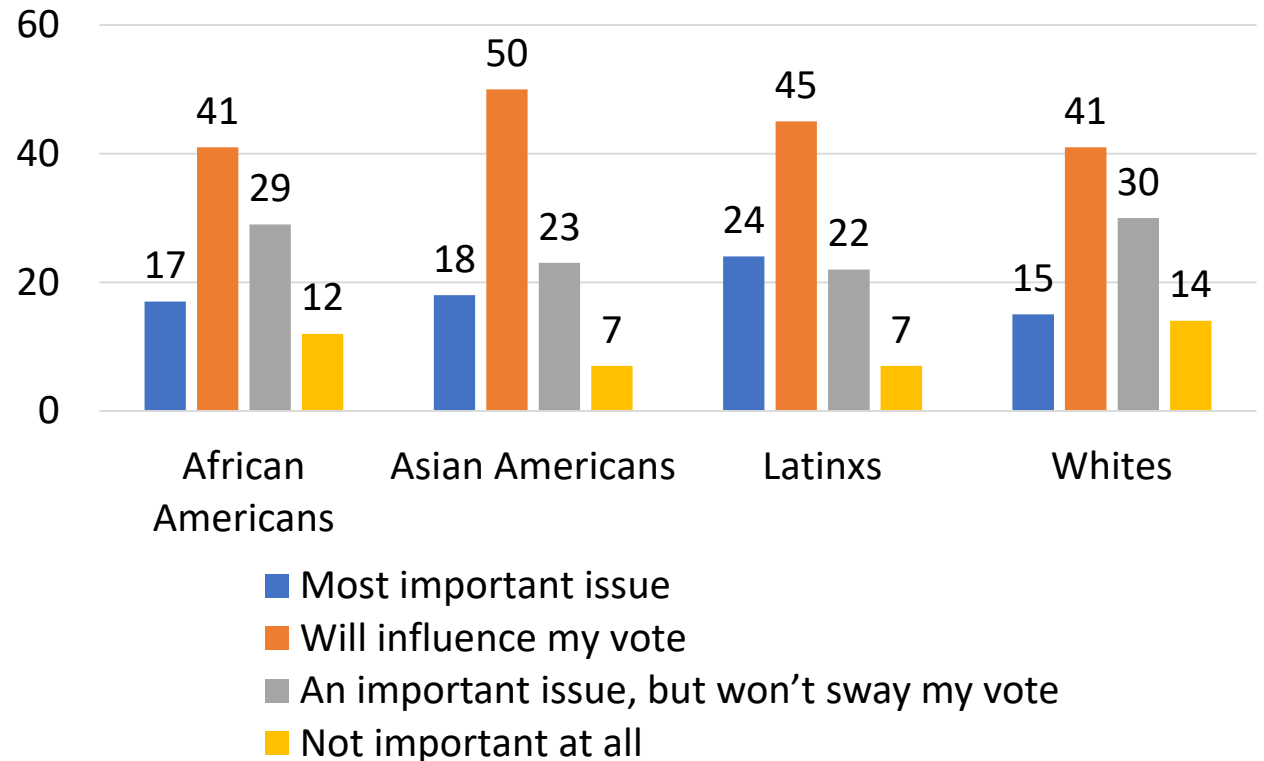


The importance of climate change in 2020 vote choice

Percent who say that the issue of climate change will influence or is the most important issue in choosing who they will vote for in 2020:

- African Americans = 58%
- Asian Americans = 68%
- Latinxs = 69%
- Whites = 56%

How important is the issue of climate change in choosing who you will vote for in the 2020 presidential election? Would you say it is the most important issue, will influence my vote, an important issue, but won't sway my vote, or not important at all?

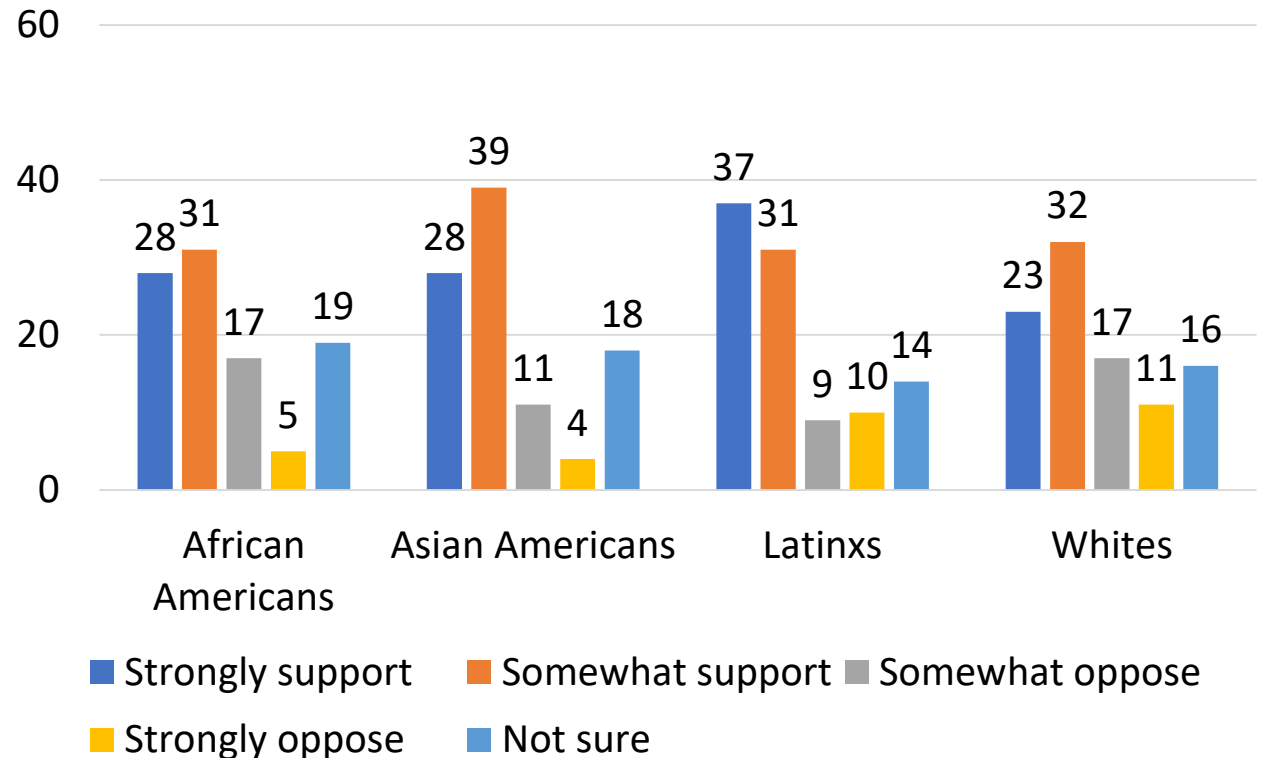


Support for the Green New Deal

Percent who strongly or somewhat support the Green New Deal:

- African Americans = 59%
- Asian Americans = 67%
- Latinxs = 68%
- Whites = 55%

Some in Congress have offered up a plan called the Green New Deal meant to address climate change and income inequality by focusing on creating clean energy jobs and ending our use of fossil fuel in the United States. Do you support or oppose the idea?

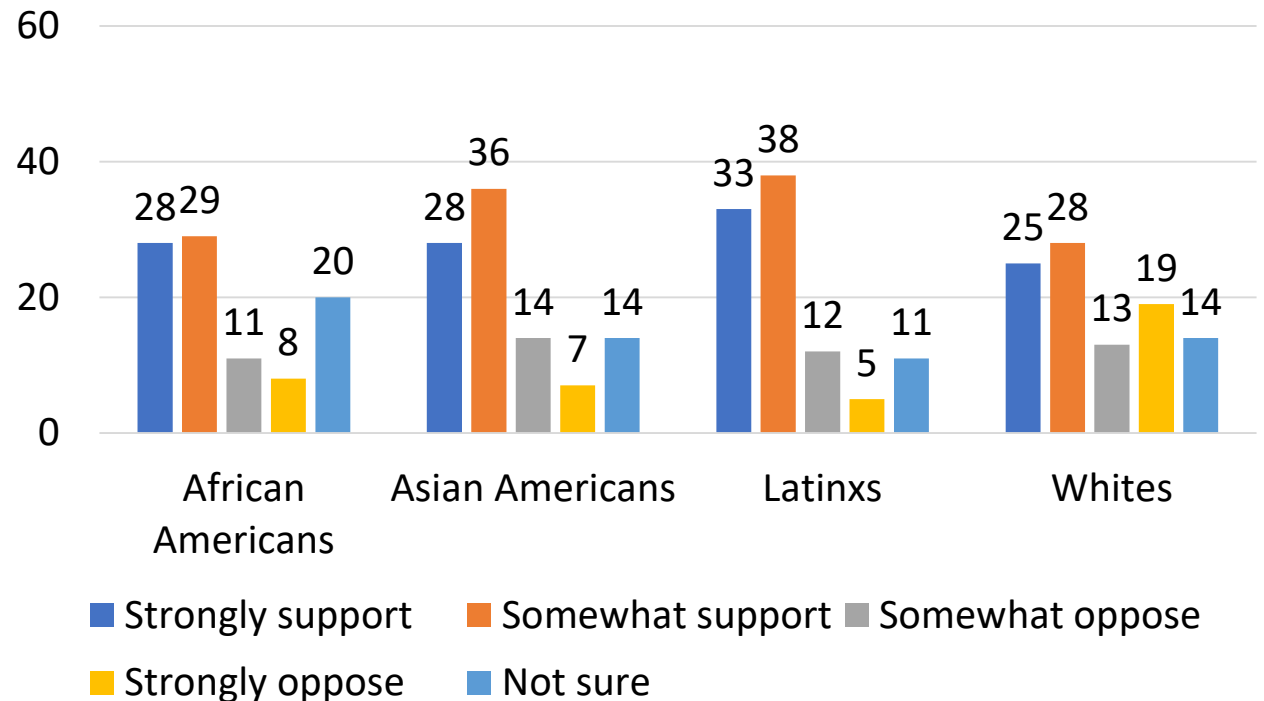


Support for Rep. Alexandria Ocasio-Cortez's Green New Deal

Percent who strongly or somewhat support the Green New Deal:

- African Americans = 57%
- Asian Americans = 64%
- Latinxs = 71%
- Whites = 53%

Some in Congress, like Representative Alexandria Ocasio Cortez, have offered up a plan called the Green New Deal meant to address climate change and income inequality by focusing on creating clean energy jobs and ending our use of fossil fuel in the United States. Do you support or oppose the idea?

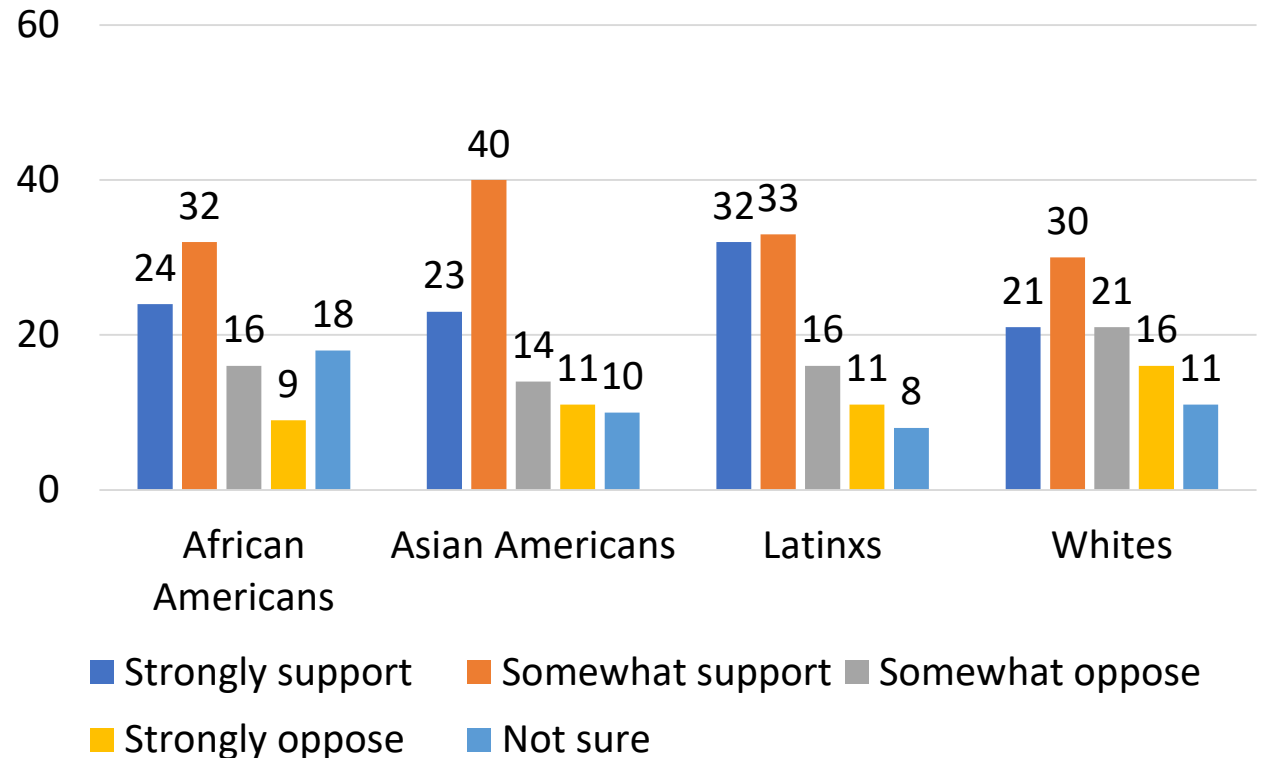


Support for the Green New Deal with increased taxes

Percent who strongly or somewhat support the Green New Deal even if it means raising taxes:

- African Americans = 56%
- Asian Americans = 63%
- Latinxs = 65%
- Whites = 51%

Some in Congress have offered up a plan called the Green New Deal meant to address climate change and income inequality by focusing on creating clean energy jobs and ending our use of fossil fuel in the United States. Do you support or oppose the idea, even if it means raising taxes?

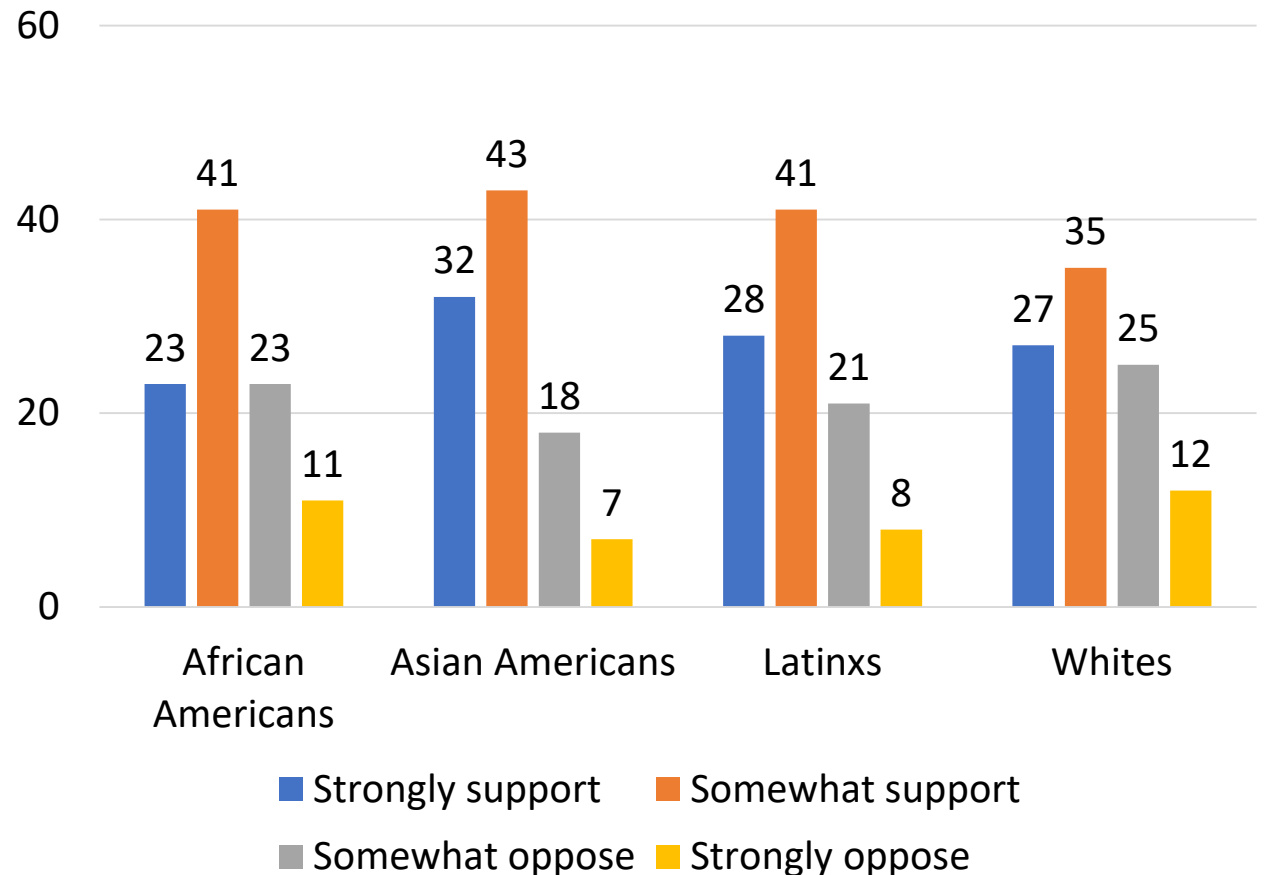


Support for ending coal as a source of energy

Percent who strongly or somewhat support ending coal mining as a source of energy in the U.S.:

- African Americans = 64%
- Asian Americans = 75%
- Latinxs = 69%
- Whites = 62%

Do you support or oppose the following climate change policy? Ending coal mining as a source of energy in our country.

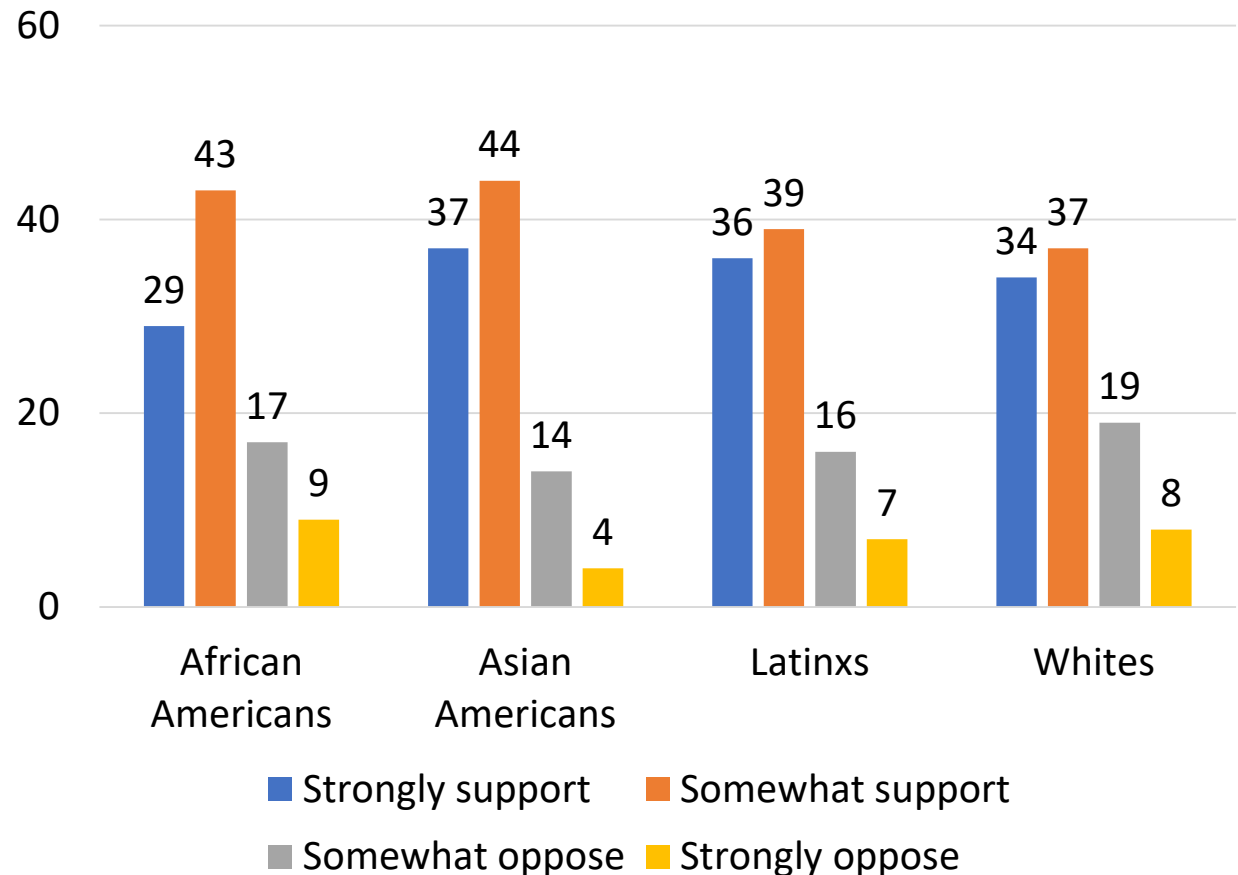


Support for electric vehicle tax incentives

Percent who strongly or somewhat support tax incentives for people to drive hybrid and electric automobiles:

- African Americans = 72%
- Asian Americans = 81%
- Latinxs = 75%
- Whites = 71%

Do you support or oppose the following climate change policy? Tax incentives for people to drive hybrid and electric automobiles.

