

Reason-Rupe 2014 Millennial Survey

Methodology

Prepared by YouGov
for Reason Foundation

The Reason-Rupe Spring 2014 Millennial Survey was conducted by Reason Foundation and made possible thanks to the generous support from the Arthur N. Rupe Foundation. YouGov conducted the survey between February 28-March 11 2014 and interviewed 2362 respondents between the ages of 18-29 who were matched down to a sample of 2000 to produce the final dataset. The margin of sampling error for the entire sample is +/- 3.4 percentage points at the 95% confidence level. Statistical results are weighted to correct for known demographic discrepancies. When feasible, answer choices within questions were rotated or randomized.

YouGov conducted the survey online with its proprietary web-enabled survey software, using a method called Active Sampling. Restrictions are put in place to ensure that only the people selected and contacted by YouGov are allowed to participate.

The respondents were matched to a sampling frame on gender, age, race, education, party identification, ideology, and political interest. The frame was constructed by stratified sampling from the full 2010 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.