

Recruitment Methodology

The *We the People* initiative led by the Napolitan Institute, in partnership with Jigsaw, will run from September 2025 until July 2026. Recruitment and data collection for the program is conducted by the recruitment firm, Rep Data.

Rep Data will recruit a minimum sample of 2175 U.S. citizens, with a minimum of 5 people from each congressional district. The full sample will be representative of the population of U.S. citizens along the dimensions of sex, age, race, and partisan political affiliation.

Demographic targets for sex, age, and race are aligned to the U.S. Census Bureau's [2024 Current Population Survey \(CPS\) Voting and Registration Supplement](#) for the national population of U.S. citizens. Demographic proportions in the final sample may deviate by up to 3% from the targets.

		Demographic targets from U.S. Census CPS	Demographic targets for <i>We the People</i>
Sex	Male	48%	47-50%
	Female	52%	50-53%
Age	18-24	12%	9-15%
	25-34	16%	13-19%
	35-44	16%	13-19%
	45-54	15%	12-18%
	55-64	16%	13-19%
	65+	25%	22-28%
Race	White Only	66%	63-69%
	Hispanic	14%	11-17%
	Black Only	13%	10-16%
	Asian	5%	3-7%
	Other	2%	1-5%

Targets for partisan political affiliation are aligned with a variety of sources such as the Pew Center's [2025 National Public Opinion Reference Survey \(NPORS\)](#). Proportions in the final sample may deviate by up to 3% from the targets.

	Demographic targets from Pew Center NPORS	Demographic targets for <i>We the People</i>
Republican / Lean Republican	46%	43-49%
Democrat / Lean Democrat	46%	43-49%
No lean / Refused	8%	5-11%