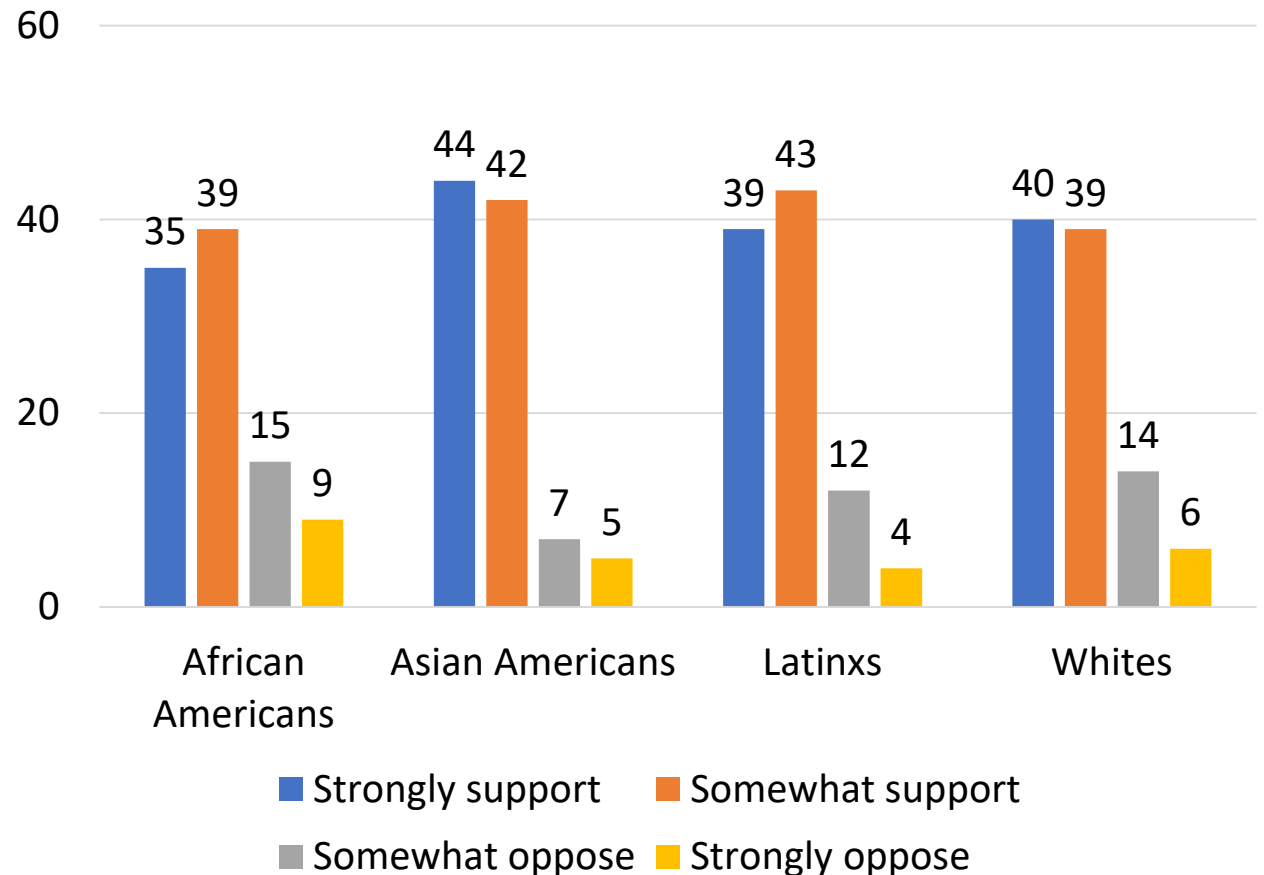


Support for tax incentives to reduce carbon emissions

Percent who strongly or somewhat support tax incentives to encourage businesses to reduce their carbon emissions:

- African Americans = 74%
- Asian Americans = 86%
- Latinxs = 82%
- Whites = 79%

Do you support or oppose the following climate change policy? Tax incentives to encourage businesses to reduce their carbon emissions.

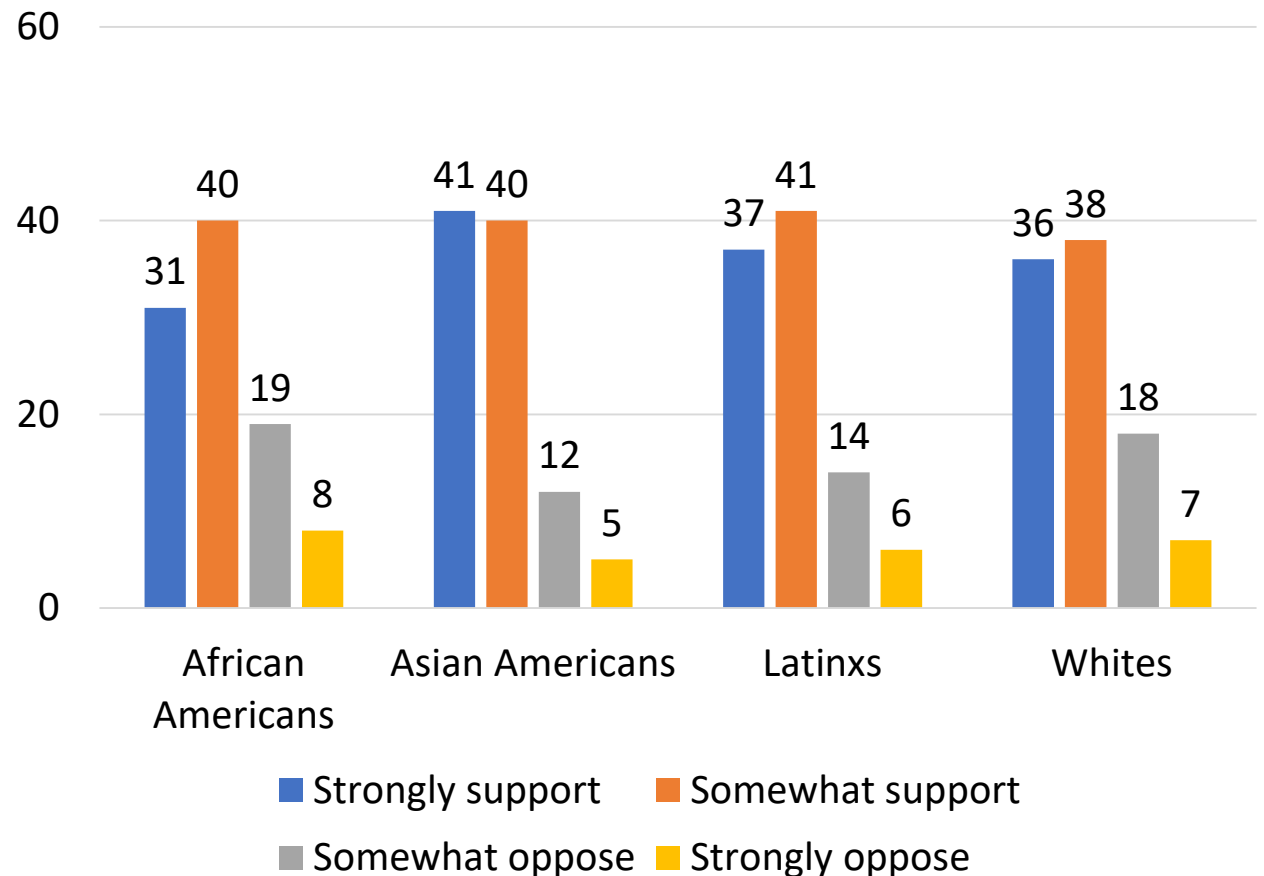


Support for tougher fuel-efficiency standards

Percent who strongly or somewhat support tougher fuel-efficiency standards for cars and trucks:

- African Americans = 71%
- Asian Americans = 81%
- Latinxs = 78%
- Whites = 74%

Do you support or oppose the following climate change policy? Tougher fuel-efficiency standards for automobiles and trucks.

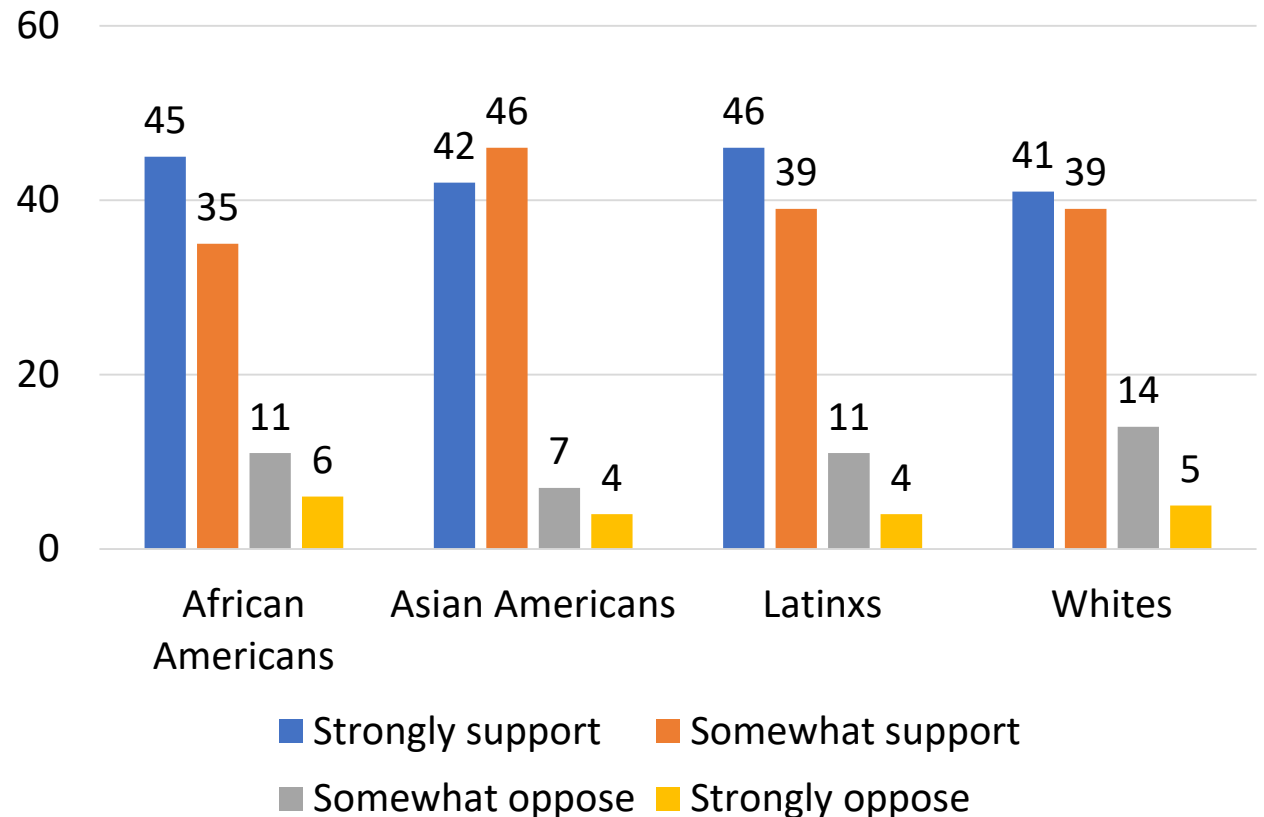


Support for providing services to displaced fossil fuel workers

Percent who strongly or somewhat support providing job training and unemployment insurance to anyone who loses a job due to the closure of fossil fuel plants or extraction:

- African Americans = 80%
- Asian Americans = 88%
- Latinxs = 85%
- Whites = 80%

Do you support or oppose the following climate change policy? Provide job training and unemployment insurance to anyone who loses a job due to the closure of fossil fuel power plants or extraction.

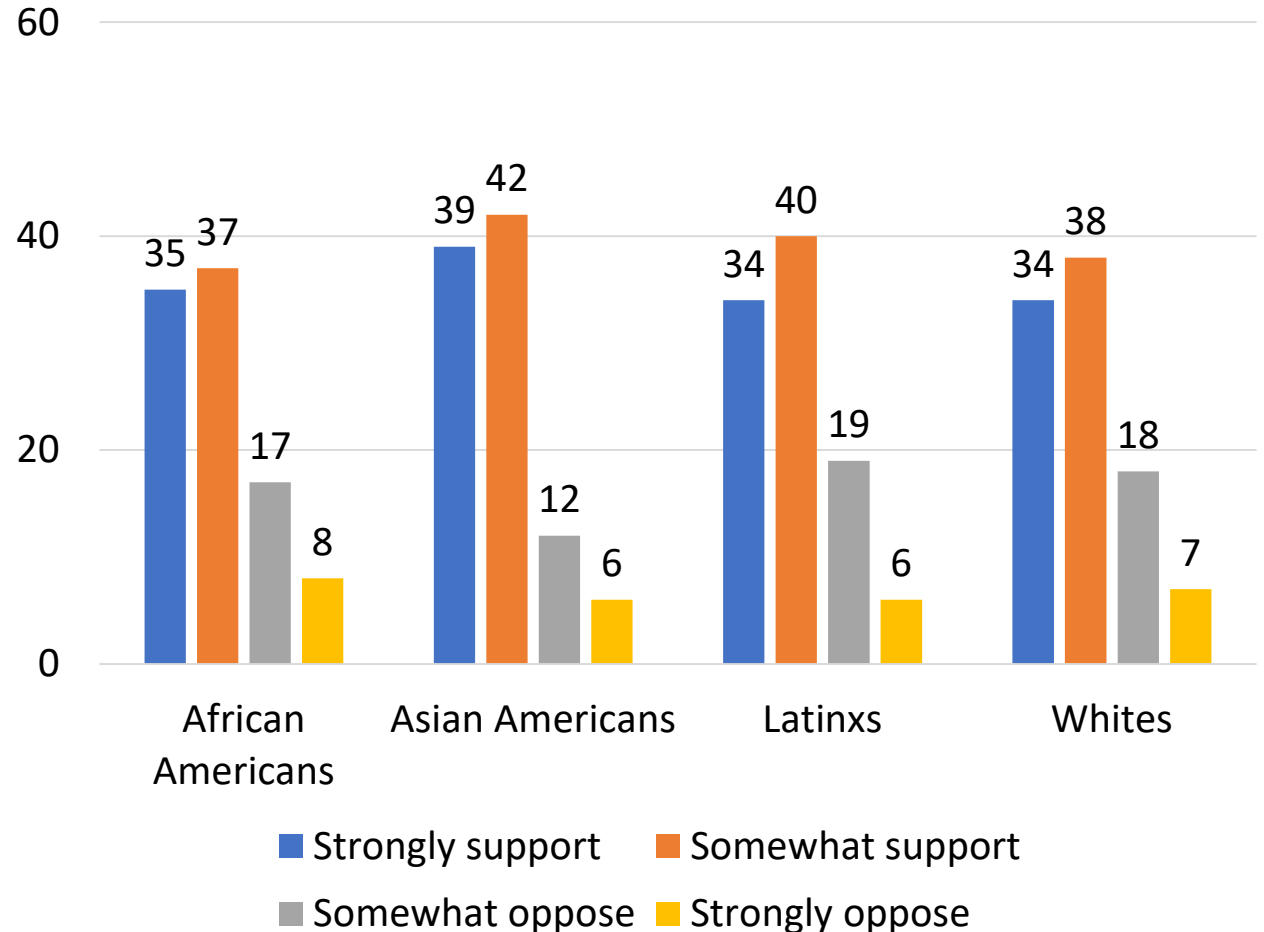


Support for funding mass transportation

Percent who strongly or somewhat support funding local mass transportation across the country:

- African Americans = 72%
- Asian Americans = 81%
- Latinxs = 74%
- Whites = 72%

Do you support or oppose the following climate change policy? Funding local mass transportation across the country.

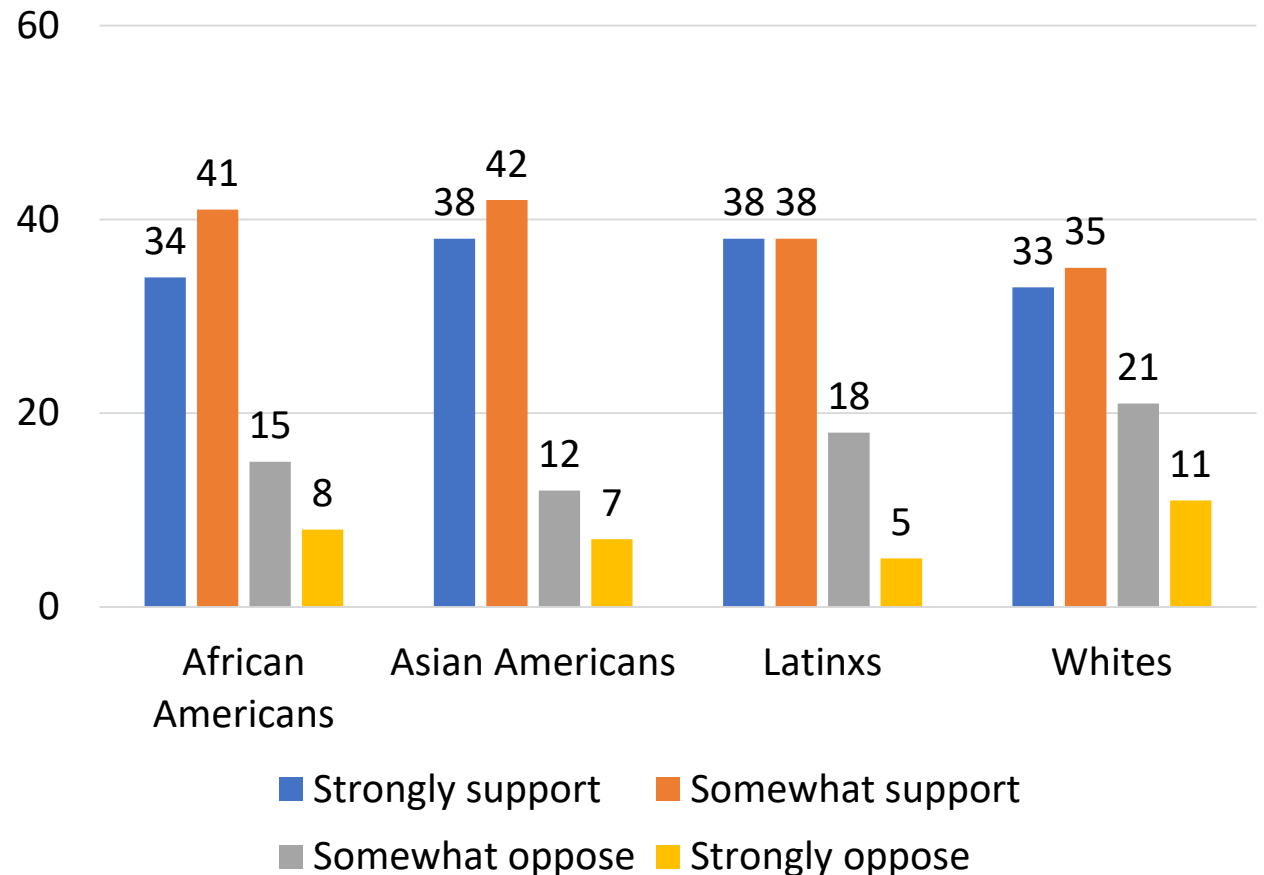


Support for moving to renewable energy by 2050

Percent who strongly or somewhat support requiring that energy Americans use is from a renewable source by 2050:

- African Americans = 75%
- Asian Americans = 80%
- Latinxs = 76%
- Whites = 68%

Do you support or oppose the following climate change policy? Requiring that energy Americans use is from a renewable source by 2050.



