

CONGRESS SHALL MAKE NO LAW
RESPECTING AN ESTABLISHMENT
OF RELIGION, OR PROHIBITING
THE FREE EXERCISE THEREOF;
OR ABRIDGING THE FREEDOM
OF SPEECH, OR OF THE PRESS;
OR THE RIGHT OF THE PEOPLE
PEACEABLY TO ASSEMBLE, AND
TO PETITION THE GOVERNMENT
FOR A REDRESS OF GRIEVANCES

THE **2019** STATE OF THE
FIRST AMENDMENT

The State of the First Amendment: 2019

A Project Sponsored by the Freedom Forum Institute

The Freedom Forum Institute, a programming and education partner of the Newseum, has supported an annual survey investigating American attitudes toward the First Amendment since 1997. This report details the findings of the 22nd iteration of the survey. Although certain questions remain unchanged to capture trends over time, much of the survey explores attitudes about recent news and events that are relevant to the First Amendment.

The first section of the report provides an overview of the methodology used to conduct the 2019 State of the First Amendment (SOFA) survey. The next section explores key findings and what they imply about current attitudes toward the First Amendment. The two appendices present topline results and a more detailed methodology section.

The SOFA survey was conducted for the Freedom Forum Institute by Fors Marsh Group (FMG), an applied research company based in Arlington, Va., that specializes in measuring, understanding and influencing the way people think and make decisions. FMG conducted a general public survey of attitudes about the First Amendment, including development of the survey methodology, creation of the survey questionnaire and collection and analysis of the data. The questionnaire was administered by telephone in May and June 2019 to a nationwide sample of 1,007 American adults. The 2019 SOFA survey was developed in conjunction with Lata Nott, executive director of the Freedom Forum's First Amendment Center, and Gene Policinski, president and chief operating officer of the Freedom Forum Institute.

SURVEY METHODOLOGY

The survey was conducted as a dual-frame, bilingual telephone survey. The final sample included 1,007 adult respondents. The margin of error (MOE) was 3.7% at the 95% confidence level, with a design effect of 1.4.

The sample was designed to represent the adult U.S. population (including Hawaii and Alaska). This was a single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cellphone numbers. Sample telephone numbers were computer generated and loaded into online sample files accessed directly by the computer-assisted telephone interviewing (CATI) system. The interviewers were carefully trained and monitored using stringent quality control procedures.

The sample was weighted to provide nationally representative and projectable estimates of the adult population 18 years of age and older. The weighting process took into account the disproportionate probabilities of household and respondent selection due to the number of separate telephone landlines and cellphones answered by respondents and their households, as well as the probability associated with the random selection of an individual household member. The sample was then post-stratified and balanced by key demographics such as age, race, sex, region and education. The sample was also weighted to reflect the distribution of phone usage in the general population, meaning the proportion of those who were cellphone-only, landline-only and mixed users. (Additional information about the methodology can be found in Appendix B.)

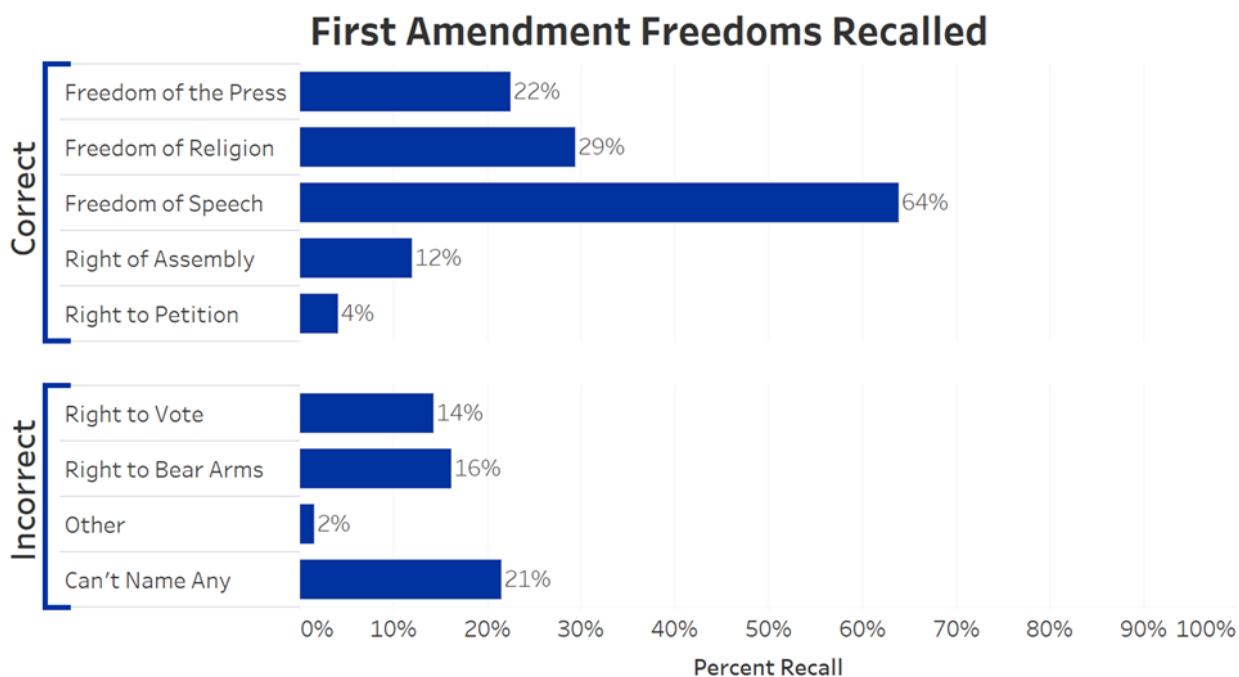
KEY FINDINGS

Introduction

The 2019 SOFA survey collected data on Americans' familiarity with and attitudes toward the First Amendment and related topics. The sample was a nationally representative group of U.S. adults surveyed at the end of May 2019 and the beginning of June 2019. Of the 1,007 respondents, 62% identified as male and 38% as female.¹ The average age of the respondents was 51, and respondents' ages ranged from 18 to 95. More than two-thirds of the respondents were white, non-Hispanic (68%), with 12% black, non-Hispanic and 12% Hispanic participants. Sixty percent attained less than a four-year college degree, and more than one-third of respondents (38%) attained a four-year college degree or higher.

