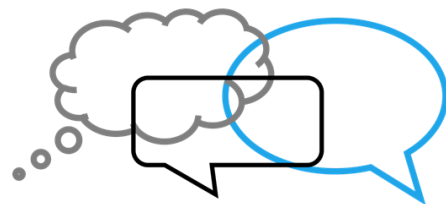




SSRS
opinion panel
omnibus

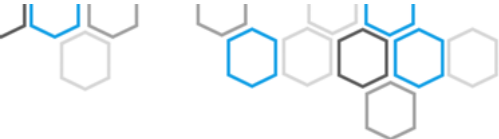


2022

SSRS Opinion Panel Omnibus

AAPOR
Transparency
Initiative
AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH





SSRS Opinion Panel Omnibus

The SSRS Opinion Panel Omnibus is a multi-client, probability based survey that fields twice a month. It delivers a nationally representative sample of 1,000 adults age 18 or older in English (with Spanish language option). Data collection is conducted online and via phone (for non-internet and web reluctant respondents) using the probability based SSRS Opinion Panel.

The SSRS Opinion Panel Omnibus provides a high-quality, cost-effective data collection solution for short, quick turnaround surveys of general population. Cost efficiency is achieved by combining questions from several different clients. Our expert team ensures that the survey experience is seamless for the respondents.

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

Typical Applications of the SSRS Opinion Panel Omnibus

- Clients that need short, quick turnaround representative poll data
- Incidence check studies
- Methodological studies
- Public affairs studies on policy issues, current events, and trends
- Measurement of brand awareness, messaging, product concepts, advertising campaigns, and consumer sentiment

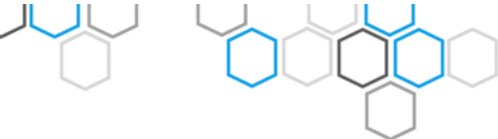
SSRS Opinion Panel Omnibus Services

A full-service research organization, our highly experienced SSRS Opinion Panel Omnibus service team stands ready to support optional additional client needs including questionnaire design support, custom banners, custom weighting, coding open-ended responses, targeting low incidence sub-populations and data analysis.

SSRS Opinion Panel Omnibus Sample and Methodology

The SSRS Opinion Panel Omnibus uses the probability based SSRS Opinion Panel (<https://ssrs.com/opinion-panel/>). SSRS Opinion Panel members are recruited randomly based on nationally representative Address Based Sample (ABS) design (including Hawaii and Alaska). ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the US Postal Service. Population coverage of DSF is in 98%-99% range.

The SSRS Opinion Panel is a multi-mode panel. All internet respondents participate via web and all non-internet/web reluctant respondents participate via phone. Research conducted by SSRS on non-internet respondents suggests that more than 8 in 10 non-internet respondents are unwilling to take surveys via web. SSRS has made the decision not to provide internet access to non-internet respondents as providing internet access does not effectively address the coverage bias of non-internet respondents. By definition, non-internet cases need to be contacted via a non-internet mode.



SSRS web surveys comply with industry best practices. They are optimized for smartphone/mobile device administration and are adapted to all operating systems and browsers.

SSRS Opinion Panel Omnibus Weighting

The SSRS Opinion Panel Omnibus is weighted to be representative of the entire residential adult population in the United States. The first step in the weighting process is the application of a base weight that accounts for the ABS sample design and the within-household sampling of one adult.

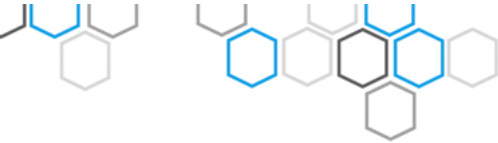
Following the base weight, the panel is calibrated to correct for differential participation along demographics such as age, race, sex, region, education, and party ID. Benchmark distributions are obtained from the most recently available data from sources such as the Current Population Survey (CPS), the American Community Survey (ACS), the Pew Research Center's National Public Opinion Reference Survey (NPORS), and the Aristotle Registered Voter Database. Additionally, online panelists are known to be more civically engaged than the general population. To correct for this potential bias, we include volunteerism and interaction with neighbors in panel calibration. These benchmark distributions are derived from the Civic Engagement and Volunteer Supplement to the CPS.

Final weights for SSRS Opinion Panel Omnibus survey data reflect individual respondents' probability of selection into the Omnibus sample and are again calibrated to the national benchmarks to ensure that Omnibus survey data accurately represent the opinions of the U.S. population.

How is the SSRS Opinion Panel an improvement over opt-in Online Panels?

Recent research suggests that probability samples interviewed by telephone or internet provide accurate data. Surveys of a probability sample combined with an opt-in sample are less accurate than surveys of full probability samples. Least accurate are internet surveys comprised entirely of opt-in panel sample.¹ The SSRS Opinion Panel is a probability-based panel because it recruits randomly selected panelists from a probability based sample source that reflects the full U.S. adult population (ABS). Results obtained from this panel can statistically represent the U.S. adult population, with a known margin of error. Unlike typical opt-in panels, no one can "volunteer" to be part of the SSRS Opinion Panel. They must be selected randomly and invited to participate.

