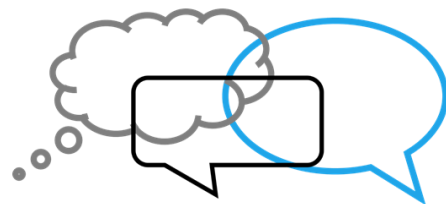




**SSRS**  
opinion panel  
omnibus

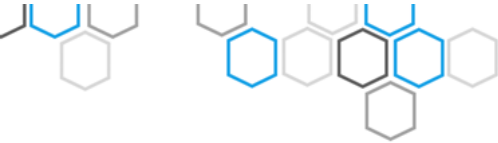


2022

# SSRS Opinion Panel Omnibus

AAPOR  
Transparency  
Initiative  
AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH





## Background

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](http://www.ssrs.com)).

## 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 a 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 the U.S. 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.

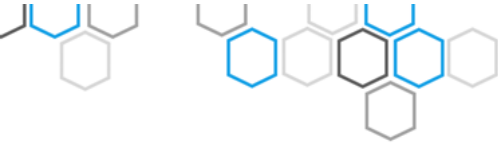
As a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative, SSRS is committed to full compliance of AAPOR standards and transparency.

## Typical Applications of the SSRS Opinion Panel Omnibus

- Clients that need short, quick turnaround representative poll data.
- Cost-efficient population incidence estimate 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

SSRS is a full-service non-partisan public opinion firm. 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 U.S. Postal Service. Population coverage of the DSF is in the 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. SSRS's own research on non-internet respondents suggests that more than 8 in 10 non-internet respondents are unwilling to take surveys via web. SSRS has therefore 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.

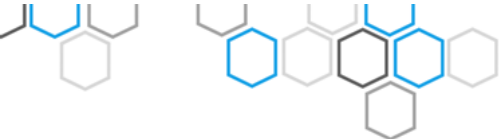
SSRS web surveys comply with industry best practices. They are optimized for smartphone/mobile device administration and are adapted to all operating systems and browsers.

## 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, and education. 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 Current Population Survey.

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. adult population.



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

Most recent research suggests that full probability samples provide the most accurate data. Surveys that utilize a probability sample combined with an opt-in sample are less accurate than surveys of full probability samples. Least accurate are surveys comprised entirely of opt-in panel sample.<sup>1</sup> The SSRS Opinion Panel is a fully 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 target 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.

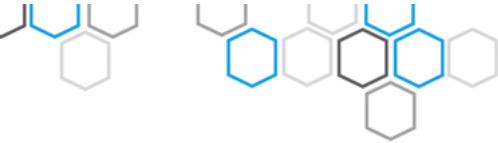
## SSRS Opinion Panel Omnibus Standard Deliverables and Pricing

### 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

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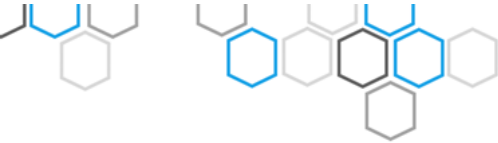
<sup>1</sup> The Accuracy of Measurement with probability and non-probability survey samples by Bo Maclnnis, Jon A. Krosnick, Annabell S. Ho, Mu-Jung Cho, POQ, Vol 82, No. 4, Winter 2018, pp. 707-744



## Pricing

SSRS Opinion Panel Omnibus Pricing	Price
Questions 1 through 3 (3 Question Minimum)	\$1,000 per Question
Questions 4 and beyond	\$750 per Question
Open-ended Question (No Coding)	\$1,000 per Question
<b>Optional Additional Costs</b>	
Coding of Open ends	\$1,000 per Question
Custom Banners	\$300 per Banner
Additional Custom Profile Variables	\$500 per Variable
Spanish Language (Deliver Additional n=25 Spanish Language Surveys)	\$100 per Question
Questionnaire Support, Topline Report, PowerPoint, Custom Deliverables and Custom 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.



## SSRS Opinion Panel Omnibus Demographics

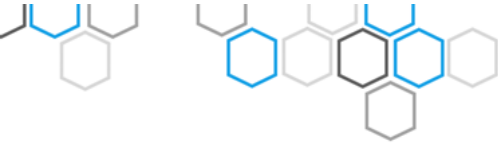
A battery of demographic and other questions is asked during the recruitment of panelists. These questions are stored securely and kept for identifying target respondents, used for weighting, and can be appended to study data to expand what is known about respondents. Demographics are typically not re-asked for every survey unless there is reason to believe that the data could have changed in a meaningful way. Available demographics are provided in the table below, including standard profile variables which are provided in every dataset free of charge. 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 Profile Variables
Age
Gender
Education <sup>^</sup>
Race/Ethnicity
Employment Status <sup>^</sup>
Marital Status
Party Identification <sup>^</sup>
Political Ideology <sup>^</sup>
Voter Registration <sup>^</sup>
Income <sup>^</sup>
Home ownership
Home type
Internet Use Frequency <sup>^</sup>
Household Size/Composition
Parental Status
Region (U.S. Census – 4 category)
Division (U.S. Census – 9 category)
State
Metro Status
DMA (Designated Market Area)

<sup>^</sup>Re-asked in every Omnibus survey

Custom Profile Variables*
Religion
Health Insurance Type
Disability/Handicap
Caretaker Status
Sexual Orientation
Detailed Hispanic Nativity
Work Travel Patterns
Work role/Purchasing power
Employer Size
Retirement Savings Type
Age of Children (Range)
Active Duty/Armed Forces Status
Gun Ownership
Internet Type
Zip code
Social Media Usage

*\*Charge \$500 per variable*



## 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

## Who do I contact to find out more about the SSRS Opinion Panel Omnibus?

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

Website:

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

ESOMAR 37 Questions

<https://ssrs.com/ssrs-esomar-37-2022/>

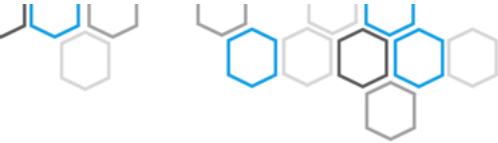
**SSRS**

[ssrsomnibus@ssrs.com](mailto:ssrsomnibus@ssrs.com)

1 Braxton Way, Suite 125

Glen Mills, PA 19342

Phone: 484 840 4300



## 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 Grad/Post Grad
RACE	White (Non-Hispanic)
	Total Non-White
	Black (Non-Hispanic)
	Hispanic
REGION	Other (Non-Hispanic)
	Northeast
	Midwest
	South
PARTY ID	West
	Democrat
	Republican
	Independent/Other