Familiarity with the First Amendment

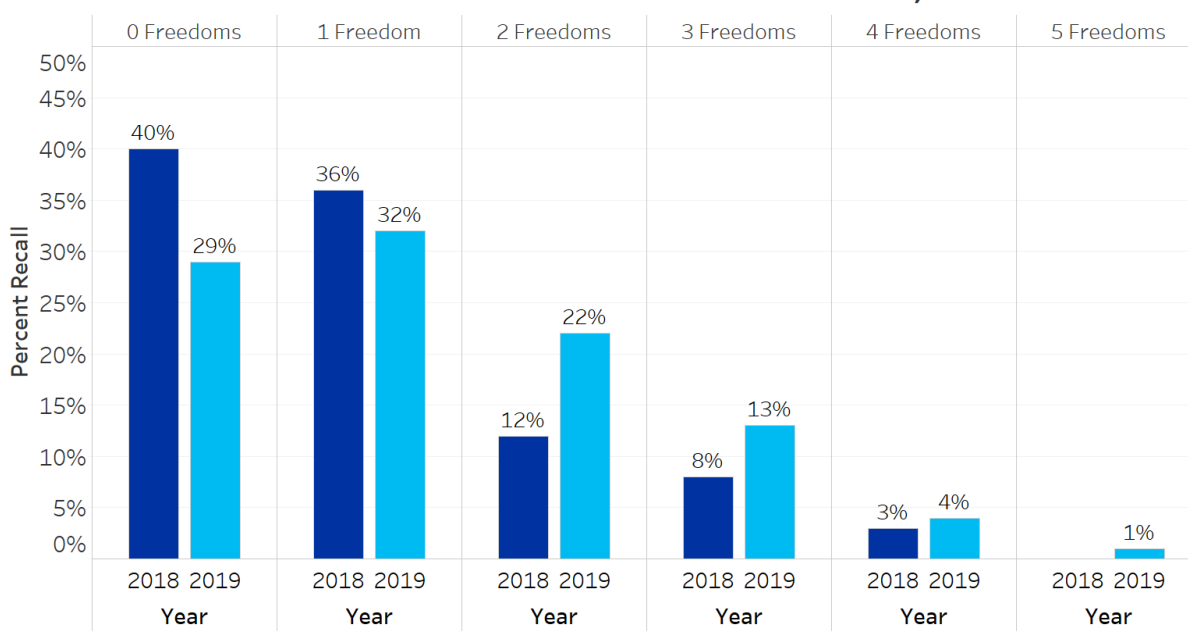
Participants were first asked whether they could name any of the five freedoms guaranteed by the First Amendment. The First Amendment states that "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."



¹ These percentages correspond to the raw data. After weighting the data, the sample was 49% male and 51% female.

Without prompting, freedom of speech (64%) was the most commonly recalled right guaranteed by the First Amendment. Next was freedom of religion (29%), freedom of the press (22%) and right of assembly (12%), with right to petition being the least likely to be recalled (4%). The 2019 results are an improvement from the 2018 SOFA survey, where 56% of participants recalled freedom of speech and fewer than 20% recalled freedom of the press (13%) and freedom of religion (15%).

Number of First Amendment Freedoms Recalled, 2018-2019



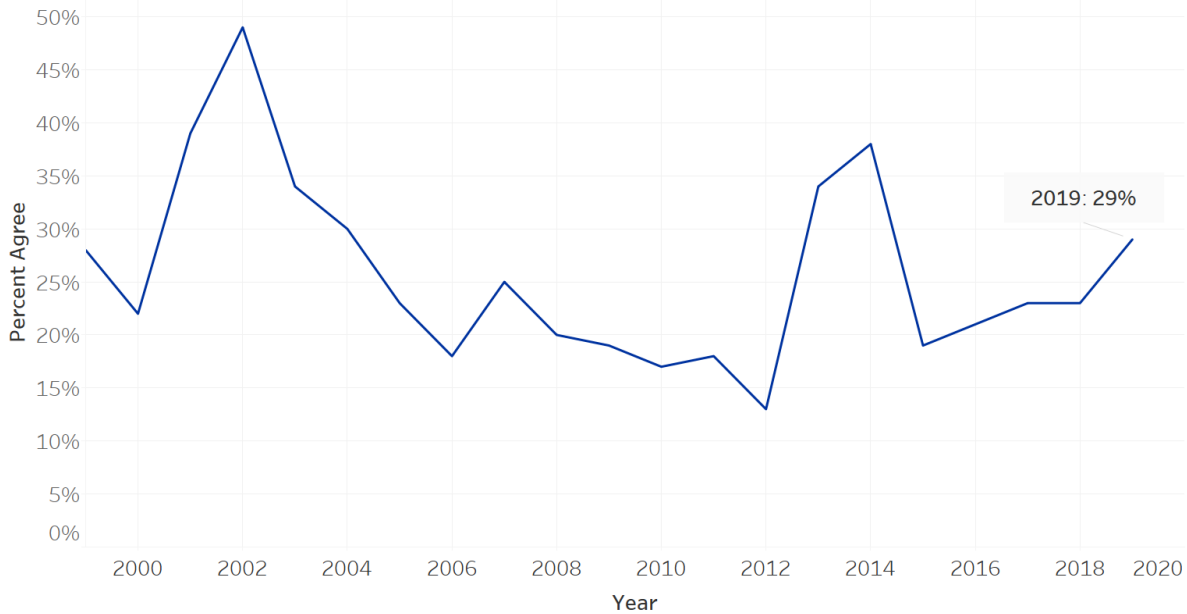
In 2019, a larger proportion of the sample was able to correctly recall at least one freedom guaranteed by the First Amendment than in 2018 (71% in 2019 compared to 60% in 2018). More participants were also able to name multiple freedoms in the 2019 iteration of the SOFA, with six respondents correctly naming all five freedoms. There was also a greater percentage of incorrect responses. Incorrect responses of “the right to vote” increased from 2% in 2018 to 14% in 2019. Responses of the “the right to bear arms” also increased from 9% in 2018 to 16% in 2019.