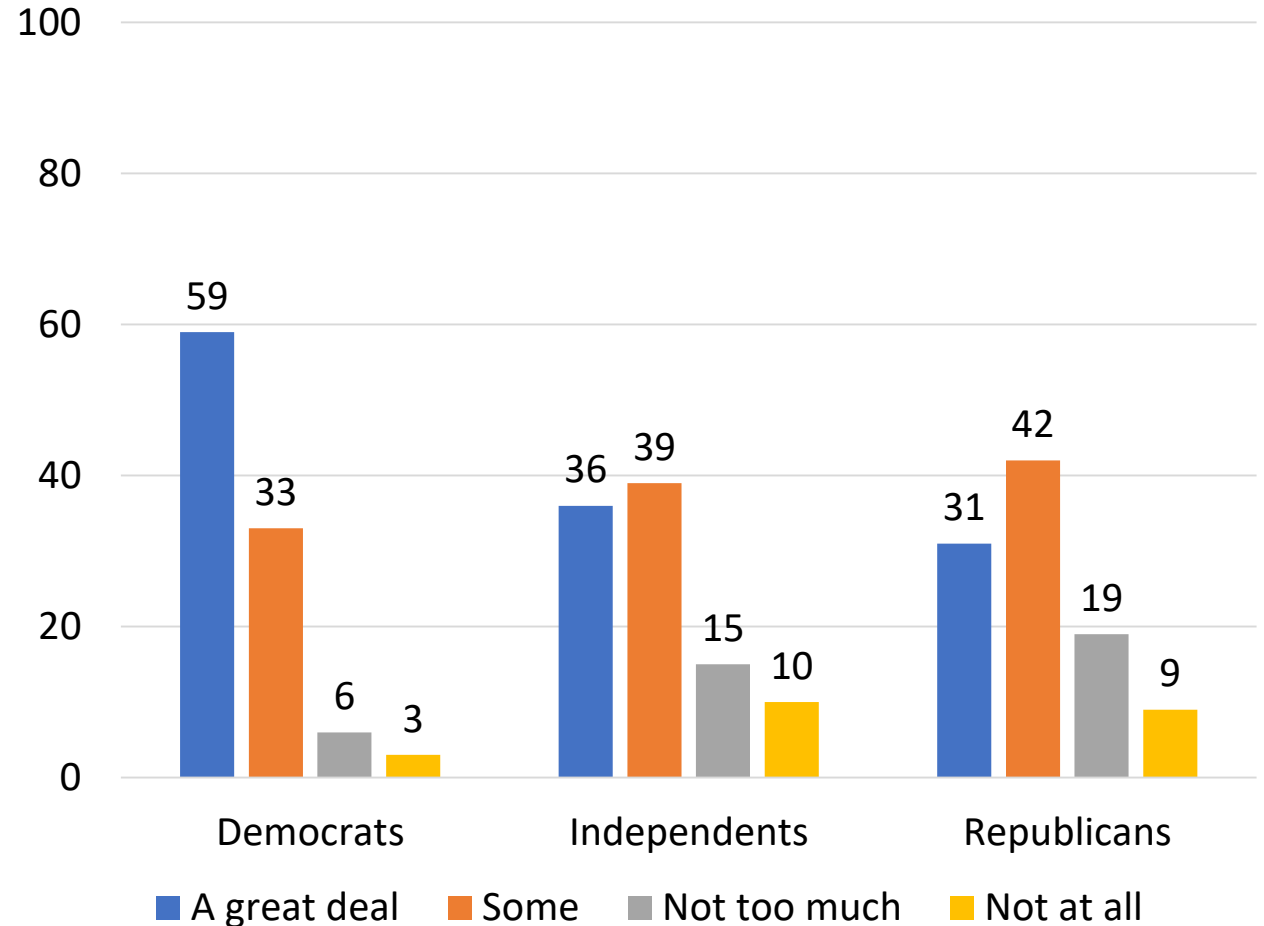
By Partisanship

Care about climate change

Percent who personally care a great deal or some about climate change:

- Democrats = 92%
- Independents = 75%
- Republicans = 73%

How much do you, personally, care about the issue of global climate change?

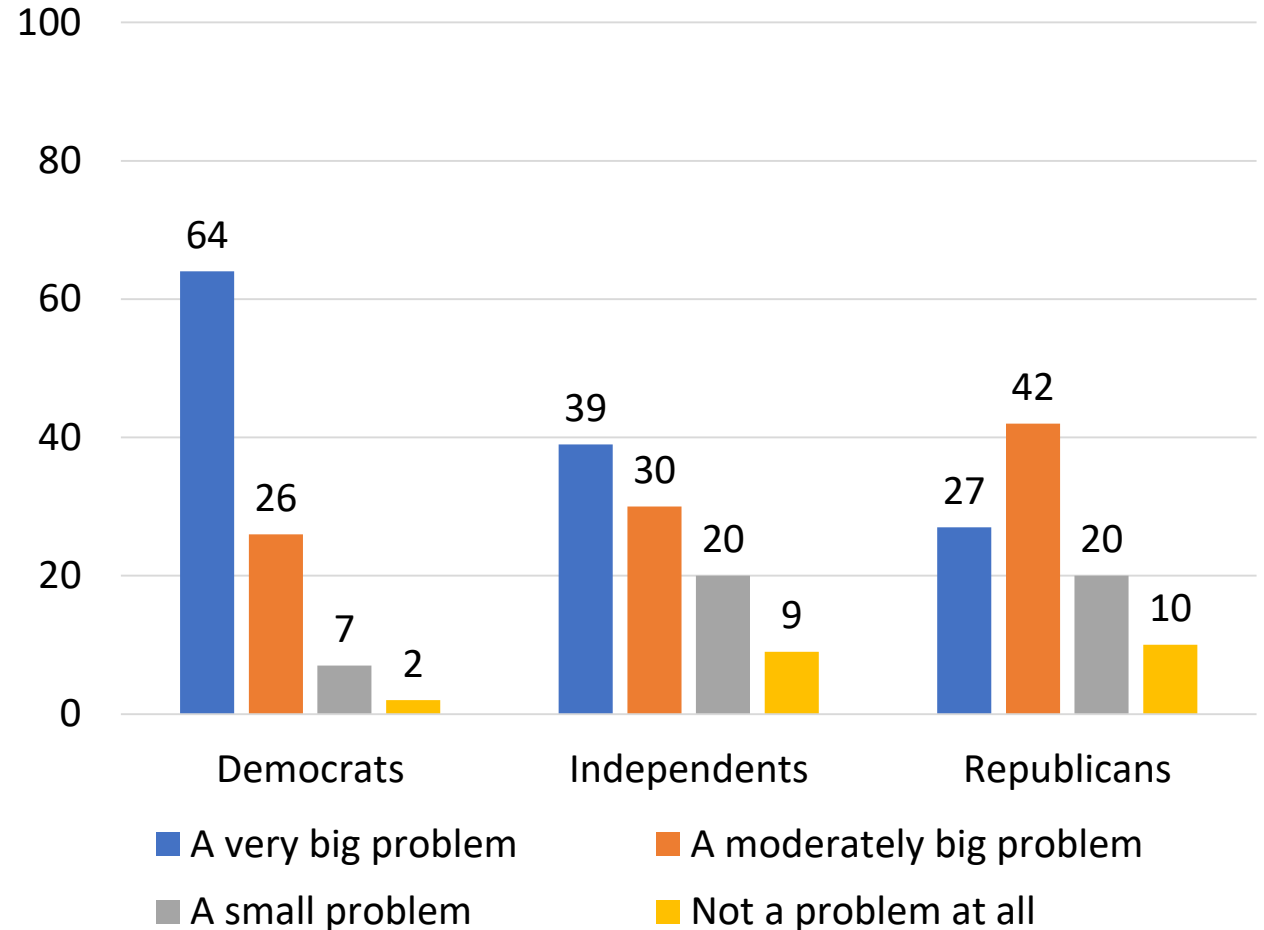


Climate change as a global problem

Percent who think climate change is a very or moderately big problem globally:

- Democrats = 90%
- Independents = 69%
- Republicans = 69%

How much of a problem do you think climate change is globally today?

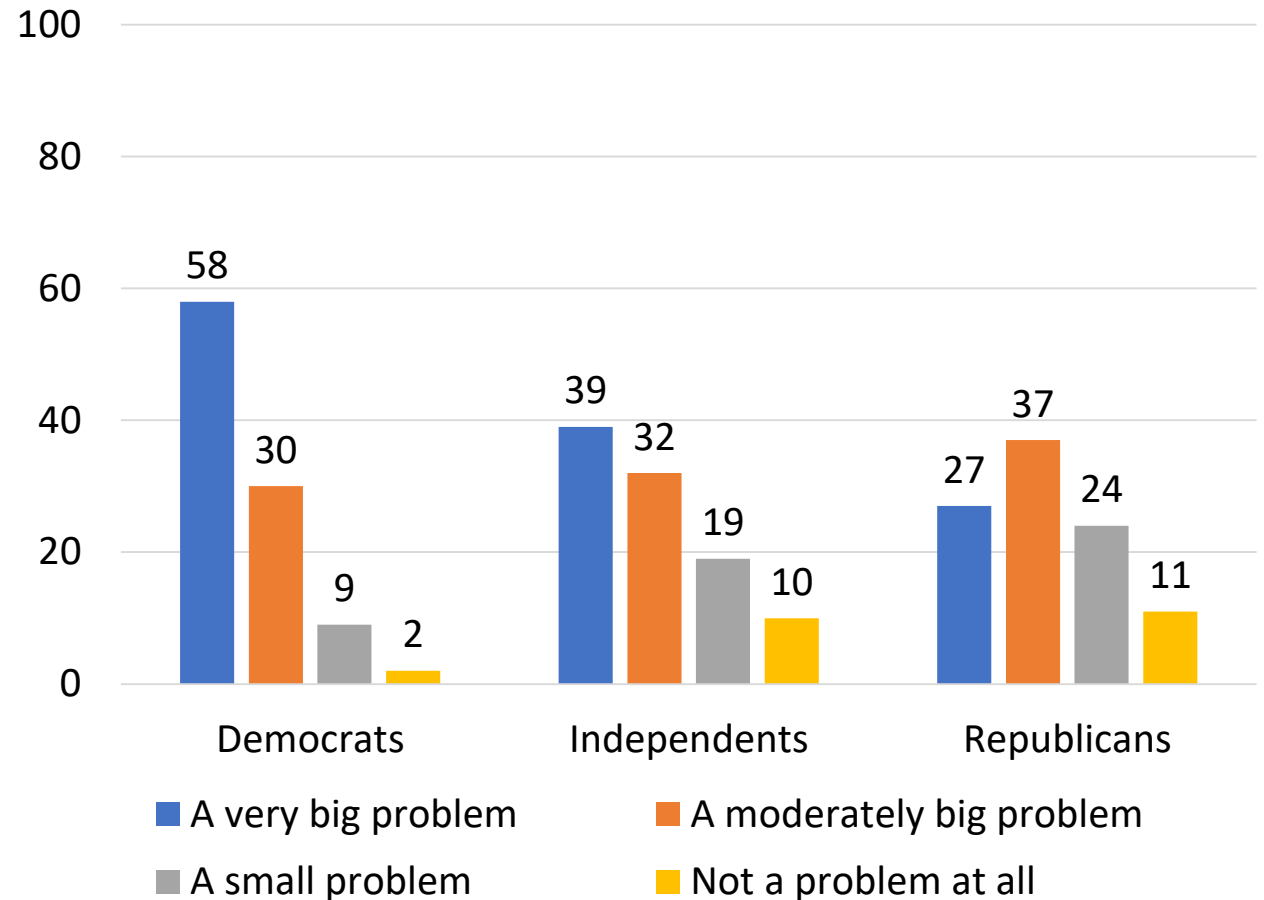


Climate change as a U.S. problem

Percent who think climate change is a very or moderately big problem in the United States:

- Democrats = 88%
- Independents = 71%
- Republicans = 59%

How much of a problem do you think climate change is in the United States today?

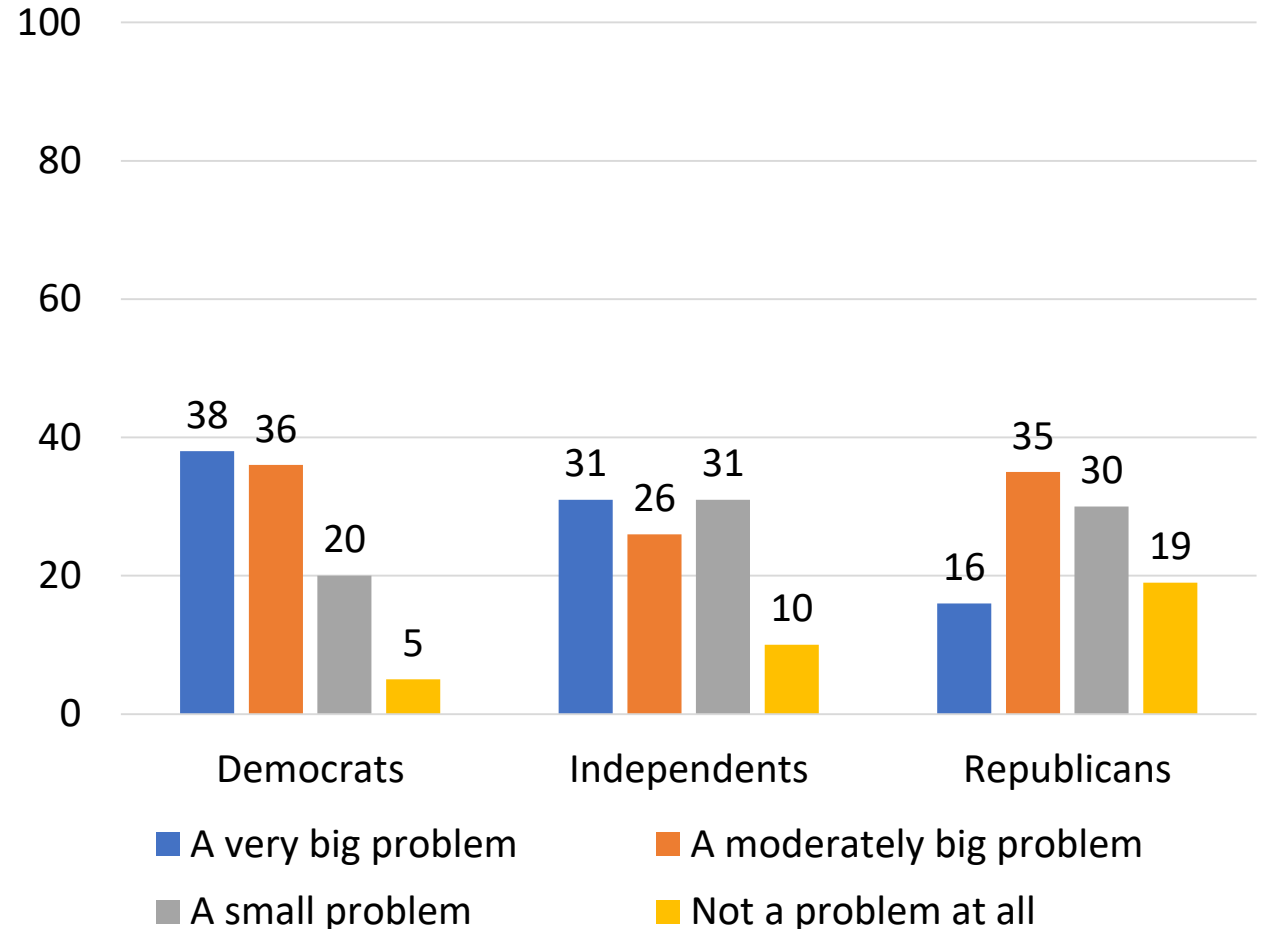


Climate change as a problem in one's local community

Percent who think climate change is a very or moderately big problem in one's local community:

- Democrats = 74%
- Independents = 57%
- Republicans = 51%

How much of a problem do you think climate change is in your local community today?

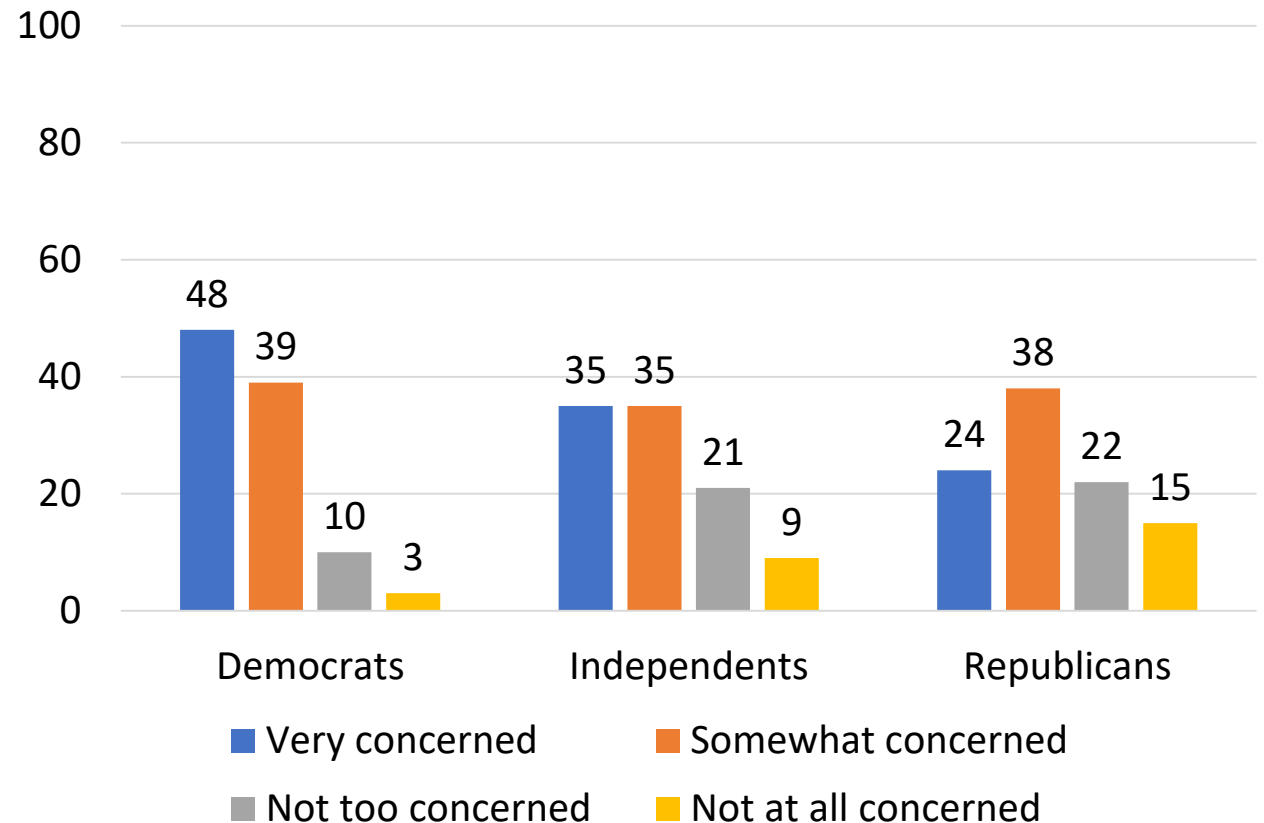


The personal impact of climate change

Percent who are very or somewhat concerned that climate change will impact them personally:

- Democrats = 87%
- Independents = 70%
- Republicans = 62%

How concerned are you, if at all, that global climate change will harm you personally at some point in your lifetime? Are you very concerned, somewhat concerned, not too concerned or not at all concerned?