¹ The Accuracy of Measurement with probability and non-probability survey samples by Bo MaInnis, Jon A. Krosnick, Annabell S. Ho, Mu-Jung Cho, POQ, Vol 82, No. 4, Winter 2018, pp. 707-744



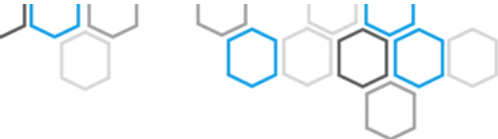
Pricing and Deliverables

SSRS Opinion Panel Omnibus Pricing	Price
1-3 Questions (3 Question Minimum)	\$1000 per Question
4+ Questions	\$750 per Question
Open-ended Question (No Coding)	\$1,000 per Question
Optional Additional Costs	
Coding per Open End	\$1,000
Custom Banners	\$300 per Banner
Additional (Non-standard) Panel Demographic Variables	\$500 per Variable
Spanish Language (Deliver Additional n=25 Spanish Language Surveys)	\$100 per Question
Questionnaire Support, Topline Report, PowerPoint, Custom Deliverables and Weights, Coding Other/Specifies	Call for Pricing

*A "question" is defined as a simple, straightforward, closed-ended question, such as yes/no question, a checklist of up to 10 response categories, or a ratings scale that's administered to up to 4 items. Pricing assumes we receive questions ready for survey administration from the client and does not include questionnaire consultation

Standard Deliverables

- Weighted crosstabs with standard banner (See Appendix for specs)
- Weighted SPSS data file with standard demographic variables from the survey or panelist profile data (also available in Excel, CSV, or SAS)
- Methods report



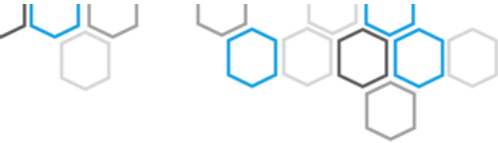
Demographics

The table below lists all the demographic variables included in the standard deliverables. Unless otherwise noted, data comes from panelist profile data. All standard datasets also include administrative variables for language, mode (web/CATI), start date and end date.

Standard Demographics	
Age	Home Ownership
Gender	Home Type
Education*	Internet Use Frequency*
Race/Ethnicity	Household Size/Composition
Employment Status*	Parental Status
Marital Status	Region (U.S. Census – 4 Category)
Party Identification*	Division (U.S. Census – 9 Category)
Political Ideology*	State
Voter Registration*	Metro Status
Income*	DMA (Designated Market Area)

**Re-asked in every Omnibus survey*

Additional Non-standard Panel Variables	
Religion	Age of Children (Range)
Health Insurance Type	Active Duty/Armed Forces
Disability Handicap	Gun Ownership
Caretaker Status	Internet Type
Sexual Orientation	Zip Code
Detailed Hispanic Nativity	Social Media Usage
Work Travel Patterns	
Work Role/Purchasing Power	
Employer Size	
Retirement Savings Type	



SSRS Opinion Panel Omnibus Schedule

Questionnaire Finalized by Monday 3PM ET

Data Collection: Friday to Monday

Standard Deliverables Provided to Client by Close of Business Tuesday

Bilingual and Custom Deliverables Provided to Client by Close of Business Wednesday

Contact Us

Further information about the SSRS Opinion Panel Omnibus can be found at:

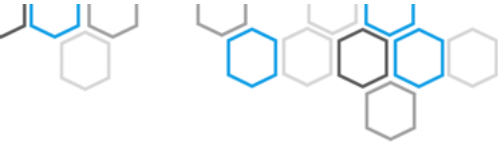
Website: <https://ssrs.com/ssrs-omnibus-survey/>

Email: ssrsomnibus@ssrs.com

About SSRS

SSRS is a leading full-service, non-partisan 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 various public and private sector entities including major academic institutions, leading national media organizations, and top research institutes (www.ssrs.com).

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Glen Mills, PA 19342
Phone: 484 840 4307



APPENDIX I: Standard Banner Specs

*** STANDARD BANNER ***	
TOTAL	Total
GENDER	Male
	Female
AGE	18 - 29
	30 - 49
	50 - 64
	65 +
HOUSEHOLD INCOME	Less than \$50,000
	\$50,000 to \$74,999
	\$75,000 to \$99,999
	\$100,000 and over
EDUCATION	High School or less
	Some College
	College/Post Grad
RACE	White (Non-Hispanic)
	Total Non-White
	Black (Non-Hispanic)
	Hispanic
	Other (Non-Hispanic)
REGION	Northeast
	North Central
	South
	West
PARTY ID	Democrat
	Republican
	Independent/Other