The 2019 SOFA survey also found statistically significant demographic differences among those who could recall certain freedoms. Education was the most common predictor of recalling a First Amendment right – participants with more education were more likely to recall freedom of speech, religion and assembly.²

Since 1999, the Freedom Forum Institute has annually assessed whether Americans believe that the First Amendment goes too far in the rights it guarantees. In this iteration of the survey, there was a slight increase in the percentage of people who reported that they think the First Amendment goes too far in the rights it guarantees (29%) compared to 2018 and 2017 (23% for both years). However, still more than two-thirds of respondents (67%) disagreed that the First Amendment goes too far.

² This difference is significant at the $p < .05$ level after controlling for the impact of the following characteristics: sex, age, income brackets, race, religion and political party affiliation.

The Rights Guaranteed in the First Amendment Go Too Far



Misunderstanding of First Amendment Freedoms in the Digital Space

Greater attention has been placed recently on the practices of social media companies to filter content on their platforms. In 2018, major social media companies gave congressional testimony after several high-profile instances in which social media companies banned or suspended users for their posted content. As private companies, social media companies are not regulated by the First Amendment, although their policies vary in important ways, as the Freedom Forum Institute has noted.³ The 2019 SOFA survey added a question to gauge whether participants understand the limits of the First Amendment on social media platforms. Respondents were provided with the following prompt: “Social media companies violate users’ First Amendment rights when they ban users based on the content of their posts.”

A majority of participants (65%) agreed that social media companies violate users’ First Amendment rights when they ban social media accounts. There was a measurable partisan split, with a greater percentage of Republicans (71%) than Democrats (62%) agreeing with the statement. Surprisingly, participants who recalled three or more First Amendment freedoms were also more likely to agree (71%) with the statement than participants who recalled two or fewer freedoms (64%). The results suggest confusion about the application of the First Amendment protections on social media platforms.



Revocation of Speakers and the #MeToo Movement

Previous SOFA surveys have asked participants about situations that would warrant speakers to be disinvited from college campuses. The 2019 iteration of the question asked participants

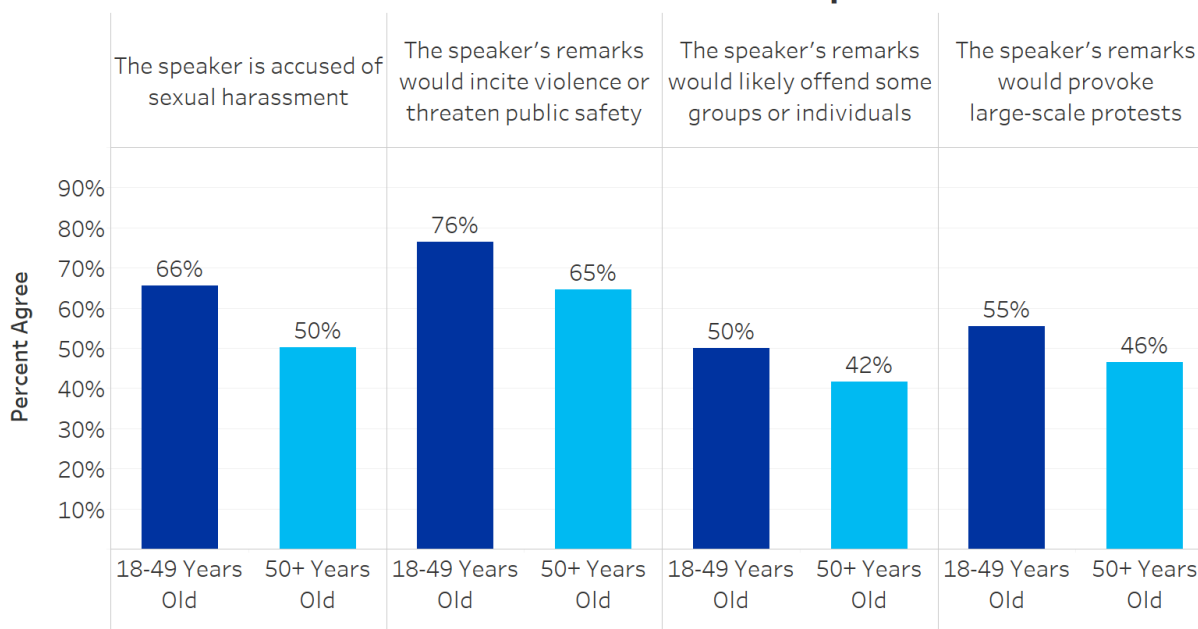
³ https://www.freedomforuminstitute.org/first-amendment-center/primers/free-expression-on-social-media/#hate_sc

whether they agree that “public institutions should revoke invitations to guest speakers” in several different scenarios. A situation involving an accusation of sexual harassment was added in 2019 to gauge how participants would react relative to other scenarios in light of the #MeToo Movement.