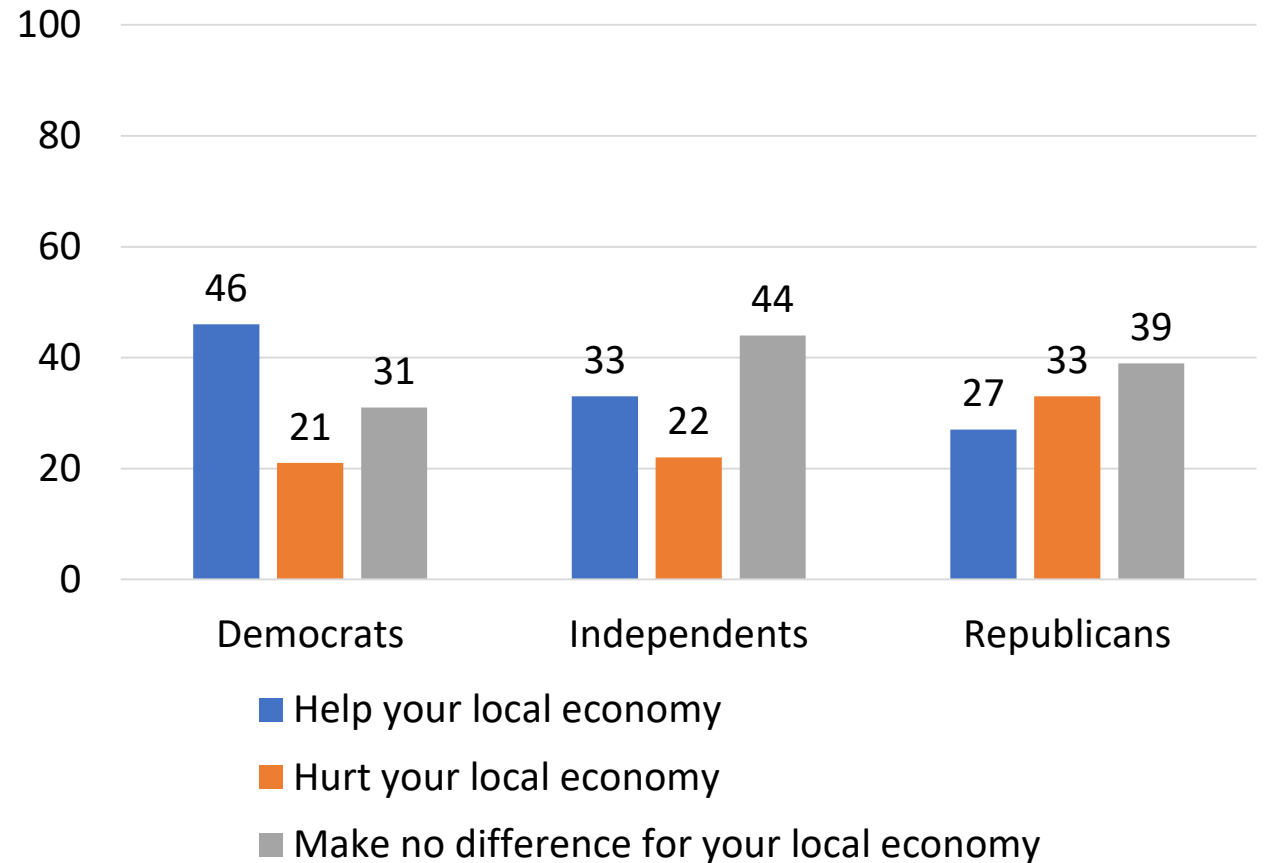


The impact of addressing climate change at the local level

Percent who think policies aimed at reducing the effects of climate change will hurt their local economy:

- Democrats = 21%
- Independents = 22%
- Republicans = 33%

Do you think policies aimed at reducing the effects of global climate change generally help your local economy, hurt your local economy, or make no difference for your local economy?

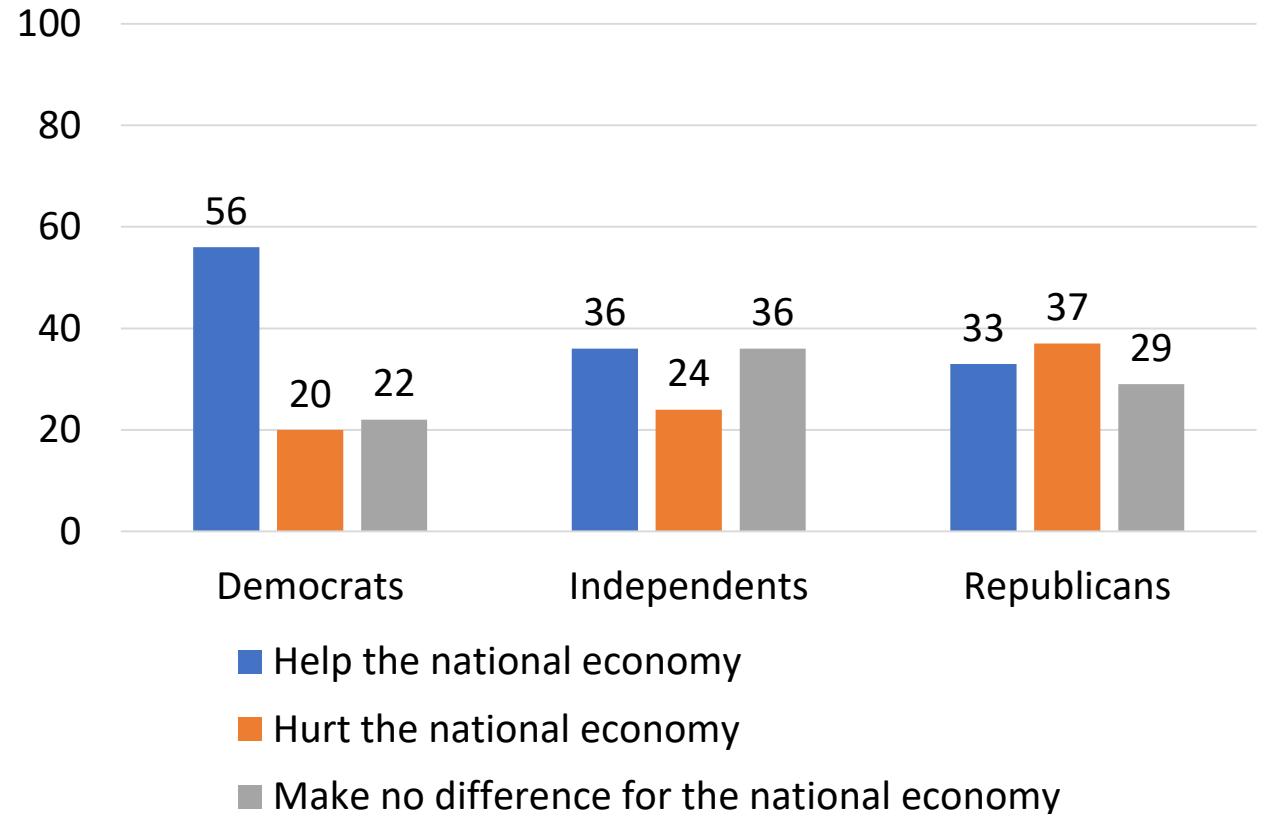


The impact of addressing climate change at the national level

Percent who think policies aimed at reducing the effects of climate change will hurt the national economy:

- Democrats = 20%
- Independents = 24%
- Republicans = 37%

Do you think policies aimed at reducing the effects of global climate change generally help the national economy, hurt the national economy, or make no difference for the national economy?

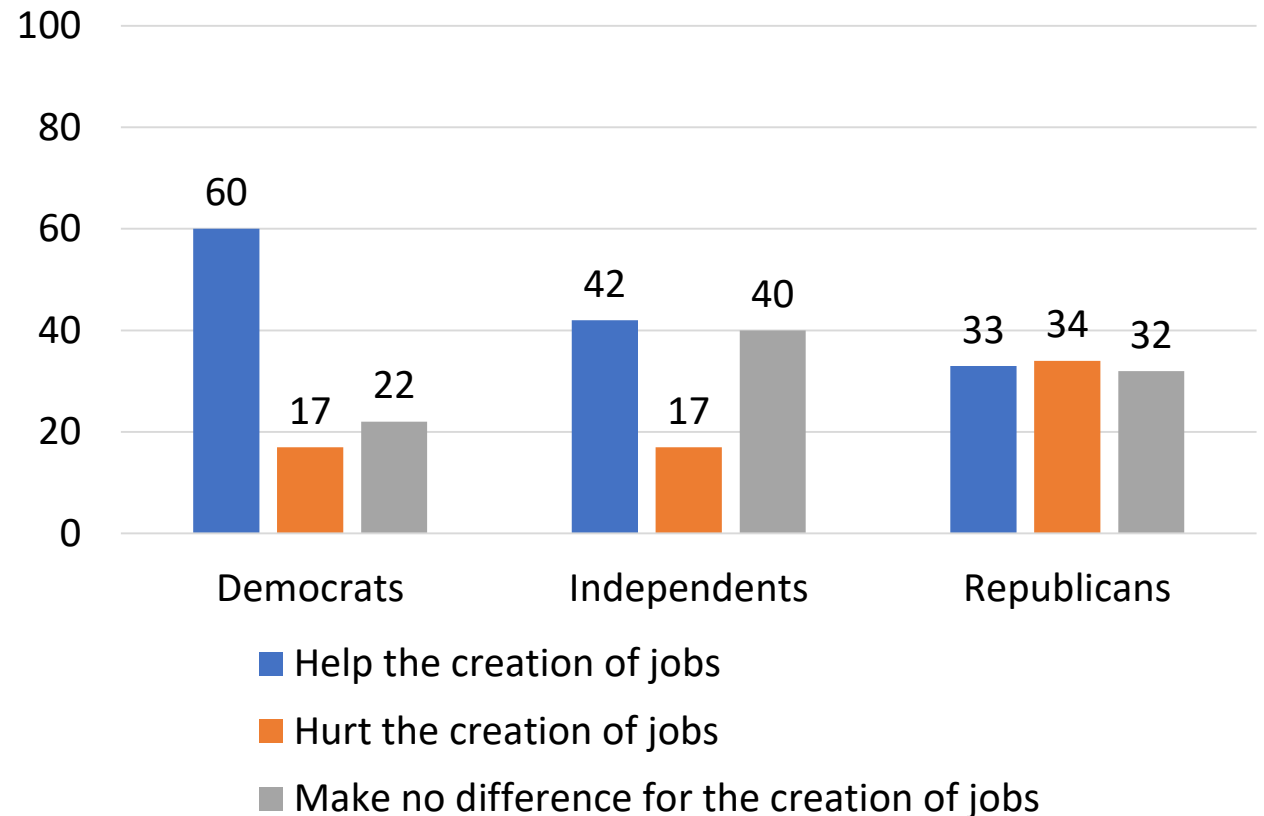


Climate change and job creation

Percent who think policies aimed at reducing the effects of climate change will hurt the creation of jobs:

- Democrats = 17%
- Independents = 17%
- Republicans = 34%

Do you think policies aimed at reducing the effects of global climate change generally help the creation of jobs, hurt the creation of jobs, or make no difference for the creation of jobs?

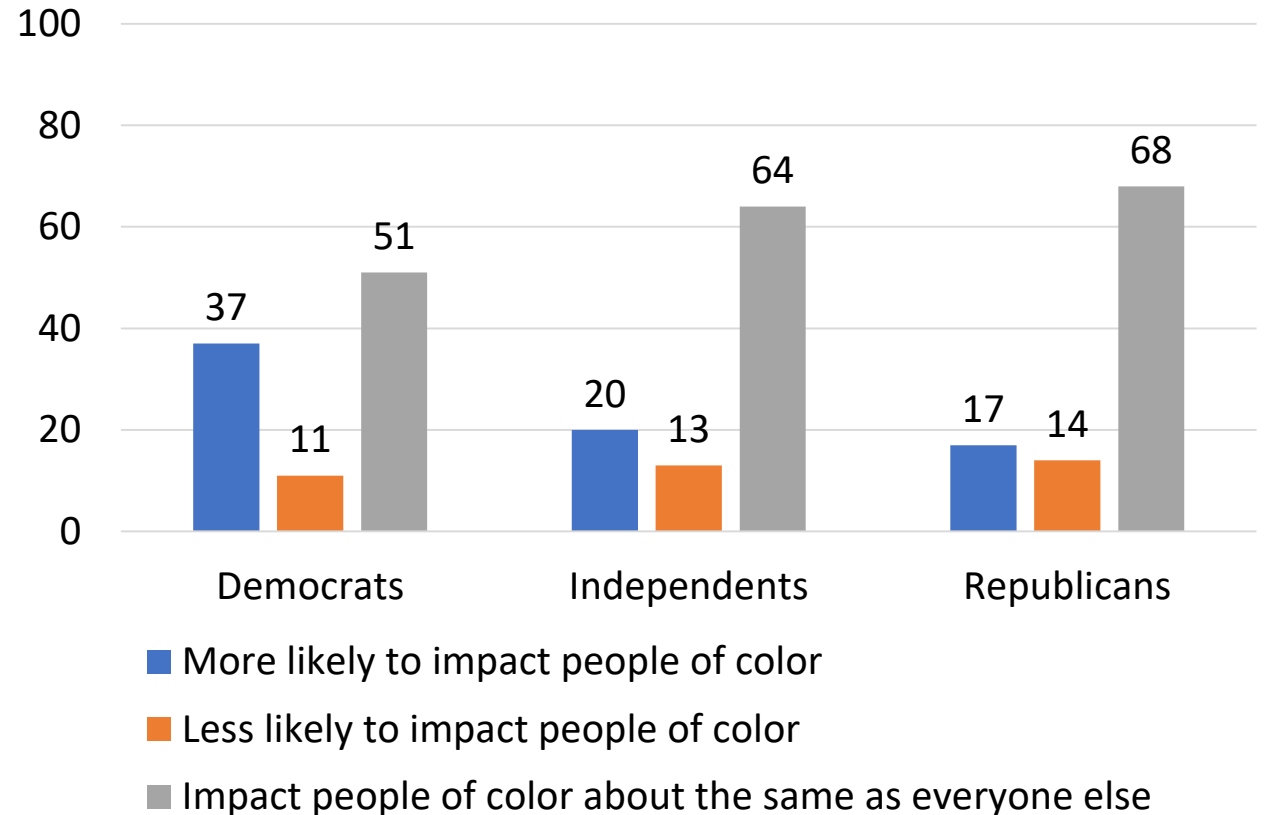


The impact of climate change on people of color

Percent who think people of color will be more negatively impacted by climate change than others:

- Democrats = 37%
- Independents = 20%
- Republicans = 17%

Do you think the negative effects from climate change are more likely to impact people of color, less likely to impact people of color, or impact people of color about the same as everyone else?

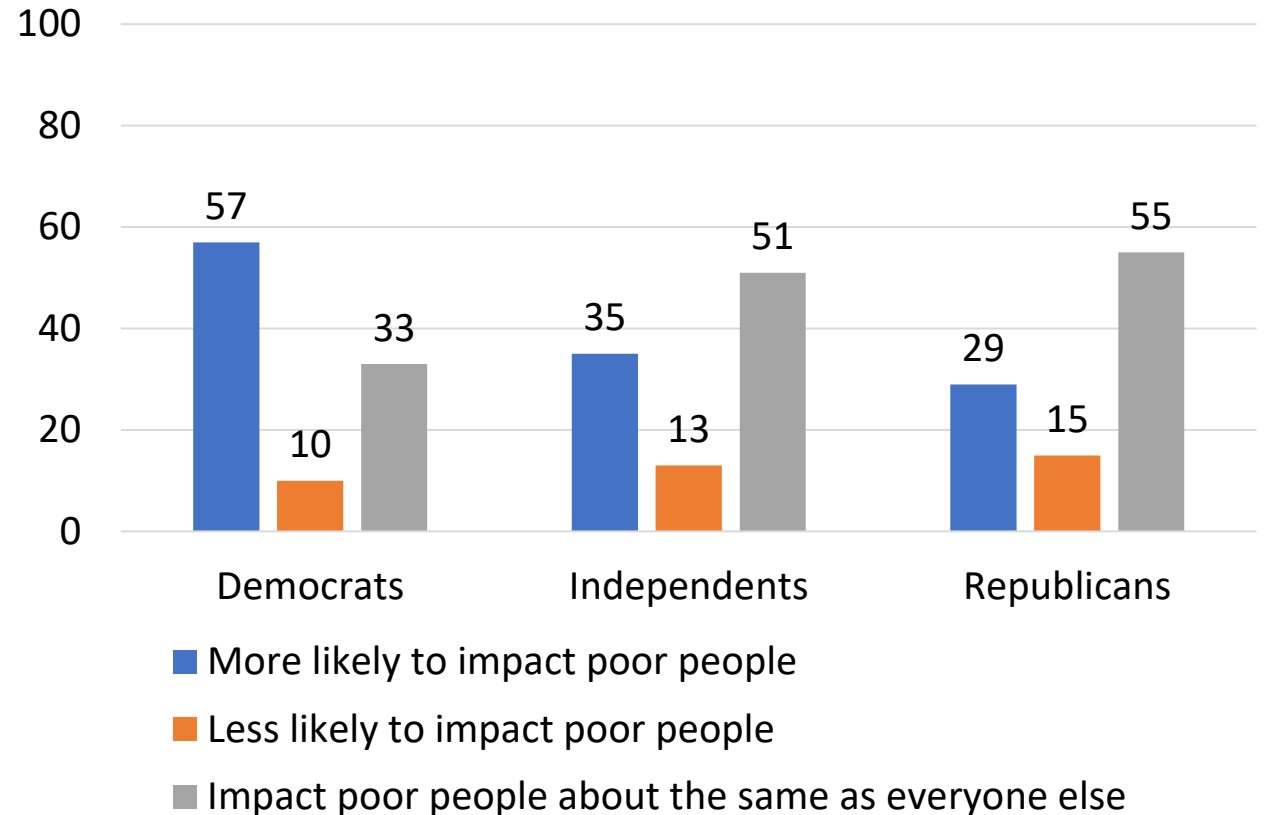


The impact of climate change on poor people

Percent who think poor people will be more negatively impacted by climate change than others:

- Democrats = 57%
- Independents = 35%
- Republicans = 29%

Do you think the negative effects from climate change are more likely to impact poor people, less likely to impact poor people, or impact poor people about the same as everyone else?

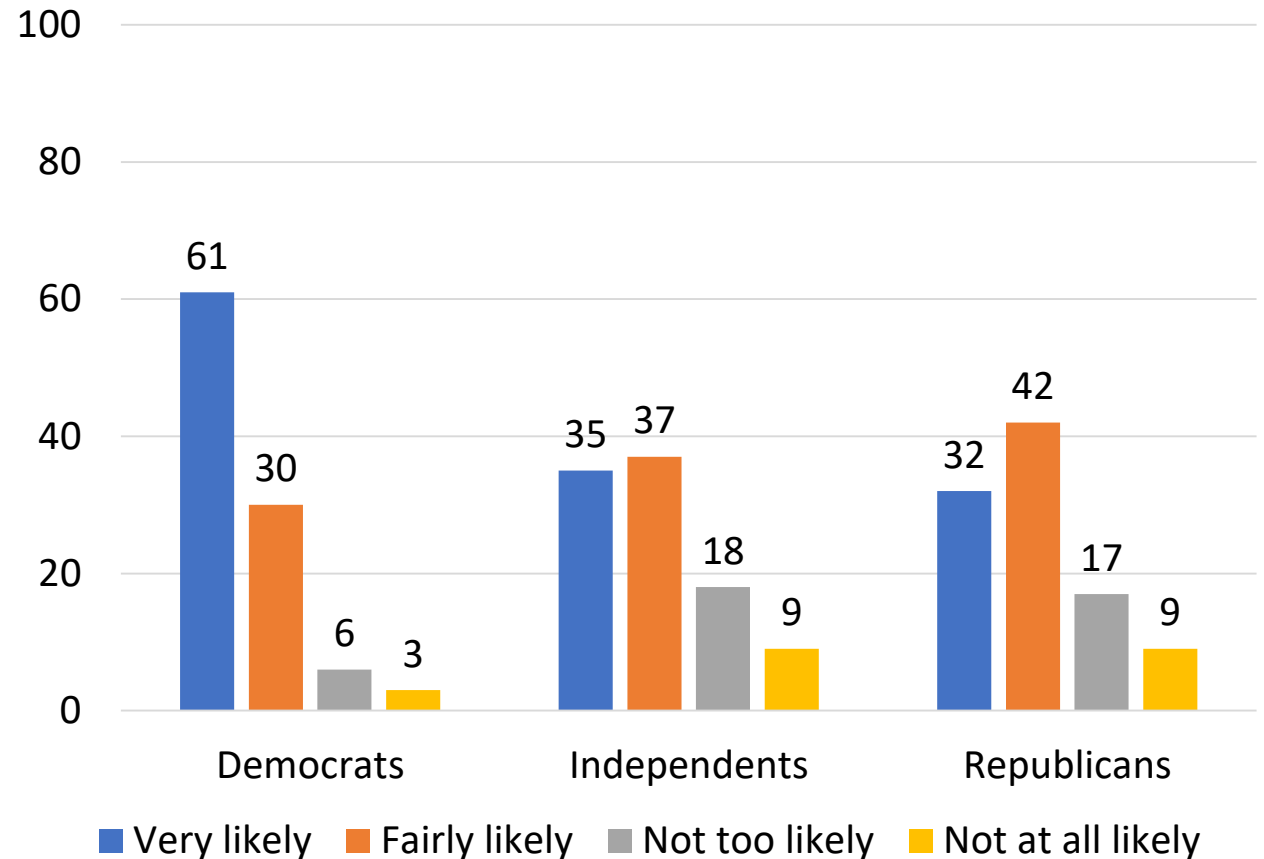


Likelihood of severe storms due to climate change

Percent who say it is very or fairly likely that storms will become more severe due to climate change:

- Democrats = 91%
- Independents = 72%
- Republicans = 74%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? Storms become more severe.

