



## **How Does the Gallup Panel Work?**

Gathers U.S. Adults' Opinions on Some of the Most Pressing Issues

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### **What is the Gallup Panel?**

The Gallup Panel is one of the nation's few research panels that is representative of the entire U.S. adult population. Members can be reached via telephone, web or mail. The Gallup Panel allows for a quick "pulse" of U.S. adults' opinions on some of the most pressing issues. Gallup started the Panel in 2004, and it is not an opt-in panel. Gallup maintains demographic profiles of all Gallup Panel members, using this information to draw stratified samples or samples of low-incidence populations that are otherwise difficult to reach.

# **How are Gallup Panel interviews conducted?**

The Gallup Panel is a multimode Panel with approximately 100,000 members, all of whom can be reached via phone. About 80,000 members can be reached by email to complete a Web survey. Panel members that cannot be contacted by email can be reached by mail. Gallup selects potential panel members using random-digit-dialing (RDD) of landline telephones and cellphones or address-based sampling (ABS) to contact U.S. households at random. Because Gallup selects respondents at random, and because all U.S. households have an equal and known probability for selection, the Panel is a representative sample of all American households.

## **Are Gallup Panel samples weighted?**

Yes, Gallup weights samples to correct for unequal selection probability and nonresponse. Gallup also weights its final samples to match the U.S. population according to gender, age, race, Hispanic ethnicity, education and region. Other adjustments may be made to fit the needs of a specific study. Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. population.

# Where can I get results from Gallup Panel surveys and learn more about the survey?

Gallup publishes some data collected through the Gallup Panel on News.Gallup.com. Sign up for [Gallup News alerts](#) to get these articles as soon as they are published. For questions about how this survey is conducted, please contact [galluphelp@gallup.com](mailto:galluphelp@gallup.com).

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