Fifty-nine percent of participants agreed that public institutions should revoke an invitation to a guest speaker if the speaker is accused of sexual harassment. There was a small and statistically non-significant gender gap, with 56% of men and 61% of women agreeing that the invitation should be withdrawn. Interestingly, there was a greater disparity between participants 50 years old and over (50%) and under 50 years old (66%) than between male and female participants. This finding is in line with other research that has shown a generational gap when discussing sexual misconduct allegations.⁴ Race and party differences were also noteworthy. Sixty-eight percent of Democrats and 56% of Republicans agreed that a speaker’s invitation should be revoked if the speaker is accused of sexual harassment. White participants (56%) were less likely than black participants (69%) to agree that the speaker should be disinvited.

Less than half the sample (46%) agreed that an invitation should be retracted if the speaker’s remarks would likely offend groups or individuals. Participants were heavily divided by race – 61% of black, 44% of white, 44% of Hispanic and 25% of Asian respondents agreed the speaker should be disinvited in this scenario.

Public Institutions Should Disinvite Speakers If...



A similar percentage of participants (51%) agreed that invitations should be retracted if the speaker’s remarks would provoke large-scale protests. This question was one of the few in the survey with a considerable regional divide, with respondents from the Northeast less likely to agree that the speaker should be disinvited than those from the South or

⁴ https://www.ipsos.com/sites/default/files/ct/news/documents/2018-10/buzzfeed_metoo_topline_100418.pdf

Midwest. Forty-four percent of Northeastern participants agreed with the idea versus 56% of North Central participants, 53% of Southern participants and 50% of Western participants.

The scenario regarding when to revoke a public speaker’s invitation that prompted the most agreement among respondents was when the speaker’s remarks would incite violence or threaten public safety. Seventy-one percent of respondents supported invitation withdrawal in this case, with the percentage of respondents who agreed being relatively consistent across race, education and party affiliation. Interestingly, participants who reported that they think the First Amendment “goes too far” were as likely to agree (73%) that a speaker’s invitation should be revoked in this circumstance as participants who reported that they do not think the First Amendment goes too far in the freedoms it guarantees (70%).

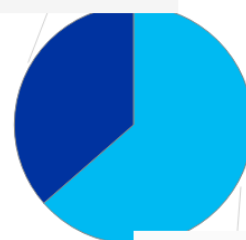
The First Amendment and Student Journalism

Earlier this year, the Freedom Forum Institute, the Newseum and the Student Press Law Center declared 2019 to be the Year of the Student Journalist.⁵ The announcement coincides with the 50th anniversary of *Tinker v. Des Moines Independent Community School District*, which upheld the First Amendment rights of student journalists. In recognition of this announcement, the 2019 SOFA survey probed Americans’ beliefs on two important aspects of students’ rights — the right of students to freely report on controversial topics and the right of students to post on social media without fear of retribution. Participants were first asked whether they agree or disagree with the statement: “Public school students should be allowed to report on controversial issues in their student newspapers without the approval of school authorities.”

Nearly two-thirds (64%) of participants agreed that students should be allowed to report on controversial issues without prior approval. Thirty-five percent of respondents disagreed, and a small number (2%) did not know or refused. Participants who were 65 or older were less likely (55%) to agree with the statement compared with participants between the ages of 18 and 64 (66%).

The next question asked respondents whether “students should be allowed to express their opinions on social media without worrying about being punished by teachers or school administrators for what they say.” More than two-thirds (72%) of participants agreed that students should be able to post on social media without being afraid of retaliation. Forty percent strongly agreed with the statement and only 10% of participants strongly disagreed. Agreement was equal (73%) among participants who reported that they believe that the First Amendment “goes too far” and those who reported that they believe it “does not go too far” in the freedoms it guarantees.

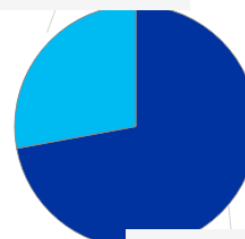
35% Disagree



64% Agree

Public school students should be allowed to report on controversial issues in their student newspapers without the approval of school authorities.

27% Disagree



72% Agree

Students should be allowed to express their opinions on social media without worrying about being punished by teachers or school administrators for what they say.

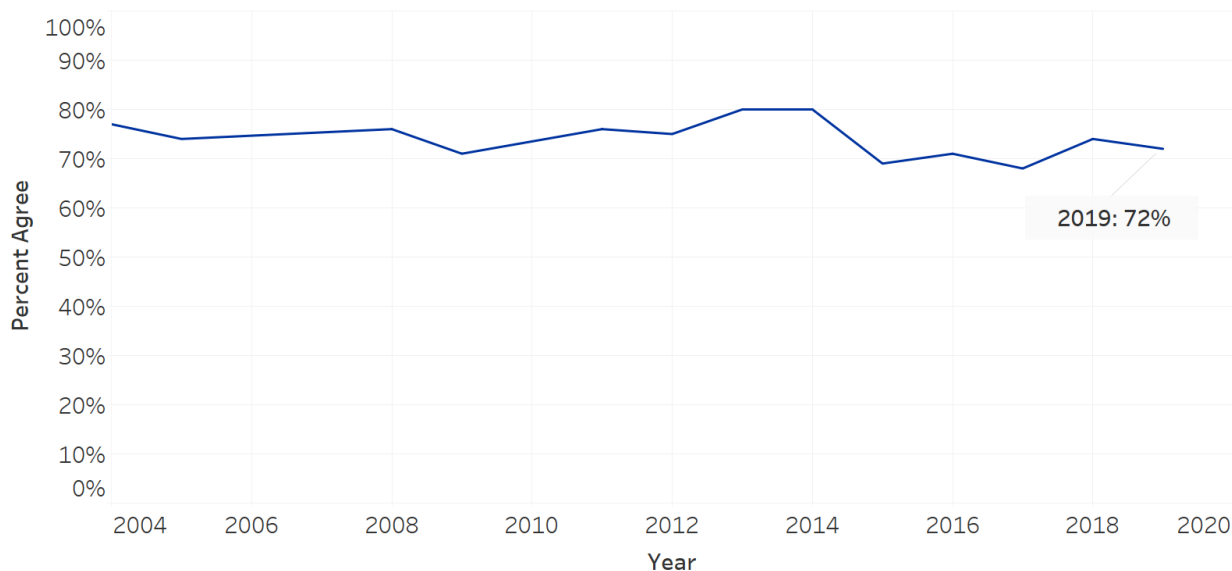
⁵ <https://www.freedomforuminstitute.org/2019/01/30/2019-the-year-of-the-student-journalist/>

