



SSRS Opinion Panel

Look Book 2025

Meet our Opinion Panel & discover the profile variables that bring your research to life



About the Look Book

Explore this guide to see the range of information we maintain about our panelists. Each variable is available to support more targeted, efficient, and insightful research.

To learn more about our panel or any of these profile variables, contact us at info@ssrs.com.





The SSRS Opinion Panel

Meet Our Panel

The SSRS Opinion Panel is a nationally representative probability-based panel of U.S. adults age 18 or older. Recognized for methodological rigor, accuracy, affordability, mode flexibility, and representativeness, our panel is actively used by major academic institutions, media organizations, and private sector entities in the U.S. and abroad.

Panel variables can be appended directly to datasets, giving you the ability to:

- Target specific segments of the U.S. population for surveys or qualitative research
- Rely on information already collected and refreshed annually, reducing the number of survey questions
- Keep surveys shorter to lower fielding costs
- Enrich survey data by adding existing panelist information for deeper analysis

Panel Recruitment

SSRS Opinion Panel members are recruited randomly based primarily on nationally representative Address Based Sample (ABS) design. ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%–99% range. Additional panelists are recruited via random digit dial (RDD) telephone sample of prepaid cell phone numbers. Phone numbers used for the prepaid cell phone component are randomly generated from a cell phone sampling frame.

During the recruitment process, full demographic information on panelists is collected. This data is stored securely and used to determine eligibility for specific studies (if needed). We also rely on these data to improve the survey experience for panelists by avoiding the need to re-ask demographic questions with each survey.



Opinion Panel Team & Services

Our highly experienced SSRS Opinion Panel team stands ready to support both data collection and client analytic needs. We work closely with clients from the early project planning stages to developing and delivering effective customized solutions.

Our services include questionnaire design, questionnaire programming and hosting, qualitative research, user experience (UX) testing, cognitive interviews, data collection, statistical weighting, and data analysis and reporting. Specific SSRS Opinion Panel services include:

- Questionnaire design consultation that meets industry best practices
- Methodological consultation
- Highly collaborative team that works closely in meeting client schedules
- Design and implementation of subpopulation-specific surveys that leverage panelist profile data, such as for surveys of Hispanics, veterans, people with specific health insurance statuses, caregivers, parents, registered voters, and people with different chronic health conditions
- Maintenance of sub-panels such as Business Insights and our SMS Panel
- Design and implementation of qualitative research with Opinion Panelists through Virtual Insights
- Ability to link Opinion Panel to external data such as L2 Voter files, Air Quality Index, and Census Bureau data

AAPOR Charter Member

As a charter member of the AAPOR (American Association for Public Opinion Research) Transparency Initiative, SSRS is committed to full compliance of AAPOR standards and transparency.



Panel Variables

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Demographics

Gender

- Male
- Female
- Transgender
- Non-Binary
- I describe myself another way

Age

- 18-29
- 30-49
- 50-64
- 65+
- *Custom breaks between 18-98*

Marital status

- Now married
- Separated
- Widowed
- Divorced
- Never married
- *Living with or without a partner breakouts available*

Education

- Less than high school graduate
- High school diploma or GED or alternative credential
- Some college credit, no degree
- Associate's degree (for example: AA, AS)
- Bachelor's degree (for example: BA, BS)
- Master's degree, Professional degree beyond a bachelor's degree, or Doctorate degree (for example: PhD, EdD)

Race/Ethnicity

- White non-Hispanic
- Black or African American non-Hispanic
- White Hispanic
- Black Hispanic
- Unspecified Hispanic
- Asian/Chinese/Japanese non-Hispanic
- Native American/American Indian/Alaska Native non-Hispanic
- Native Hawaiian/Other Pacific Islander non-Hispanic
- Other Race non-Hispanic
- Mixed/Multi-race non-Hispanic

Hispanic Heritage

- Mexican
- Puerto Rican
- Cuban
- Dominican
- Salvadoran
- Spanish
- Other Central American
- Other South American

Sexual Orientation

- Gay or lesbian
- Straight (not gay or lesbian)
- Bisexual
- I think of myself another way

Household Characteristics

Household Composition

- Household size
- Number of adults in household
- Presence of children
 - Number of children in household
 - Households with children 0-5
 - Households with children 6-11
 - Households with teens 12-17
 - *Any custom breaks between ages 0-17*
- Parental status
- Gender and age of each person in household