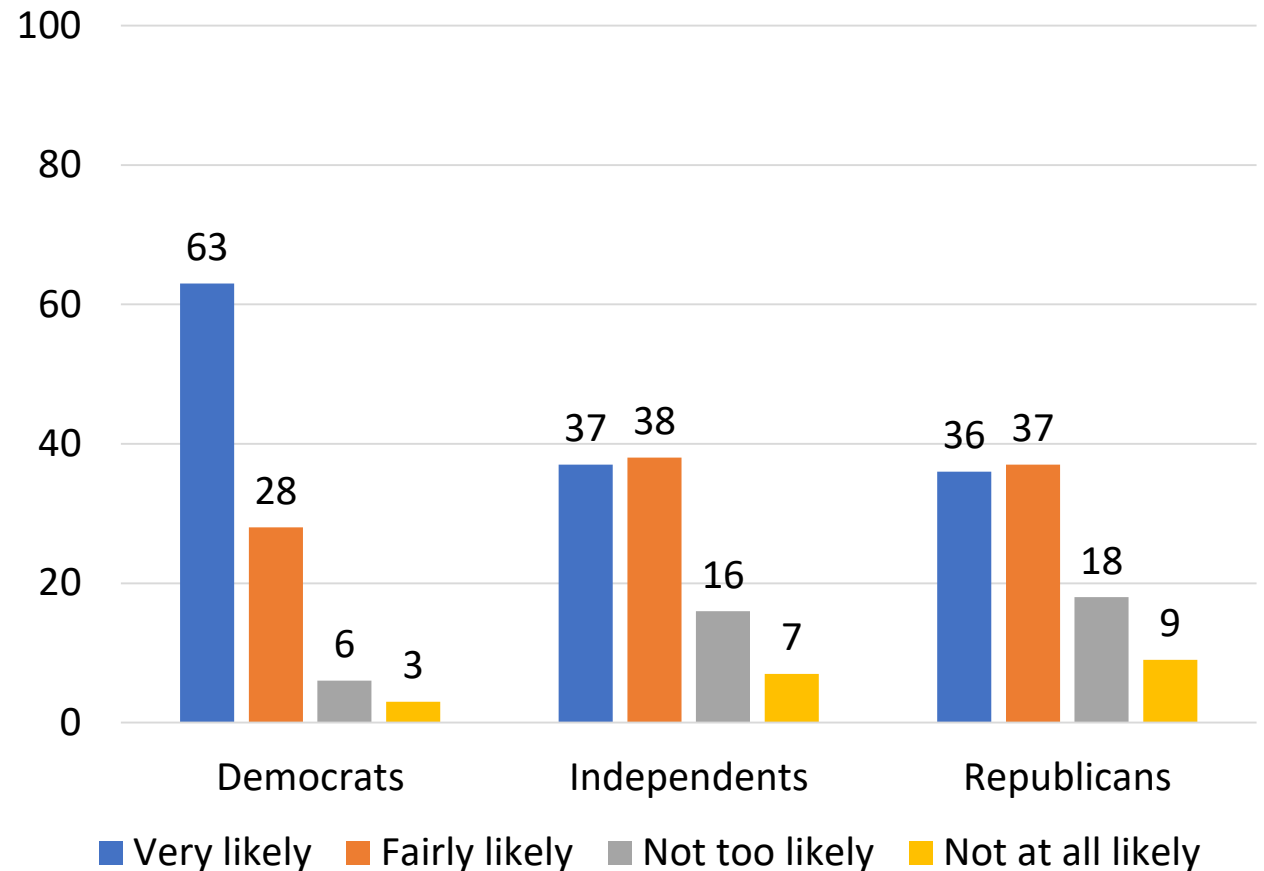


Likelihood of rising sea levels due to climate change

Percent who say it is very or fairly likely that sea levels will rise due to climate change:

- Democrats = 91%
- Independents = 75%
- Republicans = 73%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? Rising sea levels that swallow up beaches and shore lines.

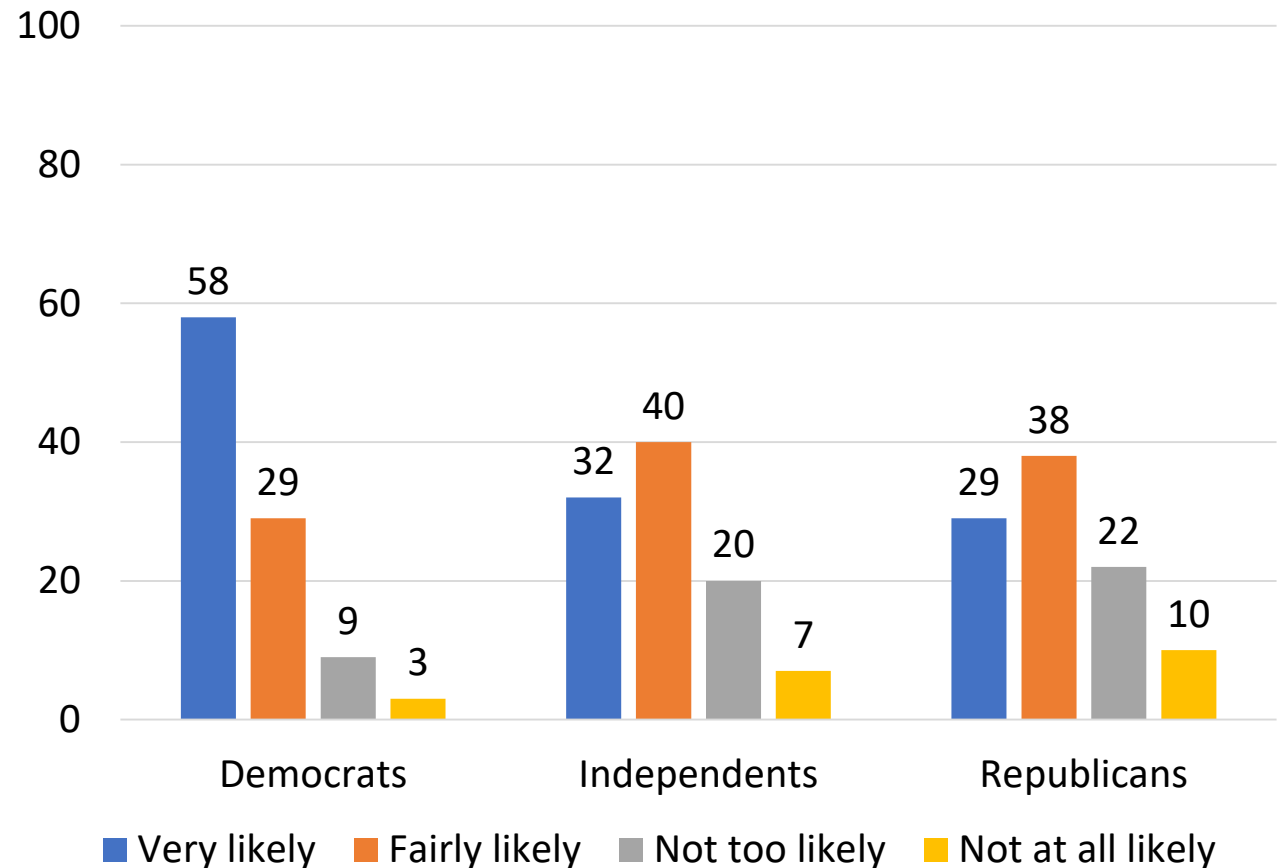


Likelihood of water shortages due to climate change

Percent who say it is very or fairly likely that there will be more droughts or water shortages due to climate change:

- Democrats = 87%
- Independents = 72%
- Republicans = 67%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? More droughts or water shortages.

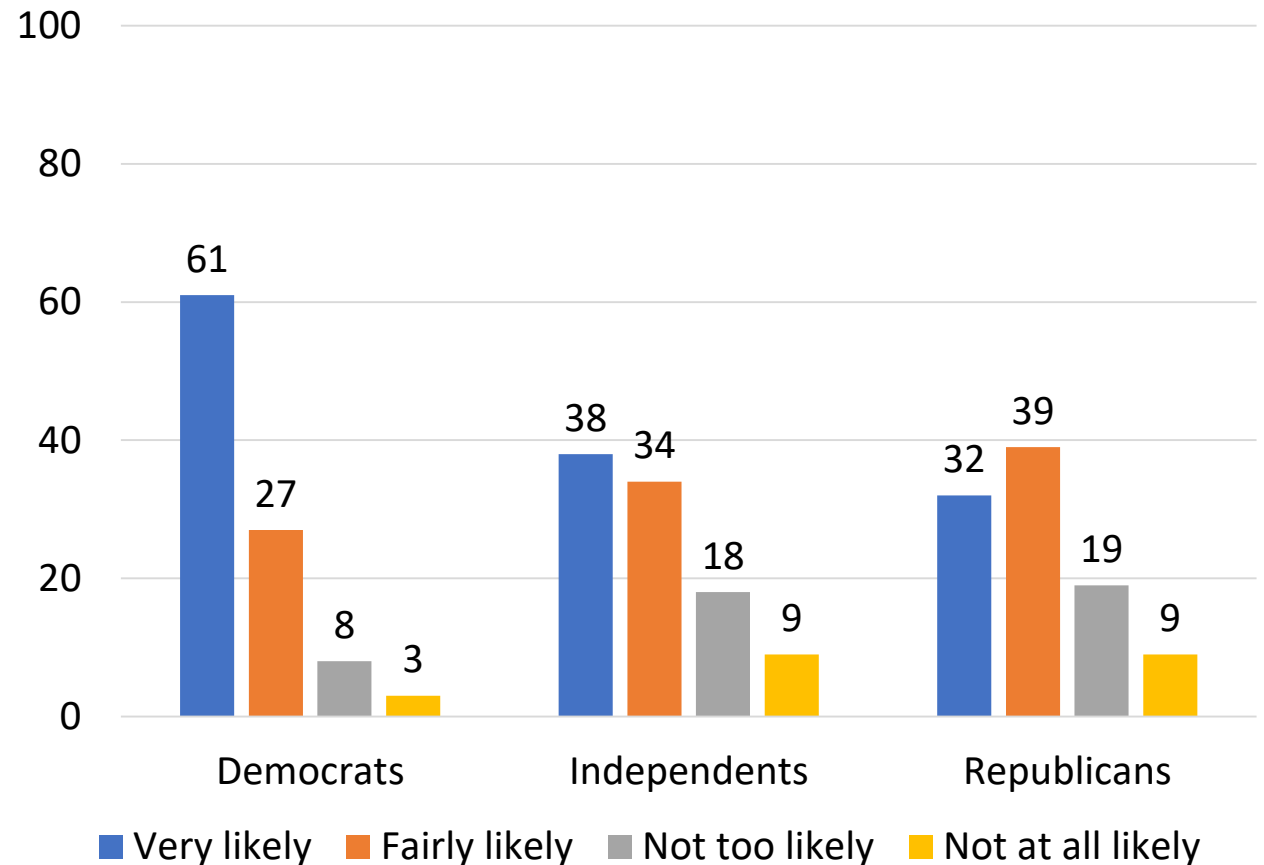


Likelihood of forest fires due to climate change

Percent who say it is very or fairly likely that there will be more forest fires due to climate change:

- Democrats = 88%
- Independents = 72%
- Republicans = 71%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? More forest fires.

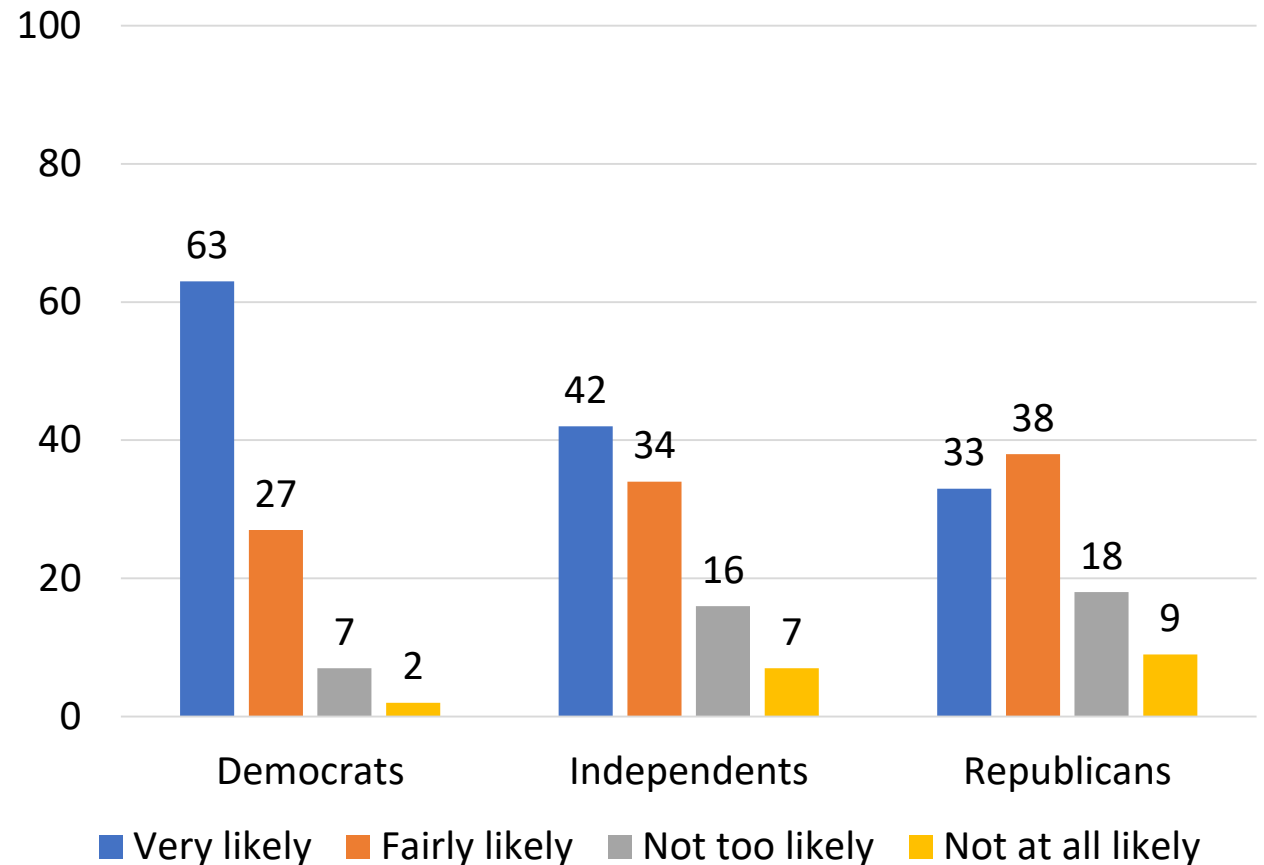


Likelihood of hurricanes due to climate change

Percent who say it is very or fairly likely that there will be more dangerous hurricanes due to climate change:

- Democrats = 90%
- Independents = 76%
- Republicans = 71%

From what you have heard or read, how likely, if at all, is the following to occur because of global climate change? More dangerous hurricanes.

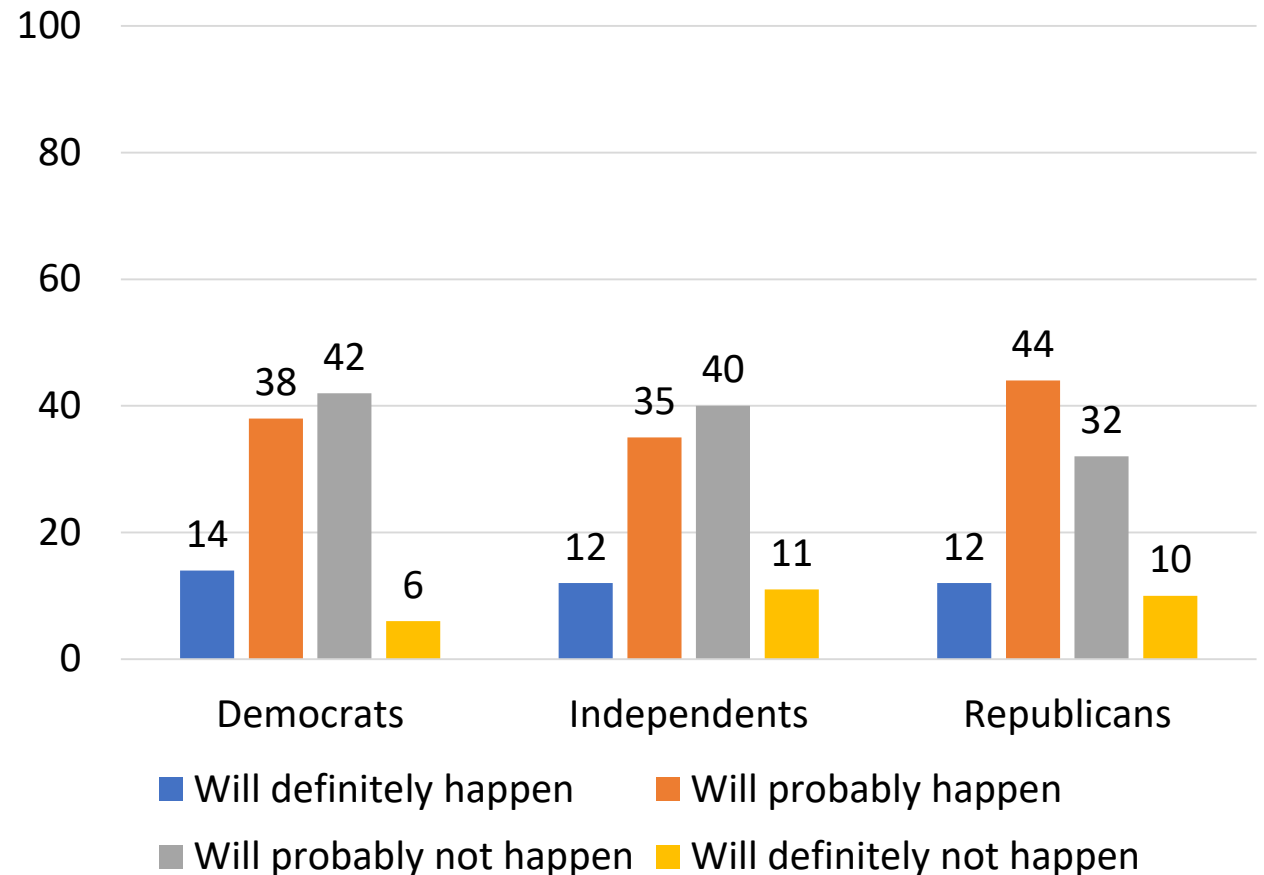


Likelihood of technology solving climate change

Percent who say new technology will definitely or probably solve most of the problems from climate change in the next 50 years:

- Democrats = 52%
- Independents = 47%
- Republicans = 56%

Do you think the following thing will or will not happen in the next 50 years, that is before the year 2069? **New technology will solve most of the problems from global climate change.**

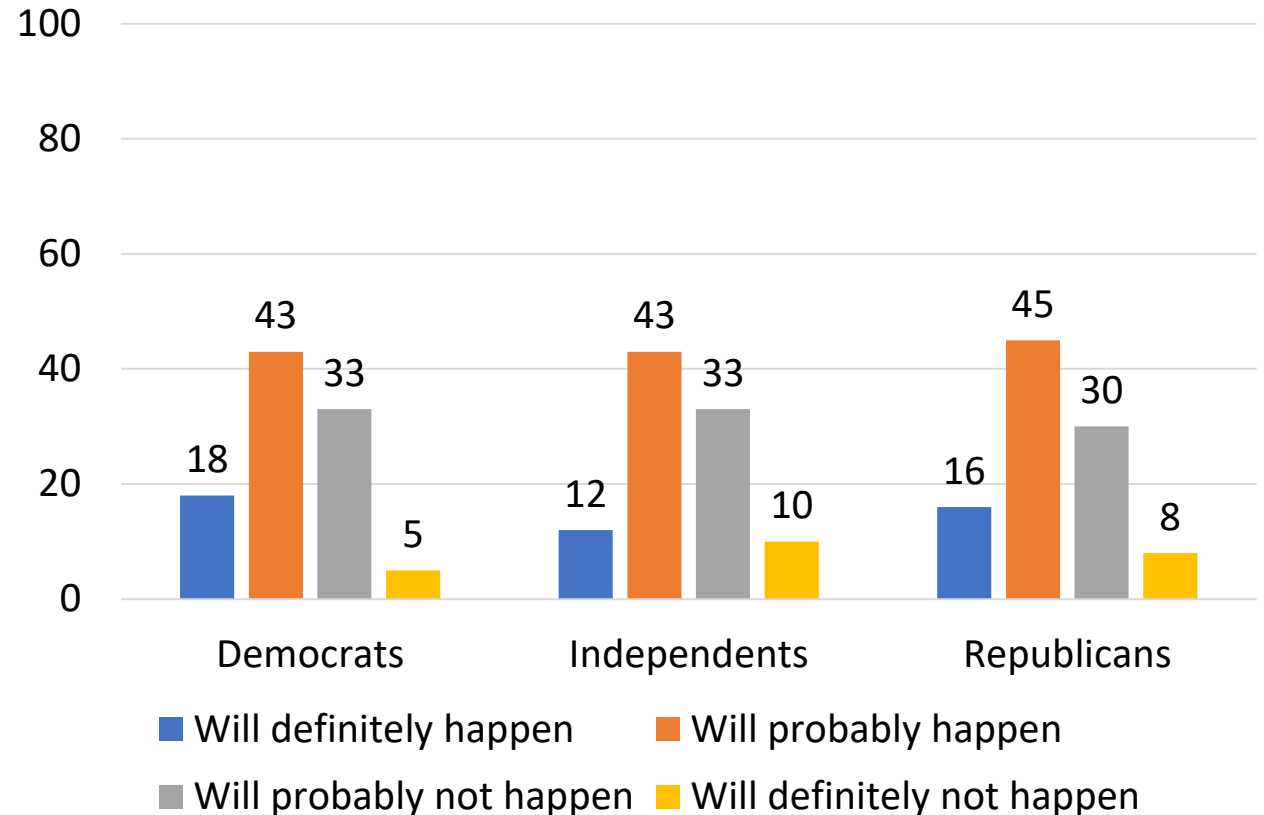


Likelihood of lifestyle changes to address climate change

Percent who say Americans will definitely or probably make major lifestyle changes to address the problems from climate change in the next 50 years:

- Democrats = 61%
- Independents = 55%
- Republicans = 61%

Do you think the following thing will or will not happen in the next 50 years, that is before the year 2069? We will make major changes to our way of life in America in order to address the problems from global climate change.