Trust in Media and Misinformation

One of the focuses of this year's SOFA report is beliefs in the role of the press. The freedom of the press is guaranteed in the First Amendment, which states that "Congress shall make no law...abridging the freedom...of the press." This section of the 2019 SOFA report builds on the Knight Foundation's 2018 report, "American's Views: Trust, Media, and Democracy."⁶ The 2018 SOFA survey gauged the public's trust in the media, concern regarding fake news and belief in the importance of the news media.

Participants were first asked about their views on the importance of the news media as a watchdog of the government. Nearly three-quarters of respondents (72%) agreed that "it is important for our democracy that the news media act as a watchdog on government." This result is very similar to last year's SOFA results for which 74% of respondents agreed with the statement, which was an increase compared to the results in 2017 (68%).

Important for Democracy that the News Media Act as a Watchdog on Government



The next two questions measured opinions regarding the spread of misinformation and the effect of fake news on respondents' trust in the news media. Existing research in the field suggests that exposure to elite discourse about fake news tends to decrease participants' self-reported levels of trust in the news media.⁷ A simple experiment was conducted in this year's SOFA survey to test the interaction between priming participants with a "fake news" question and participants' self-reported trust in the media. The hypothesis was that priming individuals to think of "the spread of fake news and misinformation on the internet [as a] serious threat to our democracy" would decrease the percentage of respondents who agree that "overall, the news media tries to report the news accurately and without bias." The two questions were evenly rotated throughout the survey fielding period on a 50/50 split.

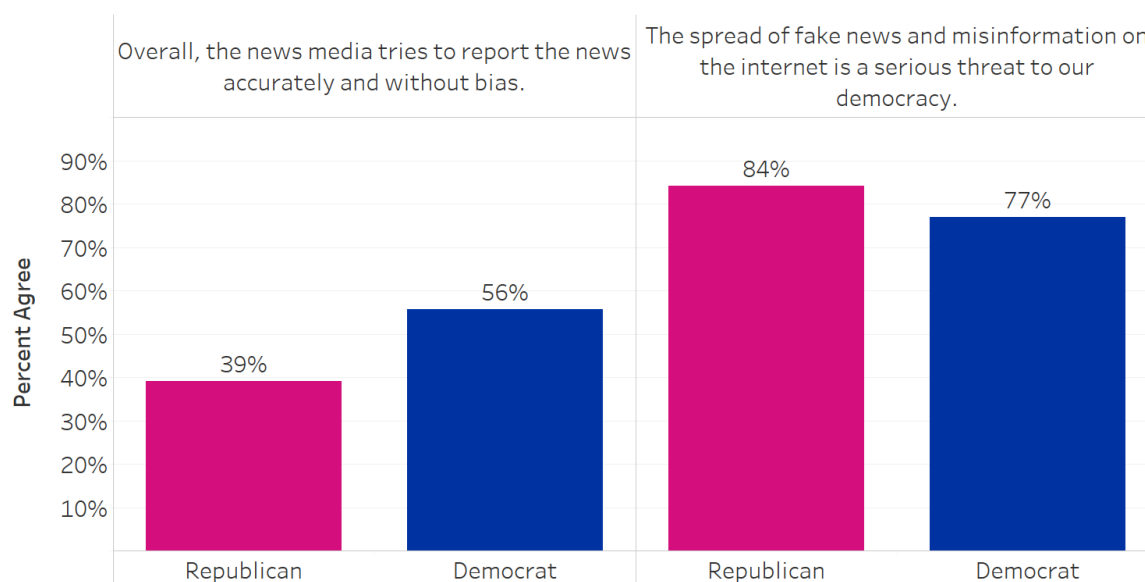
⁶ <https://knightfoundation.org/reports/american-views-trust-media-and-democracy>

⁷ Michelle A. Amazeen & Ashley R. Muddiman (2018) Saving Media or Trading on Trust?, *Digital Journalism*, 6:2, 176-195.

Nearly half of participants (48%) agreed that the news media “tries to report the news accurately and without bias.” This result represents an all-time high for the question since it was first asked in 2004 — and a noticeable increase from 43% in 2017. There was also a notable gap based on party affiliation. Thirty-nine percent of Republicans and 56% of Democrats agreed that the news media tries to report the news accurately and without bias.

The effect of priming participants with the “fake news” question was minimal. Forty-nine percent of participants who were primed with the “fake news” question agreed that the news media tries to report the news without bias. Slightly fewer participants (46%) agreed when presented with the “media trust” question first. If anything, priming individuals with the fake news question slightly increased trust in the media among certain groups. For example, when first given the “fake news” question, participants’ agreement that the media “tries to report the news accurately and without bias” increased from 41% to 49% among those with a four-year college degree.