Household Income

- Less than \$15,000
- \$15,000 to less than \$25,000
- \$25,000 to less than \$30,000
- \$30,000 to less than \$40,000
- \$40,000 to less than \$50,000
- \$50,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 to less than \$150,000
- \$150,000 to less than \$200,000
- \$200,000 to less than \$250,000
- \$250,000 or more
- Over or Under 200% of Federal Poverty Line

Gun Ownership

- Panelist
- Someone else in HH

Home Ownership

- Owned
- Rented
- Primary household decision maker
- Home type
 - Mobile home
 - One-family house detached from any other house
 - One-family house attached to one or more houses
 - Building with 2 apartments
 - Building with 3 or more apartments
 - Boat, RV (Recreational Vehicle), van, etc.
 - Something else

Insurance Types

- Dental Insurance
- Vision Insurance
- Life Insurance
- Auto Insurance
- Homeowners Insurance
- Renters Insurance
- Dental Insurance
- Vision Insurance
- Life Insurance
- Auto Insurance
- Homeowners Insurance
- Renters Insurance



Personal Characteristics

Country of Birth

- Panelist
 - United States
 - Puerto Rico
 - Another US territory
 - Another country
- Parents (US born or abroad)

Immigration Status

- First generation immigrant
- Second generation immigrant

Arab Origin

- Arab
- Non-Arab

Military/Veterans

- Active Duty (not Veteran)
 - Panelist
 - Someone else in HH
- Veteran
- Ever served in a combat zone
- VA service-connected disability rating
- Veteran rank
 - E1, E2, E3, E4, E5, E6, E7, E8, E9, W1, W2, W3, W4, W5, O1, O2, O3, O4, O5, O6, O7, O8, O9, O10
- Branch of Armed Forces served on active duty
 - Army, Navy, Air Force, Marine Corps, Coast Guard, Space Force, National Guard, Other
- Era served
 - September 2001 or later (Post 9/11)
 - August 1990 through August 2001 (including the Persian Gulf War)
 - June 1975 through July 1990
 - August 1964 through May 1975 (including the Vietnam War)
 - February 1955 through July 1964
 - June 1950 through January 1955 (including the Korean War)
 - January 1947 through May 1950
 - December 1946 (including World War II) or earlier

Personal Characteristics Continued >



Personal Characteristics Cont.

Religion

- General
 - Overall importance of religion in life
 - Frequency of attendance of religious services in person/online
- Agnostic
- Atheist
- Baptist
- Buddhist
- Catholic/Roman Catholic
- Christian (Just Christian)
- Church of Christ, or Disciples of Christ (Christian Church)
- Church of God
- Congregational or United Church of Christ (UCC)
- Episcopalian or Anglican
- Evangelical
- Hindu
- Holiness (Nazarenes, Wesleyan Church, Salvation Army)
- Jehovah's Witness
- Jewish/Judaism
- Religiously Jewish
- Culturally Jewish
- Lutheran
- Methodist
- Mormon/Church of Jesus Christ of Latter-Day Saints
- Muslim/Islamic
- Non-denominational or Independent Church
- Orthodox (Eastern, Greek, Russian, Armenian, etc.)
- Pentecostal (Assemblies of God, Four-Square Gospel)
- Presbyterian
- Protestant
- Reformed (Reformed Church in America, Christian Reformed)
- Seventh Day Adventist
- Unitarian/Universalist
- Other
- Nothing in Particular



Jewish Denomination

- Orthodox
- Conservative
- Reform
- Reconstructionist
- Secular
- Something else
- No particular denomination

Political Targeting

- Republican
- Republican lean
- Independent
- Democratic lean
- Democrat
- Conservative
- Moderate
- Liberal
- Voter registration
- Presidential vote choice 2024
- L2 voter appends



Geography

Geographic Units

- State
- City
- County
- ZIP code
- FIPS code
- DMA code

Metro Status

- Center City (Metro)
- Center City County (Metro)
- Suburban (Metro)
- Non-Metro
- No Metro Status
- Density

Division

- Alaska and Hawaii
- New England
- Mid Atlantic
- East North Central
- West North Central
- South Atlantic
- East South Central
- West South Central
- Mountain
- Pacific