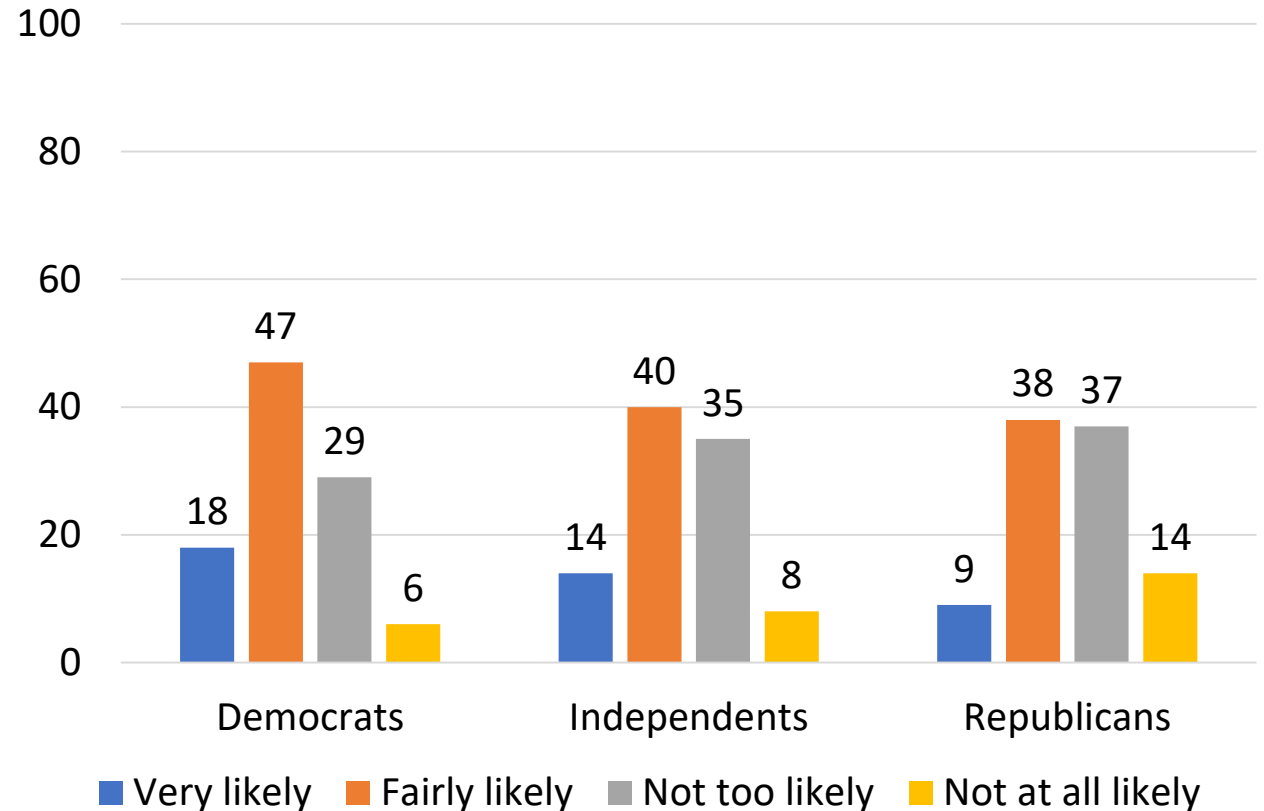


Likelihood of missing our opportunity to address climate change

Percent who say we will definitely or probably miss our opportunity to address climate change in the next 50 years:

- Democrats = 65%
- Independents = 54%
- Republicans = 47%

Do you think the following thing will or will not happen in the next 50 years, that is before the year 2069? We will have missed our opportunity to address the issue of climate change and there will be nothing we can do.

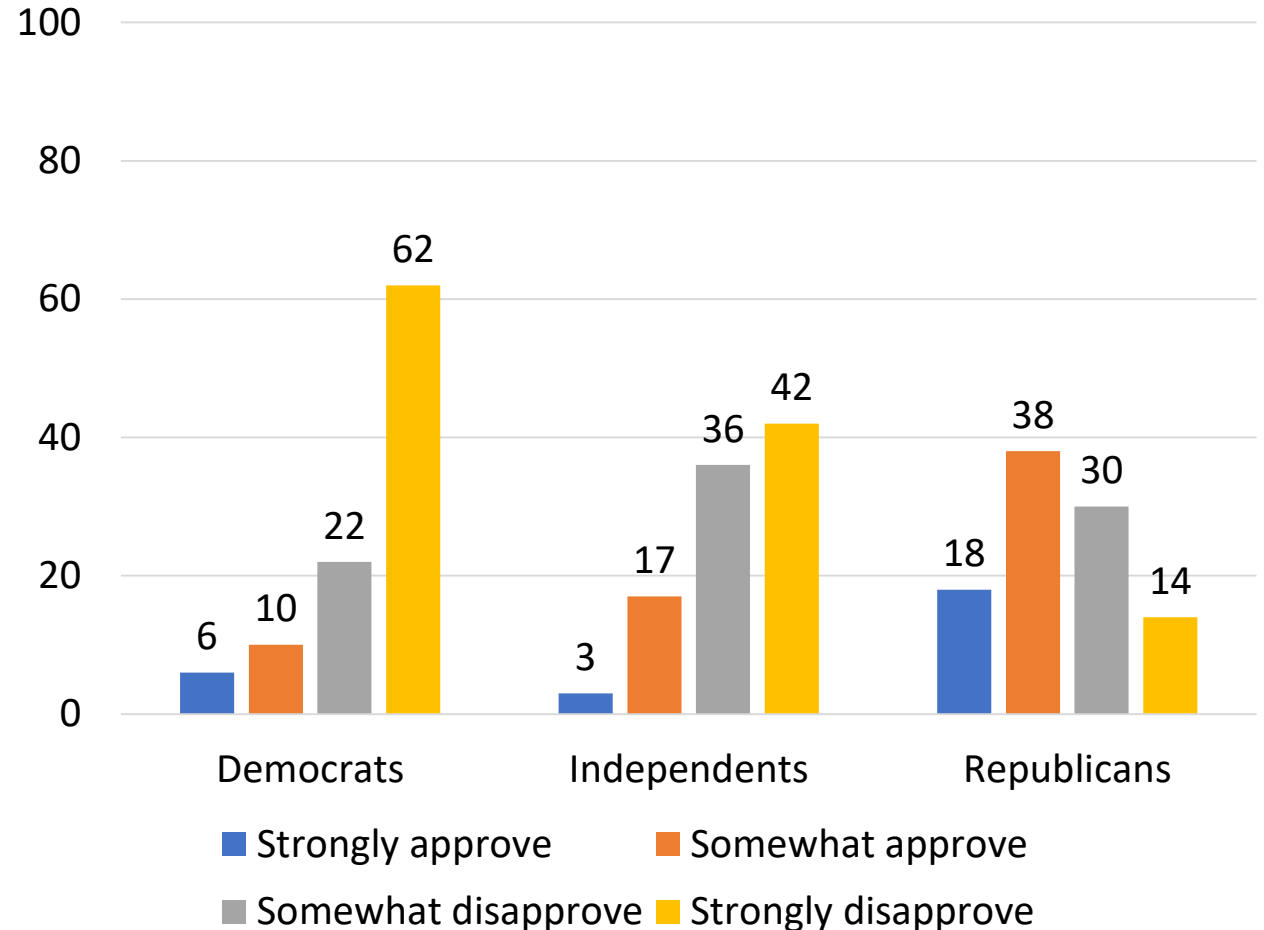


Approval of Trump's handling of climate change

Percent who they strongly or somewhat approve of the way Donald Trump is handling the issue of climate change:

- Democrats = 16%
- Independents = 20%
- Republicans = 56%

Do you approve or disapprove of the way Donald Trump is handling the issue of climate change?

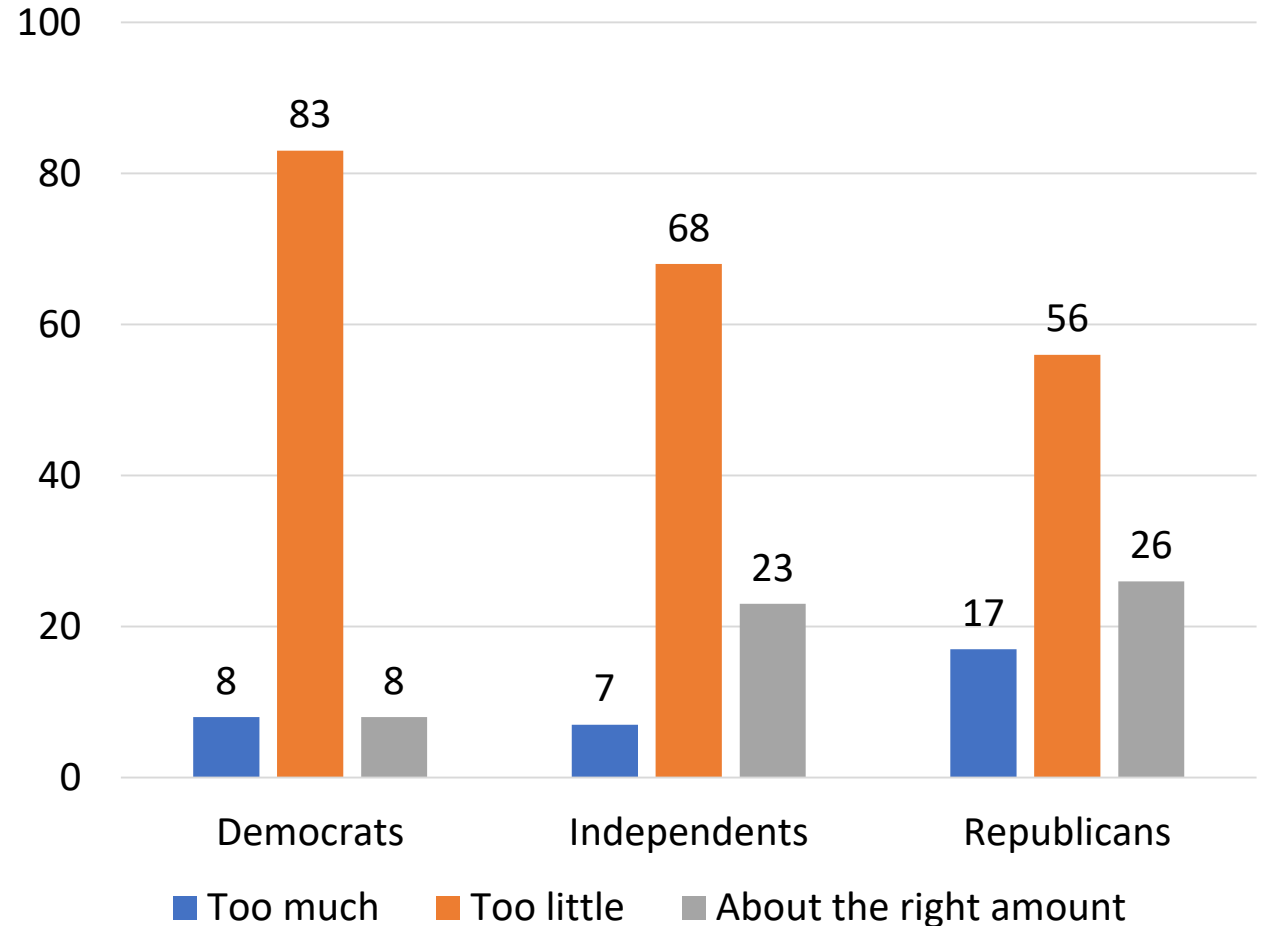


Government's efforts at reducing climate change

Percent who think the federal government is doing too little to reduce the effects of climate change:

- Democrats = 83%
- Independents = 68%
- Republicans = 56%

How much do you think the federal government is doing to reduce the effects of global climate change?

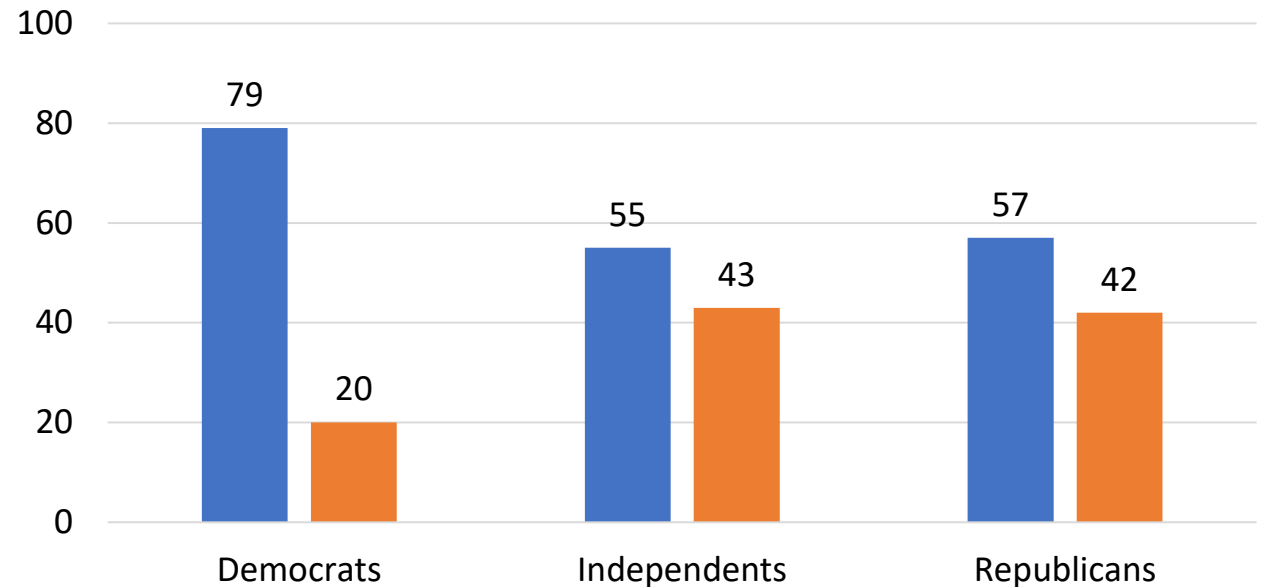


Most effective way to increase reliance on renewable energy

Percent who think government regulations are necessary to encourage businesses and consumers to rely more on renewable energy sources:

- Democrats = 79%
- Independents = 55%
- Republicans = 57%

Which of these statements comes closest to your own view about the most effective way to increase reliance on renewable energy sources, even if neither is exactly right?



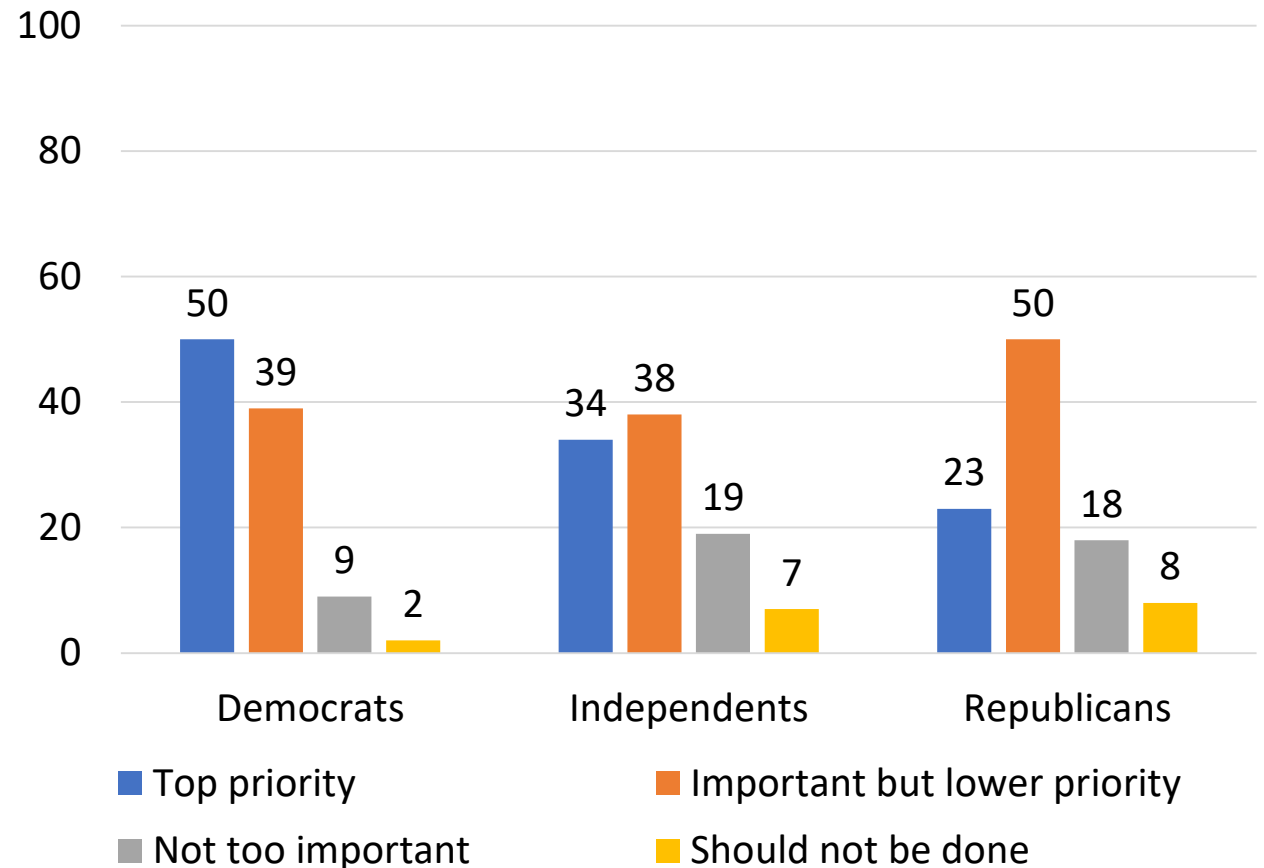
- Government regulations are necessary to encourage businesses and consumers to rely more on renewable energy sources
- The private marketplace will ensure that businesses and consumers rely more on renewable energy sources, even without government regulations

Prioritizing climate change

Percent who think dealing with climate change should be a top priority:

- Democrats = 50%
- Independents = 39%
- Republicans = 23%

Should dealing with global climate change be a top priority, important but lower priority, not too important, or should it not be done?