Differing Beliefs on the Importance of Fake News and Trust in the Media

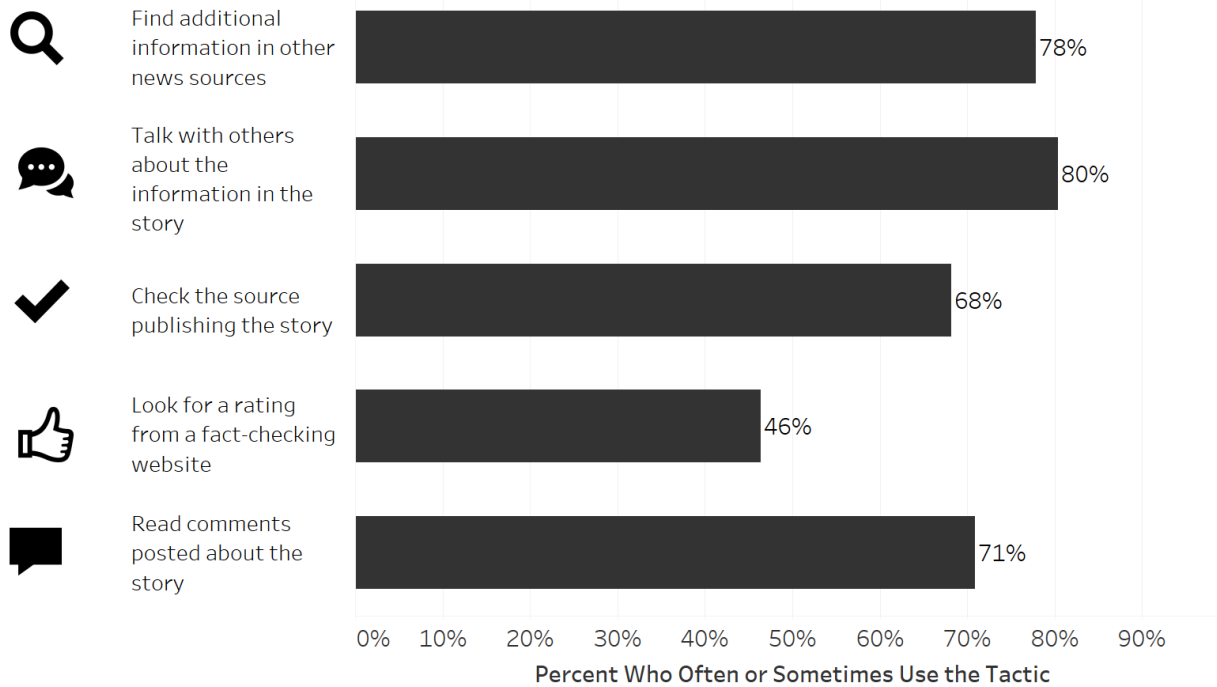


Most participants (77%) agreed that fake news and misinformation on the internet are serious threats to democracy. This high level of concern was consistent among the different demographic groups interviewed, no matter their age, gender, education or income.

News Consumption Habits

In addition to questions about trust in the media, participants were also asked about their news consumption habits and the frequency at which they verify the news they see online. The goal of the question was to provide insight on Americans’ media literacy, given the increased concern about fake news and misleading information. Respondents were asked, “How frequently do you do each of the following [activities] to verify the information you encounter in news stories? — often, sometimes, rarely or never?” (an example of the activities listed is “Check the source publishing the story”). The survey question trends from an identical question asked in December 2017 using a nationally representative survey sample of 1,010 participants.

Tactics to Verify News Online



All reported aspects of news verification have become more common since 2017. Eighty percent of participants reported that they either “often” or “sometimes” talk to others about the news they receive online compared to 73% in 2017. This activity was also the most popular among participants. Unlike other news verification activities, there was no significant variation across education, age, political party or gender.

The second most endorsed news verification tactic was “find additional information in other news sources.” Seventy-eight percent of respondents “often” or “sometimes” used this tactic versus 72% in 2017. A slightly lower percentage of participants indicated that they “read comments about the story” (71%) and “check the source publishing the story for verification” (68%).

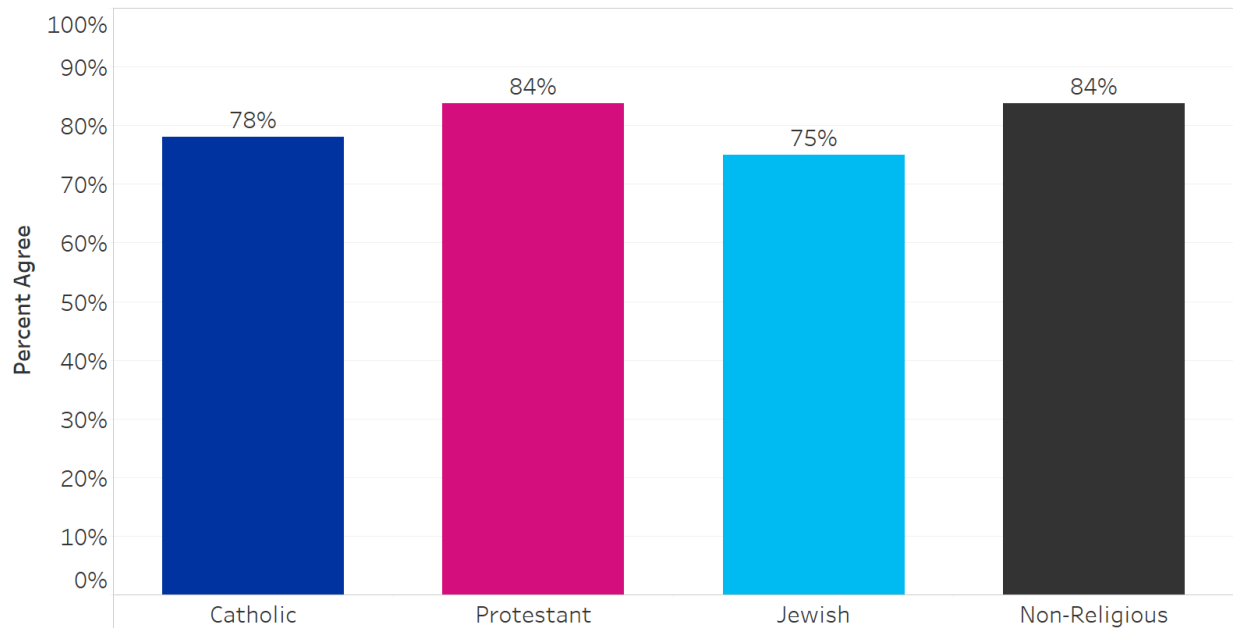
The least endorsed news verification tactic was “look for a rating from a fact-checking website.” Forty-six percent of respondents reported to “sometimes” or “often” using a fact-checking website—a small increase from 43% in 2017. Nearly one-third of respondents (30%) reported that they “never” look for fact-checking ratings.