Region

- Northeast
- North Central
- South
- West

Health Status

Disability

- Deaf or difficulty hearing
- Blind or difficulty seeing, even when wearing glasses
- Difficulty walking or climbing stairs
- Difficulty concentrating, remembering, or making decisions (due to a physical, mental, or emotional condition)
- Difficulty dressing or bathing
- Difficulty learning how to do things most people their age can learn
- Difficulty communicating in usual language
- Difficulty doing errands alone (due to a physical, mental, or emotional condition)

Service Utilization

- Past year visit to a doctor or other health care provider
- Past year visit to a mental health professional or therapist
- Past year telehealth health care visit
- Past year telehealth mental health visit
- Past year emergency room visit
- Past year hospitalization overnight
- Past year used an AI tool to learn about a health condition or treatment options

Health Condition

- **Panelist or household member**
- Rare disease (one that affects fewer than 200,000 people in the U.S.)
- Allergies (not associated with hay fever)
- Alzheimer's disease or Dementia (household member only)
- Arthritis
- Asthma, Emphysema, or Lung disease
- Back pain
- Cancer or a malignancy of any kind
- Cardiovascular disease/heart disease
- Diabetes
- Hypertension or high blood pressure
- High cholesterol
- Mental health condition
- Migraines
- Obesity
- Parkinson's Disease
- Sinusitis
- Sleep disorder
- Thyroid problems
- Other health condition

Health Status Continued >





Health Status Continued

Health Insurance Type

- Insurance through a current or former employer or union (by panelist or another family member)
- Insurance purchased directly from an insurance company (by panelist or another family member)
- Medicare
 - Medicare Advantage
 - Medicare Supplement Insurance (Medigap)
 - Medicare Prescription Drug Plan
- Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability
- TRICARE or other military health care
- VA, that is coverage provided by the Veterans Health Administration (including those who have ever used or enrolled for VA health care)
- Indian Health Service
- Other insurance or health coverage plan
- No health insurance, presently uninsured

Health in General

- Excellent
- Very good
- Good
- Fair
- Poor

Exercise

- Days per week engaged in moderate exercise (like walking fast, running, jogging, dancing, swimming, biking, or other similar activities)

Unpaid Caregiver

- Yes
- No

Smoking/Vaping

- Smoke every day
- Smoke some days
- Smoke not at all
- Vape every day
- Vape some days
- Vape not at all

Employment

Employment Status

- Full Time
- Part Time
- Retired
- Homemaker
- Student
- Temporarily unemployed
- Disabled/Unable to work
- Other not employed

Job/Occupation

- More than one job
- Primary job
- Self-employed: home-based business
 - Yes
 - No
- Union Member (self or household member)

Work Role

- Skilled or manual labor (e.g., construction, farming, factory work)
- Clerical / Administrative
- Front-line worker, customer service (e.g., waiter, retail sales, cashier)
- Licensed professional, educator, or civil servant
- Technology, Healthcare, or Science professional
- Assistant/Junior management
- Mid-level management
- Senior management (e.g., Director, VP)
- President or CEO
- Owner, Partner, or Self-employed

Business Sector

- For-profit company or organization
- Non-profit organization
- Local government employee
- State government employee
- Active duty U.S. Armed Forces or Commissioned Corps
- Federal government civilian employee
- Self-employed

Company Revenue

- Under \$1M
- \$1M to \$50M
- \$51M to \$500M
- \$501M to \$1B
- More than \$1B

Transportation to Work

- Car, truck, or van (including carpools)
- Bus or trolley bus
- Streetcar or trolley car
- Subway or elevated train
- Railroad
- Ferryboat
- Taxicab (including rideshare services)
- Motorcycle
- Bicycle
- Walk
- Work at home
- Other

Organization Size

- 1 employee
- 2 – 9
- 10 – 49
- 50 – 99
- 100 – 499
- 500 – 1499
- 1500 – 1999
- 2000 or more