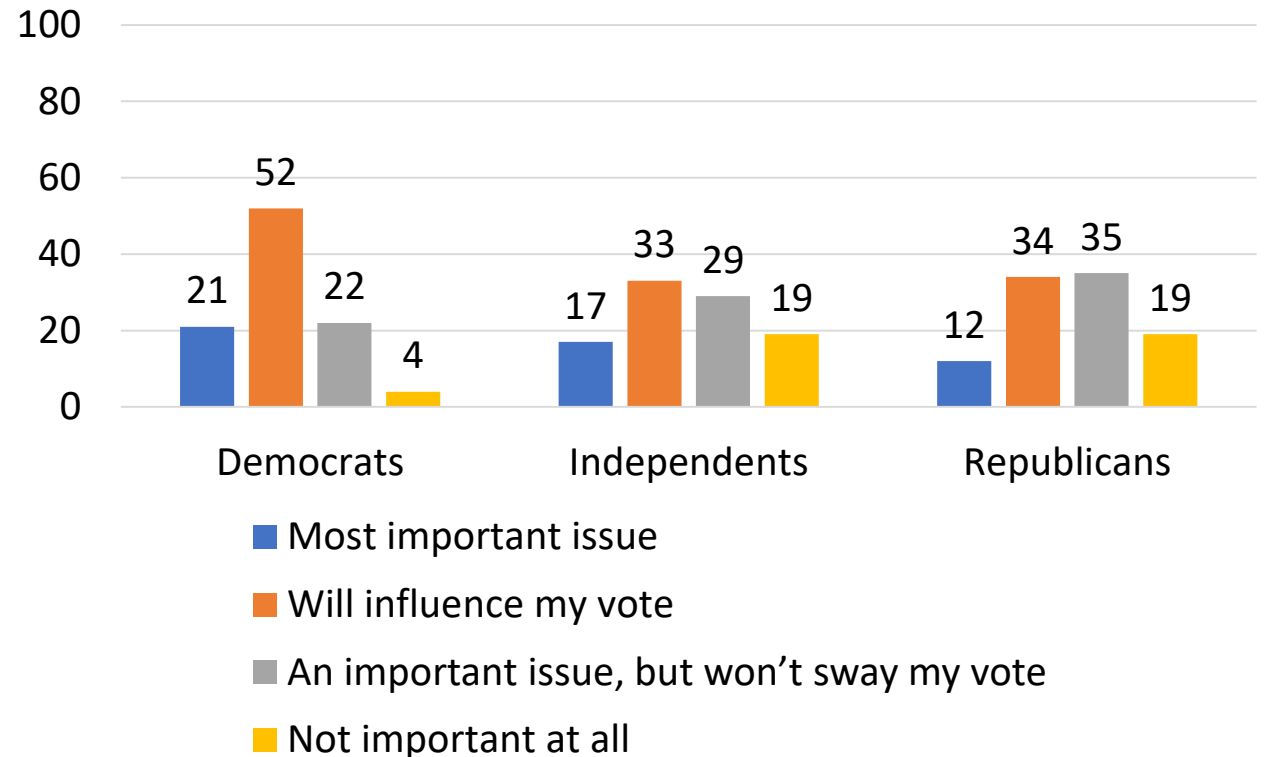


The importance of climate change in 2020 vote choice

Percent who say that the issue of climate change will influence or is the most important issue in choosing who they will vote for in 2020:

- Democrats = 73%
- Independents = 50%
- Republicans = 46%

How important is the issue of climate change in choosing who you will vote for in the 2020 presidential election? Would you say it is the most important issue, will influence my vote, an important issue, but won't sway my vote, or not important at all?

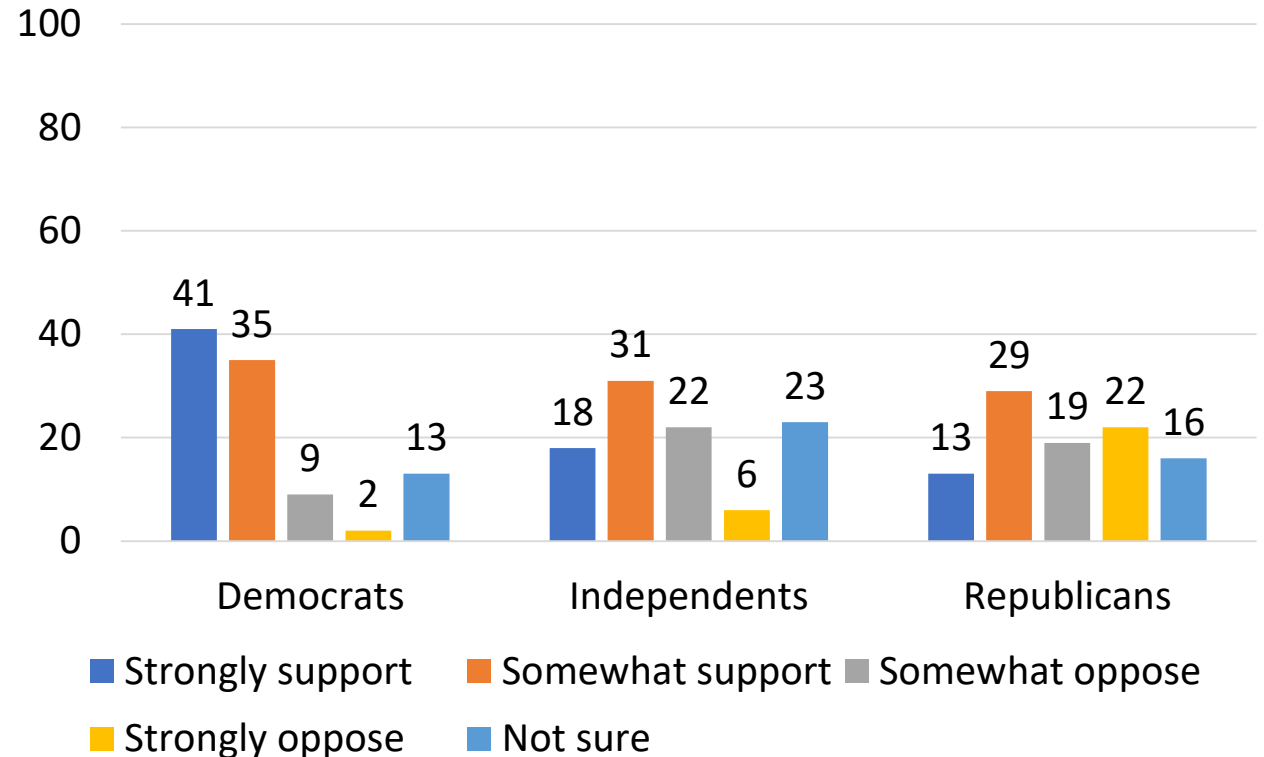


Support for the Green New Deal

Percent who strongly or somewhat support the Green New Deal:

- Democrats = 76%
- Independents = 49%
- Republicans = 42%

Some in Congress have offered up a plan called the Green New Deal meant to address climate change and income inequality by focusing on creating clean energy jobs and ending our use of fossil fuel in the United States. Do you support or oppose the idea?

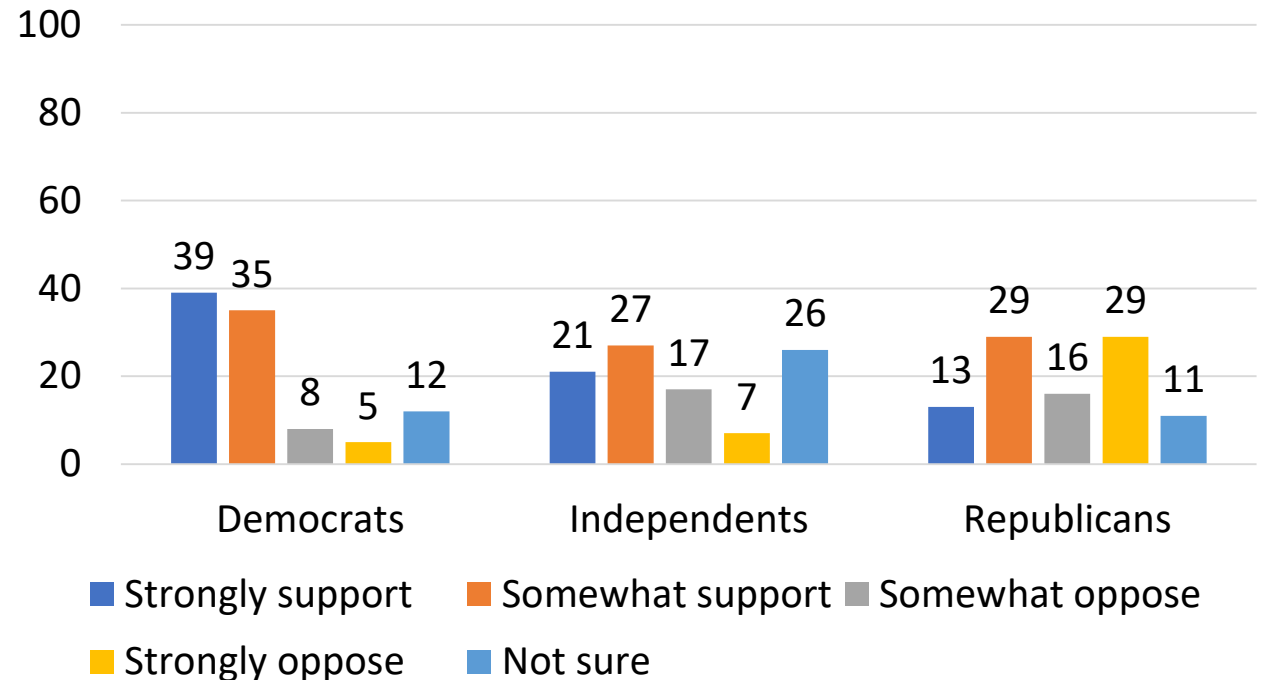


Support for Rep. Alexandria Ocasio-Cortez's Green New Deal

Percent who strongly or somewhat support the Green New Deal:

- Democrats = 74%
- Independents = 48%
- Republicans = 42%

Some in Congress, like Representative Alexandria Ocasio Cortez, have offered up a plan called the Green New Deal meant to address climate change and income inequality by focusing on creating clean energy jobs and ending our use of fossil fuel in the United States. Do you support or oppose the idea?

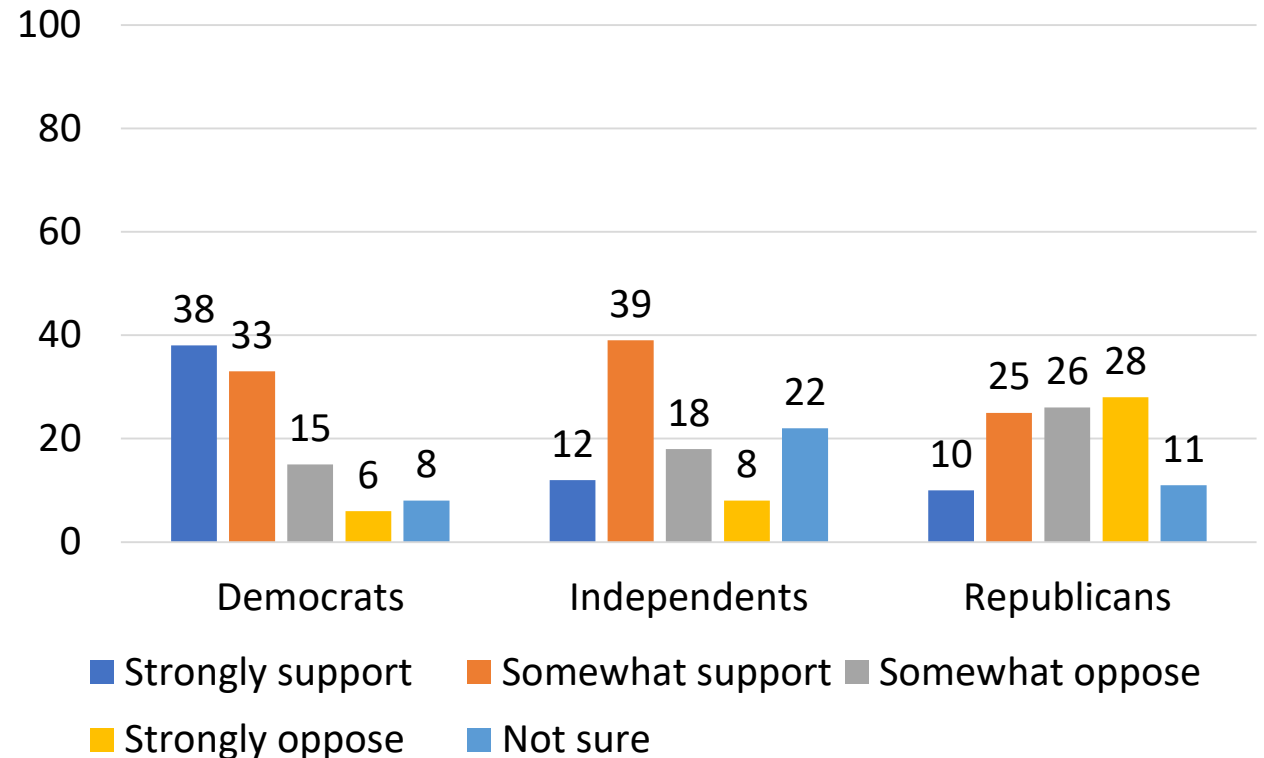


Support for the Green New Deal with increased taxes

Percent who strongly or somewhat support the Green New Deal even if it means raising taxes:

- Democrats = 71%
- Independents = 51%
- Republicans = 35%

Some in Congress have offered up a plan called the Green New Deal meant to address climate change and income inequality by focusing on creating clean energy jobs and ending our use of fossil fuel in the United States. Do you support or oppose the idea, even if it means raising taxes?

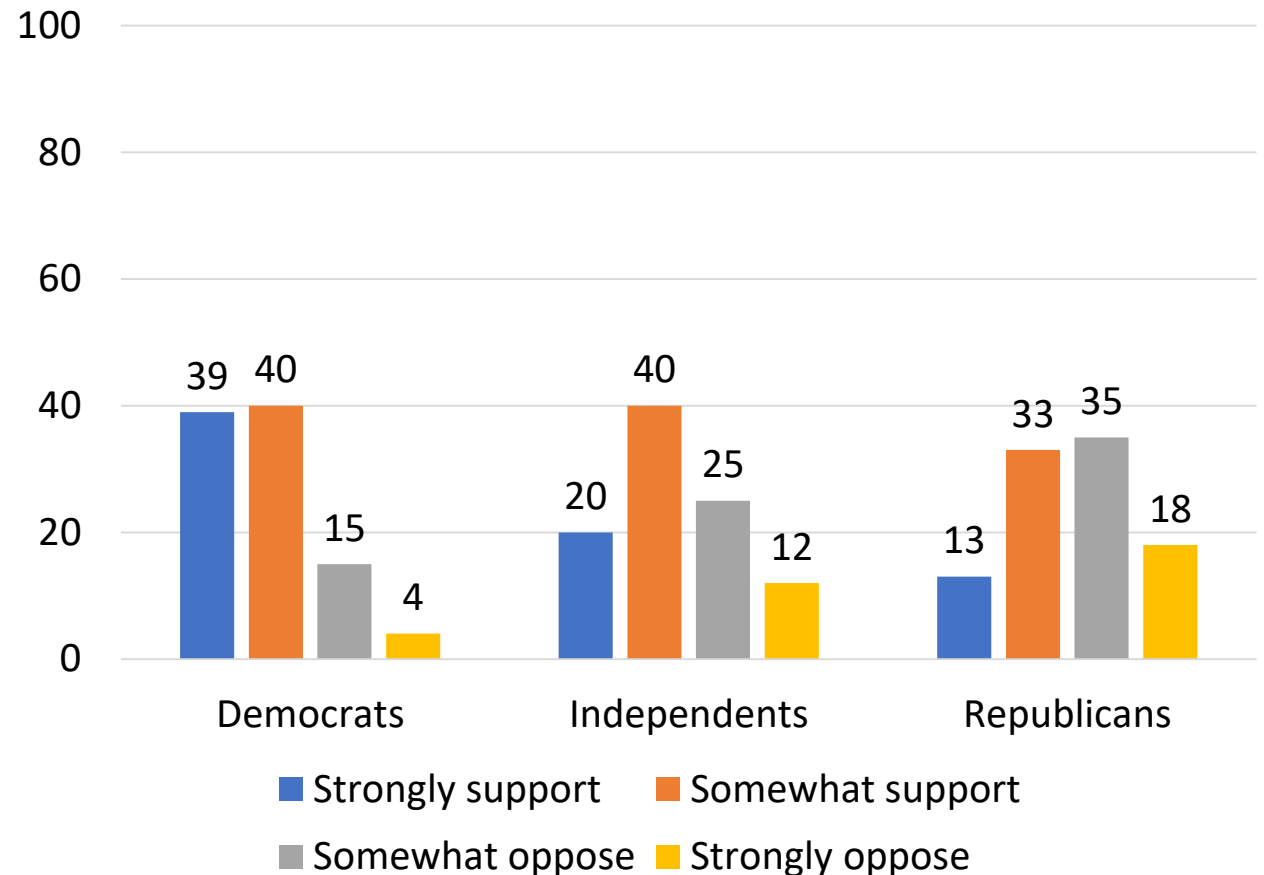


Support for ending coal as a source of energy

Percent who strongly or somewhat support ending coal mining as a source of energy in the U.S.:

- Democrats = 79%
- Independents = 60%
- Republicans = 46%

Do you support or oppose the following climate change policy? Ending coal mining as a source of energy in our country.

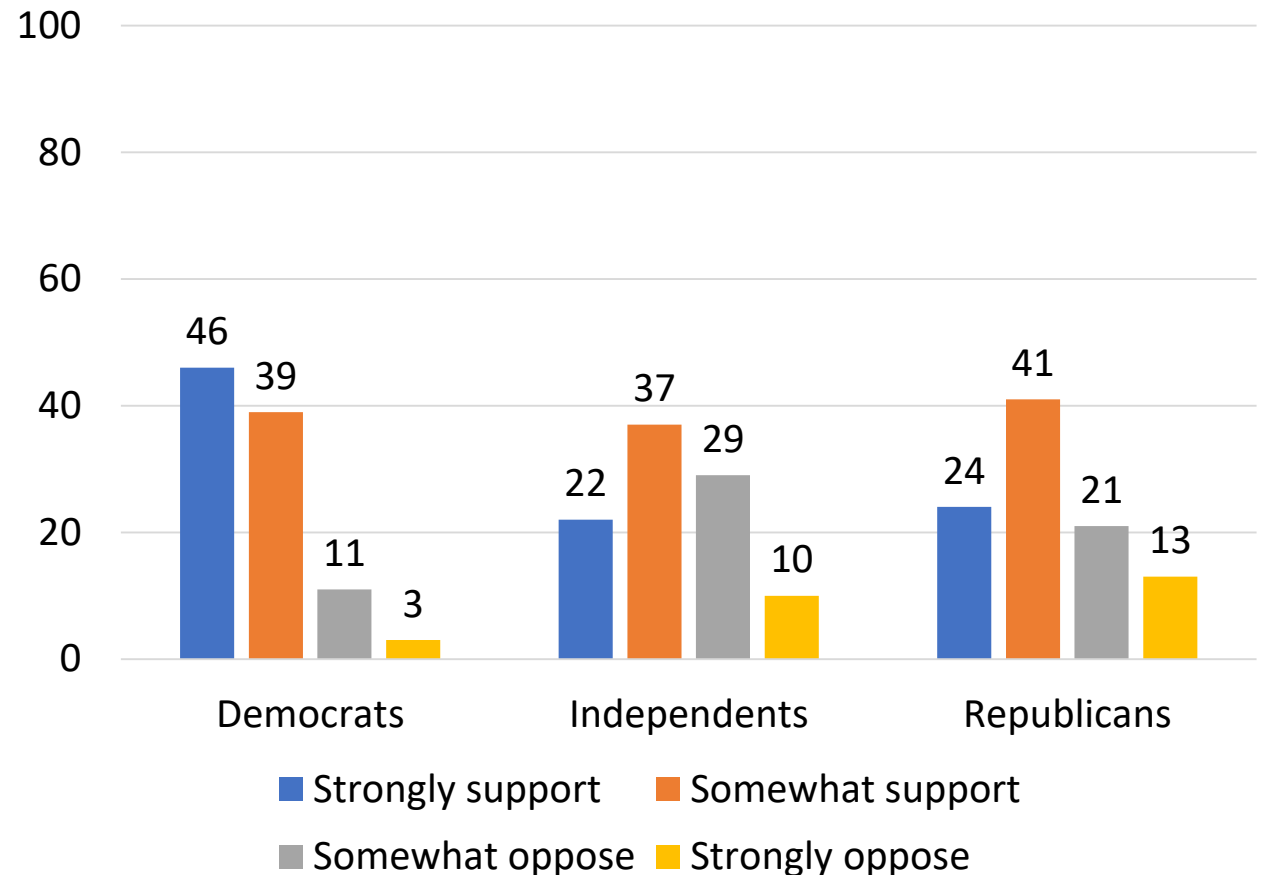


Support for electric vehicle tax incentives

Percent who strongly or somewhat support tax incentives for people to drive hybrid and electric automobiles:

- Democrats = 45%
- Independents = 59%
- Republicans = 65%

Do you support or oppose the following climate change policy? Tax incentives for people to drive hybrid and electric automobiles.