Freedom of Religion

Finally, the 2019 SOFA survey also asked respondents about their beliefs regarding freedom of religion. The First Amendment states that “Congress shall make no law respecting an establishment of religion.” This year, a question asked whether or not participants agreed that the freedom of religion applies to all groups, “even those that most people would consider extreme or fringe.” The question was modified slightly from a question that was used in 2017.⁸

⁸ The question in 2017 stated, “Do you feel that the freedom to worship as one chooses applies to all religious groups regardless of how extreme or on-the-fringe their views are, or was it never meant to apply to religious groups that most people would consider extreme or fringe?” In order to simplify the question and reduce possible priming effects, the question was shortened to its current form. The

Freedom of Religion Applies to All Groups



Eighty-two percent of respondents agreed that the First Amendment protects all religious groups. Interestingly, the results hold regardless of religious affiliation and opinion on the First Amendment. Relatively even percentages of Catholics, Protestants, Jewish and participants who reported that they think the First Amendment goes (or does not go) too far in the freedoms it guarantees agreed that the First Amendment protects all religions. Only 5% of all participants strongly disagreed with the statement.

response options were also changed from a binary response option, “Applies to all religious groups/Never applied to extreme or fringe groups,” to an even 4-point Likert scale.

APPENDIX A: SOFA 2019 TOPLINE RESULTS⁹

1. As you may know, the First Amendment is part of the U.S. Constitution. Can you name any of the specific rights that are guaranteed by the First Amendment?

Response	2019	2018	2016
Freedom of the Press	22%	13%	11%
Freedom of Religion	29%	15%	17%
Freedom of Speech	64%	56%	54%
Right of Assembly	12%	12%	12%
Right to Bear Arms	16%	9%	N/A
Right to Petition	4%	2%	N/A
Right to Privacy	3%	0.23%	N/A
Right to Remain Silent	5%	0.25%	N/A
Right to Vote	14%	2%	N/A
Other (SPECIFY)	2%	3%	N/A
Can't Name Any	21%	40%	40%
Refused	2%	0.97%	N/A

2. The First Amendment became part of the U.S. Constitution more than 225 years ago. This is what it says:

“Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof, or abridging the freedom of speech or of the press, or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.”

Based on your own feelings about the First Amendment, please tell me whether you agree or disagree with the following statement: The First Amendment goes too far in the rights it guarantees.

⁹ Percentages in the tables may not add up to 100 because of rounding.

Response	2019	2018	2017
Agree	29%	23%	23%
Disagree	67%	74%	69%
Don't know	4%	2%	7%
Refused	0.20%	0.28%	2%

For the next series of questions, please tell me if you: Strongly Agree, Somewhat Agree, Somewhat Disagree or Strongly Disagree with the following statements.

- It is important for our democracy that the news media act as a watchdog on government.

Response	2019	2018
Strongly Agree	37%	50%
Somewhat Agree	35%	23%
Somewhat Disagree	13%	10%
Strongly Disagree	12%	14%
Don't know	3%	1%
Refused	1%	1%

- Public institutions should revoke invitations to guest speakers when: (each sub-question asked in random order)
 - The speaker is accused of sexual harassment

Response	Frequency
Strongly Agree	34%
Somewhat Agree	25%
Somewhat Disagree	23%
Strongly Disagree	14%
Don't know	3%
Refused	1%

- The speaker's remarks would be likely to offend some groups or individuals

Response	Frequency
Strongly Agree	19%
Somewhat Agree	27%
Somewhat Disagree	25%
Strongly Disagree	25%
Don't know	3%
Refused	1%

- The speaker's remarks would provoke large-scale protests

Response	Frequency
Strongly Agree	20%
Somewhat Agree	31%
Somewhat Disagree	26%
Strongly Disagree	19%
Don't know	3%
Refused	1%

- The speaker's remarks would incite violence or threaten public safety

Response	Frequency
Strongly Agree	41%
Somewhat Agree	30%
Somewhat Disagree	16%
Strongly Disagree	9%
Don't know	2%
Refused	1%

5. Public school students should be allowed to report on controversial issues in their student newspapers without the approval of school authorities.

Response	Frequency
Strongly Agree	34%
Somewhat Agree	30%
Somewhat Disagree	21%
Strongly Disagree	13%
Don't know	1%
Refused	0.41%

6. Students should be allowed to express their opinions on social media without worrying about being punished by teachers or school administrators for what they say.

Response	Frequency
Strongly Agree	40%
Somewhat Agree	32%
Somewhat Disagree	17%
Strongly Disagree	10%
Don't know	1%
Refused	0.41%

7. The freedom to worship protects all religious groups, even those that most people would consider extreme or fringe.

Response	Frequency
Strongly Agree	43%
Somewhat Agree	38%
Somewhat Disagree	11%
Strongly Disagree	5%
Don't know	2%
Refused	1%

8. Overall, the news media tries to report the news accurately and without bias. (Questions 8 and 9 were presented in random order)

Response	Frequency
Strongly Agree	20%
Somewhat Agree	28%
Somewhat Disagree	21%
Strongly Disagree	29%
Don't know	2%
Refused	0.44%

9. The spread of fake news and misinformation on the internet is a serious threat to our democracy.

Response	Frequency
Strongly Agree	47%
Somewhat Agree	29%
Somewhat Disagree	14%
Strongly Disagree	8%
Don't know	1%
Refused	0.40%

10. Social media companies violate users' First Amendment rights when they ban users based on the content of their posts.