Employment Continued





Employment Continued

Major Occupational Codes

Number of occupational subcodes in parentheses

- Management Occupations (38)
- Business and Financial Operations Occupations (32)
- Computer and Mathematical Occupations (21)
- Architecture and Engineering Occupations (12)
- Life, Physical, and Social Science Occupations (48)
- Community and Social Service Occupations (17)
- Legal Occupations (8)
- Educational Instruction and Library Occupations (64)
- Arts, Design, Entertainment, Sports, and Media Occupations (41)
- Healthcare Practitioners and Technical Occupations (71)
- Healthcare Support Occupations (17)
- Protective Service Occupations (24)
- Food Preparation and Serving Related Occupations (17)
- Building and Grounds Cleaning and Maintenance Occupations (10)
- Personal Care and Service Occupations (32)
- Sales and Related Occupations (22)
- Office and Administrative Support Occupations (54)
- Farming, Fishing, and Forestry Occupations (14)
- Construction and Extraction Occupations (60)
- Installation, Maintenance, and Repair Occupations (51)
- Production Occupations (105)
- Transportation and Material Moving Occupations (50)
- Military Specific Occupations (19)

Workplace Purchasing Decisionmakers

- Sole decision maker
- Share the decision-making equally with someone else
- Offers opinion but it is usually someone else's decision
- Little or nothing to do with these purchases

Retirement Savings & Pension Plans

- A 401(k), 403(b), thrift or other defined contribution pension plan through an employer
- A defined benefit pension through an employer, such as a pension based on a formula, earnings, and years of service
- An IRA, or Individual Retirement Account
- Savings outside a retirement account such as a brokerage account or savings account
- Real estate or land
- Family inheritance
- Some other type of retirement savings
- No retirement savings or pension

Lifestyle & Sports

Interest in Activities

- Being physically active (e.g., participating in sports, exercise, or fitness activities)
- Personal leisure activities (e.g., reading, playing video games, computers & technology, other hobbies)
- Sports fan activities (e.g., watching sporting events on TV, attending sporting events in person, reading/watching sports highlights)
- Watching movies and TV (other than sports)

Sports

- Following or watching pro or college sports
- Playing sports
- Exercising
- Playing sports video games
- Playing fantasy sports
- Betting on sports
- Purchasing sports apparel, jerseys, sneakers, or caps
- Collecting sports memorabilia (trading cards, collectibles)
- Attending sporting events

Internet Usage

- General
- Access via cell phone/tablet/mobile
- Frequency
- Prepaid cellphone usage
- Consent to receive text messages

Prioritization of Activities

- Outdoor activities (such as hiking, camping, gardening, playing in a park, hunting, fishing, boating, etc.)
- Participating in sports or exercise and fitness activities
- Doing productive things (like volunteer work, hobbies, religion, politics, taking classes)
- Doing things by yourself (reading, playing video games, computers & technology, etc.)
- Sports fan activities
- Watching TV other than sports
- Going out (movies, dinner, dancing, drinks, bowling, concerts, & cultural events)
- Getting together with your family
- Getting together with your friends
- Online activities (such as watching videos, using social media, listening to music, searching for information, etc.)



Lifestyle & Sports Continued >

Lifestyle & Sports Cont.

Social Media

- Use frequency
- Facebook
- X, formerly known as Twitter
- Instagram
- Snapchat
- Tik Tok
- Reddit
- Pinterest
- Tumblr
- YouTube
- LinkedIn
- WhatsApp
- Discord
- GroupMe
- Kik
- Telegram
- BlueSky
- Truth Social
- Threads
- Twitch
- Other
- None of the above

Trust in Institutions

- Doctors and other health care providers
- The police
- Local schools
- The courts



Current Economic Situation

- General
 - I feel like I can enjoy life the way I want
 - I am just getting by financially
 - I am concerned that the money I have or save won't last
- Food Security (“often true” to “never true”)
 - Within the past 12 months, you worried that your food would run out before you got money to buy more.
 - Within the past 12 months, the food you bought just didn't last, and you didn't have the money to get more.
- How hard is it to pay for the very basics like food, housing, medical care, and heating?
 - Very hard
 - Somewhat hard
 - Not hard at all
- How confident are you that you could come up with \$400 if an unexpected expense arises within the next month?
 - Not at all confident
 - Not too confident
 - Somewhat confident
 - Very confident



SSRS is a leading full-service, public opinion research firm. For more than 30 years, SSRS has specialized in healthcare, public and social policy, and non-partisan political research studies conducted via all data collection modes. Our clients are comprised of public and private sector entities including major academic institutions, leading national media organizations, and top research institutes.

For more information about these variables or about the SSRS Opinion Panel, contact us at info@ssrs.com.

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