## *PN_Styles.jpgStyles 2015*

## Methodology

In 2015, Porter Novelli Public Services conducted all of our consumer surveys via GfK’s KnowledgePanel®.

KnowledgePanel® is the only online panel that is representative of the entire U.S. population. Panel members are randomly recruited using probability-based sampling by address to reach respondents regardless of whether or not they have landline phones or Internet access. If needed, households are provided with a laptop computer and access to the Internet. The panel is continuously replenished and maintains approximately 55,000 panelists.

The initial wave – *SpringStyles* – was fielded from April 2 to April 21, 2015.  The survey was sent to 11,028 panelists (a random sample of 7,876 panelists ages 18 or older and a supplemental sample of 3,152 panelists with children ages 12-17 to ensure sufficient dyad cases for the summer survey).  Email reminders were sent to all non-responders on the 3rd, the 13th and the 16th day of the field period.   The survey took approximately 47 minutes (median) to complete.  Respondents were not required to answer any of the questions and could exit the survey at any time.  Those who completed the survey received 10,000 cash-equivalent reward points (worth approximately $10) and were eligible to win an in-kind prize through a monthly sweepstakes.[[1]](#footnote-1)[1] Respondents who did not answer at least half of the questions were removed from the data as incomplete (n=36).  In addition, respondents who completed the survey in 7 minutes or less (“speeders”) were also removed from the data set (n=3). A total of 6,836 adults completed the survey for a response rate of 62%.

The summer wave, *SummerStyles* and *YouthStyles,* was fielded from June 11 to June 29, 2015.  Given the desire to collect adult-youth dyad data, the survey was sent to 6,172 *SpringStyles* respondents including a random sample of 4,554 panelists ages 18 or older as well as a supplemental sample of 1,618 panelists with children ages 12-17. Email reminders were sent to non-responders on the 3rd and 16th day of the field period.  Survey completion times were approximately 22 minutes (median) for adults and 16 minutes (median) for youth.  Respondents were not required to answer any of the questions and could exit the survey at any time.  Youth-adult dyad households who completed the survey received 10,000 cash-equivalent reward points to be split between the parent and youth respondents, and adults without children received 5,000 cash-equivalent reward points. All respondents were eligible to win an in-kind prize through a monthly sweepstakes.Respondents who did not answer at least half of the questions were removed from the data as incomplete (n=7).  In addition, respondents who completed the survey in 7 minutes or less (“speeders”) were also removed from the data set (n=33). One youth-adult dyad respondent was also removed due to missing age information. A total of 4,127 adults and 888 youth (out of 2108 sampled parents) completed the survey for response rates of 67% and 42%, respectively.

The fall wave was broken into two separate surveys. *FallStyles A* fielded from September 10 to September 29, 2014. The survey was sent to a random sample of 4,432 panelists ages 18 or older who answered the *SpringStyles* survey. Email reminders were sent to non-responders on September 13th and September 25th. Survey completion time was approximately 25 minutes (median). Respondents were not required to answer any of the questions and could exit the survey at any time. Those who completed the survey were eligible to win an in-kind prize through a monthly sweepstakes. Respondents who did not answer at least half of the questions were removed from the data as incomplete (n=22). A total of 3,529 adults completed the survey for a response rate of 79.6%.

*FallStyles B* fielded from September 28 to October 16, 2015. The survey was sent to a random sample of 4,665 panelists ages 18 or older who answered the *SpringStyles* survey. Email reminders were sent to non-responders on October 1st and October 14th. Survey completion time was approximately 27 minutes (median). Respondents were not required to answer any of the questions and could exit the survey at any time. Those who completed the survey received 5,000 cash-equivalent reward points (worth approximately $5). Respondents who did not answer at least half of the questions were removed from the data as incomplete (n=31). A total of 3,550 adults completed the survey for a response rate of 76.1%.

The adult data are weighted using 9 factors: Gender, age, household income, race/ethnicity, household size, education, census region, metro status, and prior Internet access. The youth data are weighted using the same factors, with the exception that the number of teenagers aged 12-17 was used rather than overall household size. The weights are designed to weight the data to match U.S. Current Population Survey (CPS) proportions (see Table 1). Each survey includes a separate weighting variable (weight, weight\_summer, weight\_Teen, weight\_fallA, and weight\_fallB). When using data points from multiple surveys in combined analyses, it is recommended that the *SpringStyles* weight (weight) be used.

Table 1:

Comparison of the Styles 2015 samples to the 2014 Census estimates on selected demographic variables.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **CPS 2014** | **Spring (unwt)** | **Spring (wt)** | **Summer**  **(unwt)** | **Summer (wt)** | **Fall 1**  **(unwt)** | **Fall 1**  **(wt)** | **Fall 2 (unwt)** | **Fall 2**  **(wt)** |
| **Gender** |  |  |  |  |  |  |  |  |  |
| Male | 48.2% | 44.5% | 48.1% | 46.3% | 48.2% | 51.4% | 48.6% | 50.7% | 48.7% |
| Female | 51.8% | 55.5% | 51.9% | 53.7% | 51.8% | 48.6% | 51.4% | 49.3% | 51.3% |
| **Age** |  |  |  |  |  |  |  |  |  |
| 18-24 | 12.7% | 6.9% | 12.5% | 7.2% | 12.5% | 7.3% | 12.5% | 7.0% | 12.5% |
| 25-34 | 17.5% | 12.0% | 17.4% | 12.9% | 17.6% | 13.7% | 17.7% | 13.0% | 17.5% |
| 35-44 | 16.8% | 18.7% | 16.6% | 15.5% | 16.5% | 12.5% | 16.2% | 12.7% | 16.3% |
| 45-54 | 18.4% | 26.9% | 18.1% | 22.3% | 18.0% | 16.9% | 18.1% | 17.9% | 18.0% |
| 55-64 | 16.3% | 19.3% | 16.7% | 21.3% | 16.7% | 24.3% | 16.6% | 24.5% | 16.8% |
| 65+ | 18.3% | 16.2% | 18.7% | 20.8% | 18.7% | 25.3% | 18.8% | 24.9% | 18.9% |
| **Region** |  |  |  |  |  |  |  |  |  |
| Northeast | 18.1% | 17.5% | 18.3% | 17.6% | 18.2% | 17.7% | 18.2% | 18.2% | 18.2% |
| Midwest | 21.4% | 25.7% | 21.5% | 25.5% | 21.4% | 24.7% | 21.5% | 25.1% | 21.6% |
| South | 37.1% | 34.3% | 37.0% | 35.1% | 37.0% | 35.3% | 36.8% | 35.0% | 36.8% |
| West | 23.4% | 22.5% | 23.2% | 21.8% | 23.4% | 22.3% | 23.5% | 21.8% | 23.4% |
| **Household income** |  |  |  |  |  |  |  |  |  |
| Less than $25K | 18.5% | 16.7% | 17.8% | 17.9% | 17.9% | 18.5% | 17.7% | 19.1% | 17.9% |
| $25-39K | 14.1% | 15.5% | 13.8% | 17.1% | 13.8% | 16.4% | 13.8% | 16.4% | 13.8% |
| $40-59K | 16.4% | 17.4% | 16.7% | 17.7% | 16.6% | 17.4% | 16.8% | 17.7% | 16.7% |
| $60K or more | 51.0.% | 50.4% | 51.7% | 47.3% | 51.7% | 47.7% | 51.7% | 46.8% | 51.6% |
| **Race / Ethnicity** |  |  |  |  |  |  |  |  |  |
| White, Non-Hispanic | 66.0% | 73.0% | 65.9% | 74.7% | 65.6% | 75.5% | 66.3% | 75.3% | 66.3% |
| Black, Non-Hispanic | 11.6% | 9.7% | 11.6% | 9.7% | 11.6% | 9.4% | 11.2% | 9.5% | 11.3% |
| Other, Non-Hispanic | 6.2% | 3.1% | 6.0% | 3.2% | 6.4% | 2.8% | 6.4% | 2.9% | 6.3% |
| Hispanic | 15.0% | 12.0% | 15.2% | 10.8% | 15.1% | 10.7% | 14.9% | 10.7% | 14.8% |
| 2+ Races, Non-Hispanic | 1.3% | 2.2% | 1.3% | 1.6% | 1.3% | 1.6% | 1.3% | 1.7% | 1.3% |
| **Education** |  |  |  |  |  |  |  |  |  |
| Less than high school | 12.6% | 6.6% | 12.0% | 7.1% | 12.2% | 5.7% | 11.8% | 5.9% | 11.6% |
| High school | 29.6% | 26.4% | 29.8% | 29.9% | 29.7% | 30.9% | 29.7% | 31.2% | 29.7% |
| Some college | 28.9% | 31.9% | 28.9% | 30.5% | 28.8% | 31.5% | 28.9% | 31.0% | 29.1% |
| Bachelor's degree or higher | 28.9% | 35.1% | 29.3% | 32.6% | 29.3% | 31.9% | 29.6% | 31.9% | 29.6% |
| **MSA Status** |  |  |  |  |  |  |  |  |  |
| Non-Metro | 15.8% | 15.2% | 15.6% | 16.2% | 15.6% | 15.0% | 15.1% | 14.8% | 15.2% |
| Metro | 84.2% | 84.8% | 84.4% | 83.8% | 84.4% | 85.0% | 84.9% | 85.2% | 84.8% |
| **HH Internet Access** |  |  |  |  |  |  |  |  |  |
| No | 21.4% | 15.0% | 21.9% | 17.5% | 22.1% | 10.8% | 21.0% | 12.1% | 21.1% |
| Yes | 78.6% | 85.0% | 78.1% | 82.5% | 77.9% | 89.2% | 79.0% | 87.9% | 78.9% |
| **Household size** |  |  |  |  |  |  |  |  |  |
| 1 | 14.2% | 15.1% | 14.3% | 18.7% | 14.3% | 22.4% | 14.4% | 22.7% | 14.4% |
| 2 | 34.1% | 29.8% | 34.3% | 35.1% | 34.3% | 39.9% | 34.2% | 39.6% | 34.3% |
| 3 | 19.2% | 19.9% | 19.4% | 18.4% | 19.4% | 16.5% | 19.5% | 16.6% | 19.3% |
| 4 | 17.4% | 19.8% | 17.1% | 15.8% | 17.0% | 12.2% | 16.8% | 11.9% | 16.9% |
| 5+ | 15.1% | 15.5% | 14.9% | 12.0% | 15.0% | 9.0% | 15.1% | 9.1% | 15.1% |

\* The data are taken from the Current Population Survey, which interviews a sample of the population annually. The sample consists of 74,762 households and 145,049 persons. Weights are then provided to project the data to the U.S. total 122,445,330 million households and 235,898,708 million adults.

\*\*Counts “living with partner” in with married.

1. [1] Prizes vary and are generally worth under $500, such as an iPad, television, camcorder, or gift card. [↑](#footnote-ref-1)