Response	Frequency
Strongly Agree	27%
Somewhat Agree	38%
Somewhat Disagree	20%
Strongly Disagree	11%
Don't know	3%
Refused	1%

11. How frequently do you do each of the following to verify the information you encounter in news stories? – often, sometimes, rarely or never? (each sub-question asked in random order)

a. Find additional information in other news sources

Response	Frequency
Often	39%
Sometimes	39%
Rarely	13%
Never	9%
Don't know	0.21%
Refused	0.20%

b. Talk with others about the information in the story

Response	Frequency
Often	36%
Sometimes	44%
Rarely	11%
Never	8%
Don't know	0.34%
Refused	0.10%

c. Check the source publishing the story

Response	Frequency
Often	33%
Sometimes	35%
Rarely	17%
Never	15%
Don't know	0.19%
Refused	0.22%

d. Look for a rating from a fact-checking website

Response	Frequency
Often	18%
Sometimes	29%
Rarely	22%
Never	30%
Don't know	1%
Refused	0.10%

e. Read comments posted about the story

Response	Frequency
Often	32%
Sometimes	39%
Rarely	15%
Never	13%
Don't know	0.4%
Refused	0.22%

APPENDIX B: SURVEY METHODOLOGY

Sample

The SOFA survey was inserted into an Omnibus survey (i.e., SOFA questions were asked with questions for other surveys) in a national, weekly, dual-frame, bilingual telephone survey. Interviews were conducted from May 28 through June 2, 2019, with a sample of 1,007 respondents in English (971) and Spanish (36). Telephone interviews were conducted by landline (300) and cellphone (707), including 444 without a landline phone. The margin of error for total respondents is +/-3.65% at the 95% confidence level. All data were weighted to represent the target population.

Participants were selected randomly by random-digit dialing (RDD) a sample of landline telephone households and randomly generated cellphone numbers. Within each landline household, a single respondent was selected through the following selection process: First, interviewers asked to speak with the youngest adult male/female at home. The term “male” appeared first for a random half of the cases and “female” for the other randomly selected half. If there were no men/women at home during that time, interviewers asked to speak with the youngest female/male at home. Cellphones were treated as individual devices because the interview could take place outside the respondent’s home; therefore, cellphone interviews were conducted with the person answering the phone. None of the participants were compensated for responding to the questions in the survey.

Interviewing/Training

Before the survey was fielded, interviewers were personally briefed and trained in the questions specific to the survey. Each and every question was reviewed and mock interviews were conducted to ensure that all procedures were followed correctly. In addition, written “job decisions” were created to serve as a manual and a record of how to handle out-of-the-ordinary responses to the questionnaires, thus, promoting interviewer consistency over time.

Strict control procedures were maintained. Field personnel and project directors continually monitored the interviewers. Each time an interview was monitored, a supervisor reviewed the responses as they were entered into the computer-assisted telephone interviewing (CATI) system to verify the accuracy of the responses recorded by the interviewer. In addition, evaluation forms were completed to rate interviewers on diction, refusal conversion, verbatim recording of open-ended questions, probing, etc. Interviewers were counseled on their weaknesses and praised on improvements.

Weighting

The SOFA survey was weighted to provide nationally representative and projectable estimates of the adult population 18 years of age and older. The weighting process took into account the disproportionate probabilities of household and respondent selection due to the number of separate telephone landlines and cellphones answered by respondents and their households, as well as the probability associated with the random selection of an individual household member.

After the base-weight was applied, the sample underwent the process of iterative proportional fitting (“raking”), in which the sample was balanced to match known adult-population parameters based on the most recent March Supplement of the U.S. Census Bureau’s Current Population Survey (CPS). This process of weighting was repeated until the root mean square error for the differences between the sample and the population parameters was 0 or near zero.

The population parameters used for post-stratification were: age (18–29; 30–49; 50–64; 65+) by gender; census region (Northeast, North Central, South, West) by gender; education (less than high school, high school graduate, some college, four-year college or more); race/ethnicity (white, non-Hispanic; black, non-Hispanic; Hispanic and born in the United States; Hispanic and born outside of the United States; other non-Hispanic); marital status (married/not married); population density (divided into quintiles) and phone usage (cellphone only, landline only, both).

Finally, to ensure the consistency of the population estimates produced week to week by Excel, the weights underwent truncation (or “trimming”) so that they did not exceed 4.0 or fall below 0.25. The sum of weights equaled the sample *N*.

Below are the demographic targets extracted from the March Supplement of the U.S. Census Bureau’s CPS.

GENDER	Percentage
Male	48.40%
Female	51.60%

AGE	Percentage
18-29	21.10%
30-49	33.30%
50-64	25.10%
65+	20.50%

GENDER BY AGE	Percentage
Male-18-29	10.60%
Male-30-49	16.50%
Male-50-64	12.10%
Male-65+	9.30%
Female-18-29	10.40%
Female-30-49	16.90%
Female-50-64	13.00%
Female-65+	11.20%

RACE	Percentage
White	63.50%
Black	11.90%
Hispanic-U.S. Born	7.60%
Hispanic-Foreign Born	8.60%
Other	8.40%

EDUCATION	Percentage
Less than High School	10.90%
High School Grad	28.60%
Some College	28.20%
College+	32.30%

REGION	Percentage
Northeast	17.80%
Midwest	20.80%
South	37.70%
West	23.70%

GENDER BY REGION	Percentage
Male - Northeast	8.60%
Male - Midwest	10.10%
Male - South	18.10%
Male - West	11.70%
Female - Northeast	9.20%
Female - Midwest	10.70%
Female - South	19.60%
Female - West	12.10%

MARITAL	Percentage
Married	52.70%
Not Married	47.30%

PHONE USE	Percentage
Cell only	58.80%
Dual phone	37.40%
Landline only	3.80%

Source: NHIS January – June 2018

DENSITY (population density divided in quintiles)	Percentage
1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Source: 2010 Decennial