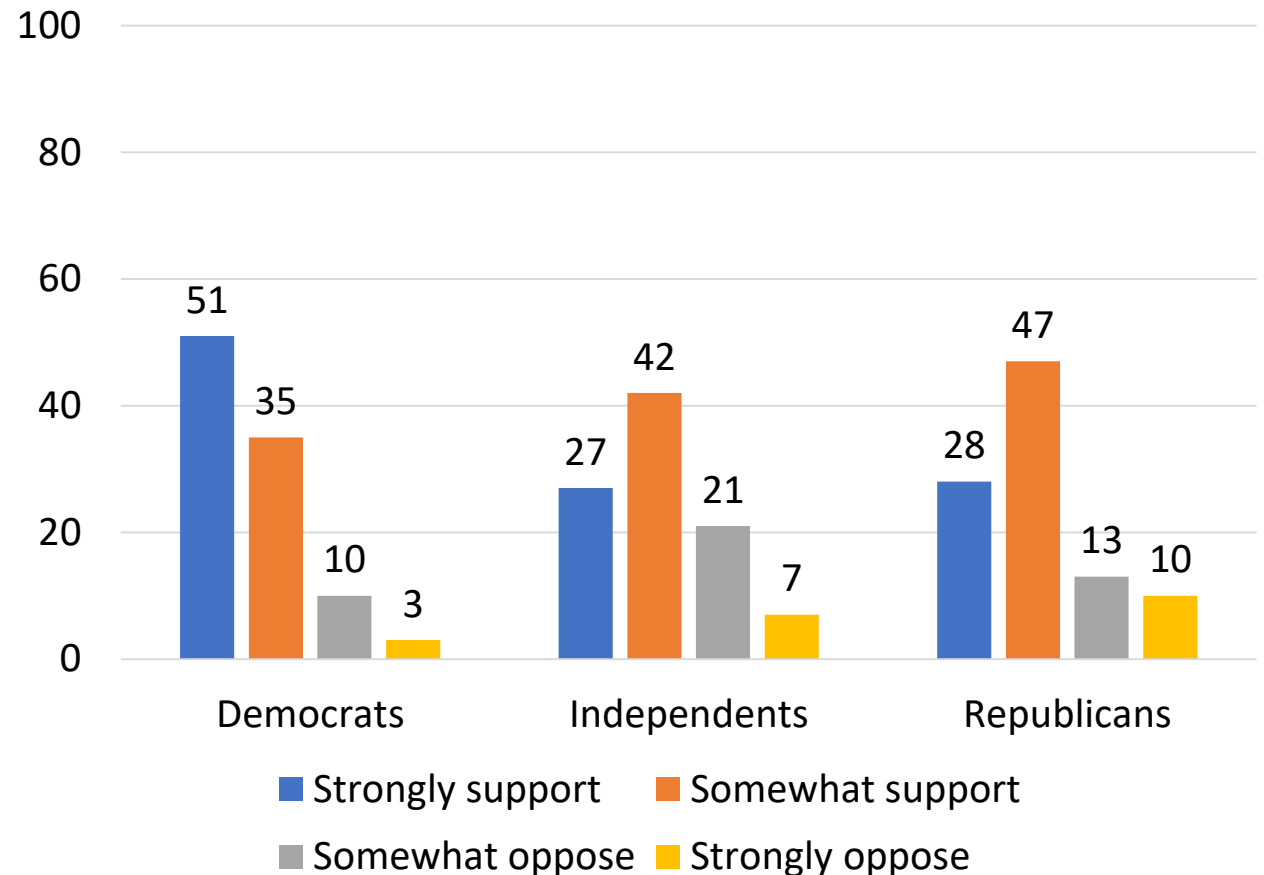


Support for tax incentives to reduce carbon emissions

Percent who strongly or somewhat support tax incentives to encourage businesses to reduce their carbon emissions:

- Democrats = 86%
- Independents = 69%
- Republicans = 75%

Do you support or oppose the following climate change policy? Tax incentives to encourage businesses to reduce their carbon emissions.

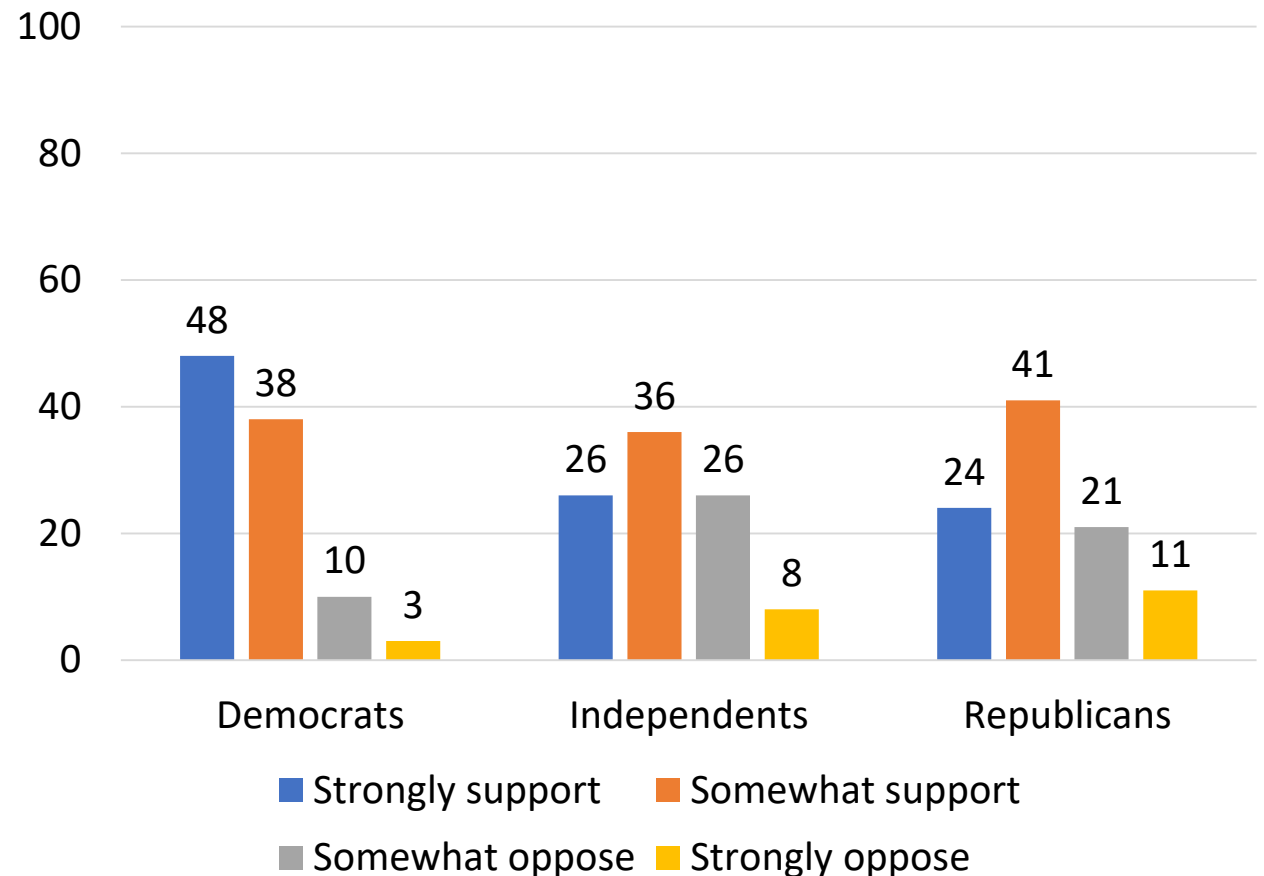


Support for tougher fuel efficiency standards

Percent who strongly or somewhat support tougher fuel-efficiency standards for cars and trucks:

- Democrats = 86%
- Independents = 62%
- Republicans = 65%

Do you support or oppose the following climate change policy? Tougher fuel-efficiency standards for automobiles and trucks.

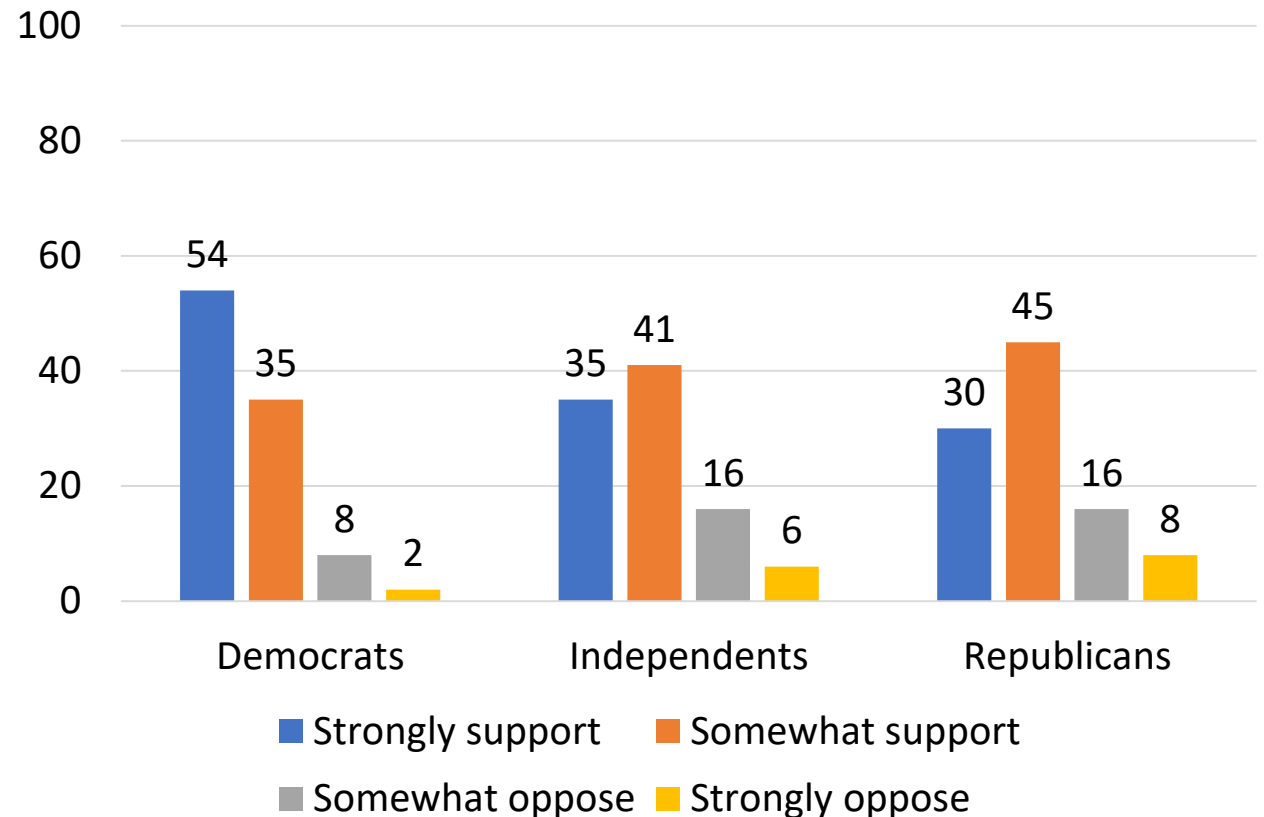


Support for providing services to displaced fossil fuel workers

Percent who strongly or somewhat support providing job training and unemployment insurance to anyone who loses a job due to the closure of fossil fuel plants or extraction:

- Democrats = 89%
- Independents = 76%
- Republicans = 75%

Do you support or oppose the following climate change policy? Provide job training and unemployment insurance to anyone who loses a job due to the closure of fossil fuel power plants or extraction.

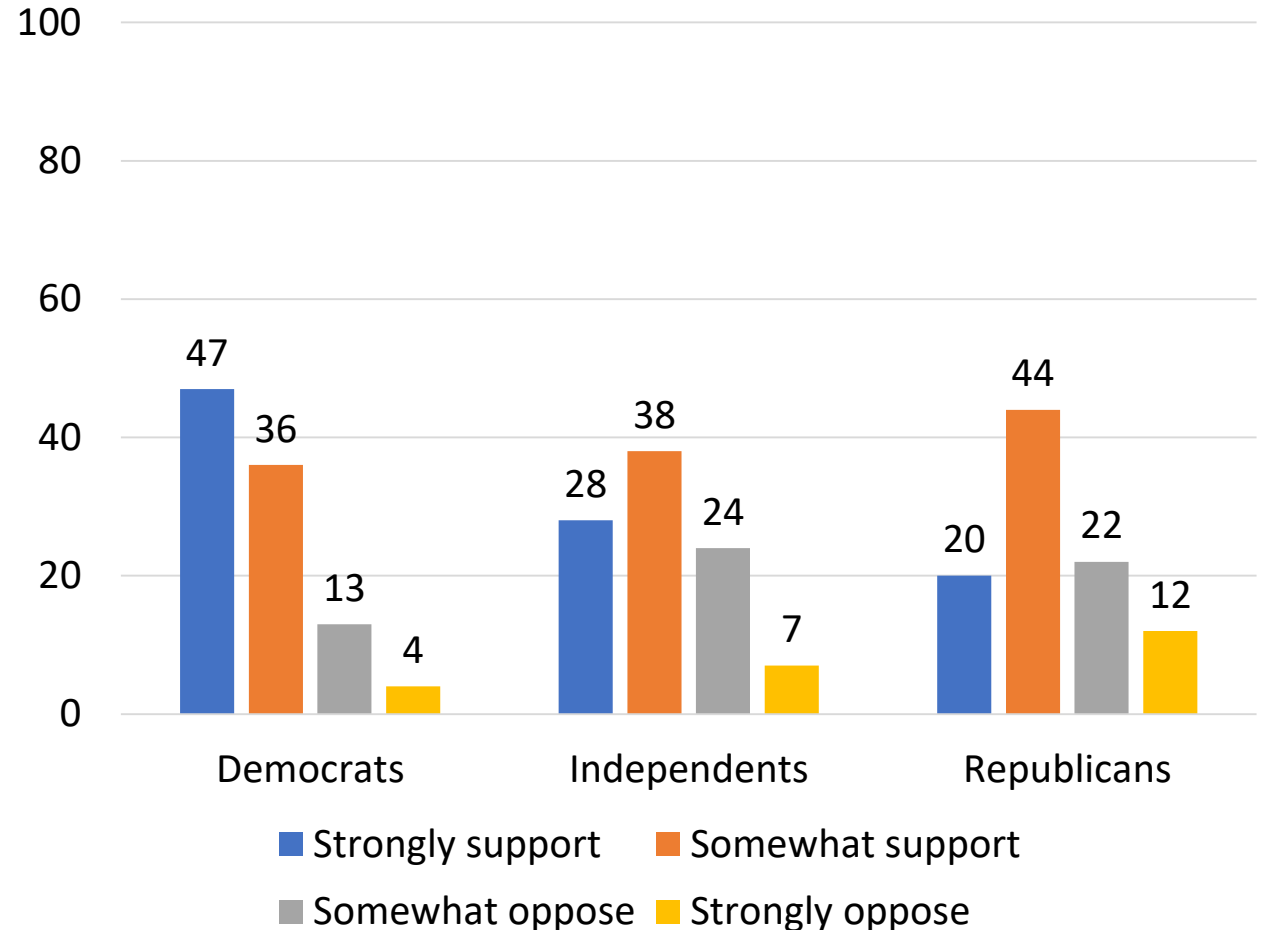


Support for funding mass transportation

Percent who strongly or somewhat support funding local mass transportation across the country:

- Democrats = 83%
- Independents = 66%
- Republicans = 64%

Do you support or oppose the following climate change policy? Funding local mass transportation across the country.

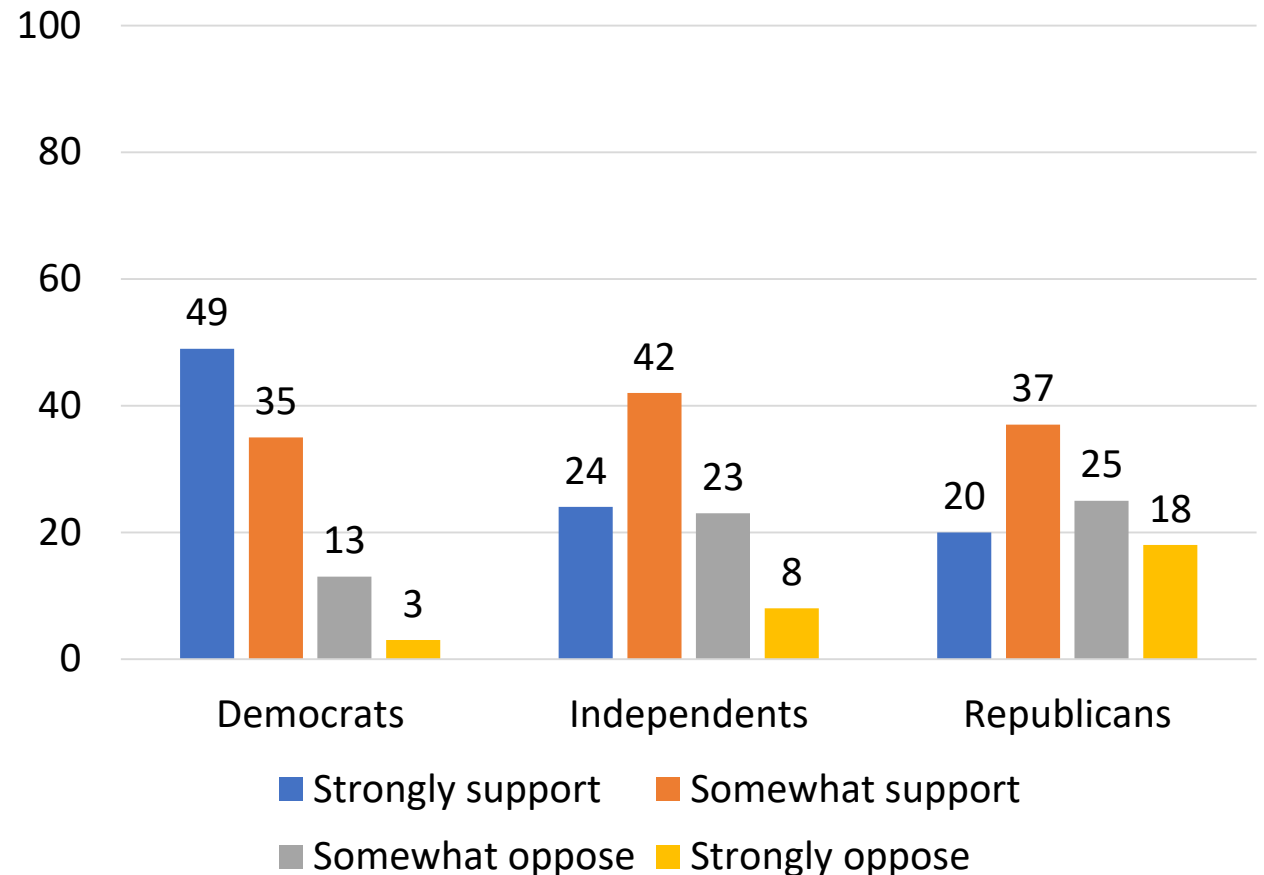


Support for moving to renewable energy by 2050

Percent who strongly or somewhat support requiring that energy Americans use is from a renewable source by 2050:

- Democrats = 84%
- Independents = 66%
- Republicans = 57%

Do you support or oppose the following climate change policy? Requiring that energy Americans use is from a renewable source by 2050.



Survey Methodology

Survey Methodology (1 of 3)

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 GenForwardSM, a nationally representative survey panel of adults ages 18-36 recruited and administered by NORC at the University of Chicago.

A total of 3,257 interviews were conducted between April 26th and May 8th, 2019 with adults ages 18-36, including completed interviews with 794 African American young adults, 537 Asian American young adults, 815 Latinx young adults, 997 white young adults, and 114 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:

- Fifty-five percent of the completed interviews are sourced from NORC's AmeriSpeak® Panel and from the Black Youth Project (BYP) panel of young adults recruited by NORC. 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). 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 18-36. 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 3)

- The AmeriSpeak panel sample was supplemented with respondents from the Dynata nonprobability online opt-in panel. Forty-five percent of the completed interviews are sourced from the Dynata panel. To help to reduce potential bias in the nonprobability sample, Dynata attempted to balance the nonprobability respondent sample by age, race and ethnicity, gender, and partisanship. In order to incorporate the nonprobability sample, NORC used TrueNorth calibration services, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to explicitly account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample so as to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

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 3,257 completed interviews in the GenForward May survey, 98 percent were completed by web and 2 percent by telephone. The survey completion rate is 20.0 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 3.8 percent. The overall margin of sampling error is +/- 2.45 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 +/- 4.30 percentage points for African Americans, +/- 5.64 percentage points for Asian Americans, +/- 4.98 percentage points for Latinxs, and +/- 3.75 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.

Survey Methodology (3 of 3)

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 18-64-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 18-36, and the 18-36-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