Generational Values and Political Engagement – Appendix

Table A1. Survey demographics

Survey Demographics - Total Counts

	Greatest & Silent	Boomer	Gen X	Millennial & GenZ
Race				
White	347	300	260	585
Hispanic	19	42	79	203
Black	26	42	44	130
Other	22	27	30	114
Gender				
Female	243	214	208	533
Male	171	197	205	499
Education level				
No high school	18	14	25	74
High school	188	144	122	268
Some college	75	66	75	267
2-year	33	54	49	109
4-year	56	80	95	217
Postgraduate	44	53	47	97
Family income				
Less than $10,000	7	15	29	92
$10,000 - $19,999	23	27	27	82
$20,000 - $29,999	46	43	41	88
$30,000 - $39,999	53	26	42	90
$40,000 - $49,999	40	33	35	89
$50,000 - $59,999	30	37	32	81
$60,000 - $69,999	35	28	15	63
$70,000 - $79,999	19	36	26	67
$80,000 - $99,999	23	35	46	73
$100,000 - $119,999	9	26	26	62
$120,000 - $149,999	10	16	23	39
$150,000 - $199,999	11	18	15	26
$200,000 - $249,999	6	5	6	6
$250,000 - $349,999	3	3	4	6
$350,000 - $499,999	0	2	0	4
$500,000 or more	1	1	3	5
Prefer not to say	98	60	43	159
Ideology (%)				
Liberal	92	115	99	386
Conservative	214	151	140	203
Moderate	108	145	173	441
Total N	414	411	413	1,032

Notes: Categories are mutually exclusive. In other words, the items under each category should equal the total sample size for a given generation unless there was missing data.

Enrollment procedures - Since BIFYA is particularly interested in analyzing results by age or generation, the study was designed to oversample young people in the GenZ and Millennial age group (18-39-year-olds). After identifying the sample, members of the YouGov panel were invited in early April 2020 via email to complete a self-administered online survey. Individuals who chose to participate earned up to 5,000 'polling points' through YouGov's incentive scheme that could be used toward gift cards and other rewards. YouGov emailed individuals until 2,270 participants entered the study (a total of 2,448 respondents were emailed). After consenting to enroll in the study, participants were directed to an online survey where they completed three sections of a 20-minute survey. The data for this study was collected in the third section of the survey (the first two sections were pilot studies for other faculty-sponsored projects). The survey was administered between April 29-May 13, 2020. In total, 2,270 participants completed the survey, with a 3 percent sampling margin of error for 18-39-year-olds, and a 4.9 percent sampling margin of error for those 40+.

Weighting the dataset - After enrolling 2,270 participants in the study, YouGov matched the respondents to a sampling frame on gender, age, race, and education. In documentation provided from YouGov, the frame was constructed by stratified sampling from the full 2016 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements using the person weights on the public use file. 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 region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2016 Presidential vote choice, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight. Final weights ranged from .338 to 4.02, with a mean of .995 and standard deviation of .45.