

Rutgers-Eagleton | **SSRS**

Garden State Panel Omnibus

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Background

The Rutgers-Eagleton/SSRS Garden State Panel is the largest probability-based opinion sharing platform in New Jersey. It is comprised of a representative group of panelists randomly selected throughout New Jersey who have agreed to share their opinions through surveys.

The panel was established in 2023 as a joint research venture between [The Eagleton Center for Public Interest Polling at the Eagleton Institute of Politics at Rutgers-New Brunswick \(ECPIP\)](#) and [SSRS](#). Both organizations are members of the American Association for Public Opinion Research (AAPOR) Transparency Initiative and committed to full compliance of AAPOR standards and transparency.

Garden State Panel Omnibus

The Garden State Omnibus is a multi-client, probability-based survey that fields quarterly. It delivers a representative sample of 1,000 New Jersey adults age 18 or older in English and Spanish. Data collection is conducted online using the probability-based Garden State Panel.

The Garden State Panel Omnibus provides a high-quality, cost-effective data collection solution for surveys of the New Jersey general population. Cost efficiency is achieved by combining questions from several different clients into one survey. Our expert team ensures that the survey experience is seamless for the respondents.

Typical Uses

- Short surveys (< 30 questions)
- Question wording experiments
- Estimating the size of hard-to-reach populations
- Public affairs studies on policy issues, current events, and trends
- Measurement of brand awareness, messaging, product concepts, advertising campaigns, and consumer sentiment

Sample and Methodology

The Garden State Panel Omnibus uses sample from the probability-based [Garden State Panel](#). Garden State Panel members are recruited randomly through mailed invitations based on ABS (Address Based Sample) 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.

Garden State Panel web surveys comply with industry best practices. They are optimized for smartphone/mobile device administration and are adapted to modern operating systems and browsers.



How is the Garden State Panel an improvement over opt-in panels?

Opt-in panels let anyone volunteer to become a survey taker simply by signing up online. Unlike opt-in panels, there is no way for someone to join the Garden State Panel unless we have randomly selected their address to mail an invitation with a unique password. This invitation-only sampling method means our panel is secure by design against large-scale bots or click farms.

The Garden State Panel's recruitment methodology is probability-based, meaning the sample source reflects the full New Jersey adult population (Address Based Sample). Therefore, results obtained from this panel can statistically represent a target population with a known margin of error.

Omnibus Weighting

The Garden State Panel Omnibus is weighted to be representative of the entire residential adult population in New Jersey. 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, and education. Benchmark distributions are obtained from the most recently available data from sources such as the Current Population Survey (CPS) and the American Community Survey (ACS). 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. Final weights for Garden State

Panel Omnibus survey data reflect individual respondents' probability of selection into the Omnibus sample and are again calibrated to state benchmarks to ensure that Omnibus survey data accurately represent the opinions of the New Jersey adult population.

Deliverables and Pricing

Standard Deliverables

- Weighted crosstabs with standard banner (See **page 7** 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



Additionally, our highly experienced Garden State Panel Omnibus service team stands ready to support optional additional client needs including questionnaire design support, custom banners, custom weighting, coding open-ended responses, and data analysis.

Pricing

Cost Per Survey Question	\$1,500 per Question
Optional Additional Costs	
Custom Banners	\$300 per Banner
Additional Custom Profile Variable Appends	\$500 per Variable
Questionnaire Support, Topline Report, PowerPoint, Custom Deliverables and Custom Weights, Coding Other/Specifies	Contact 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.*

Oversampling

The Garden State Panel Omnibus can deliver more than the standard N=1,000 through oversampling. You can request the following types of oversamples for an added cost:

- **General Population:** Additional statewide representative completes.
- **Specific Populations:** Additional completes within a subpopulation of your choice (e.g., parents, Hispanics, etc).

For this service, clients pay additional flat fees for set-up and a custom weighting, as well as an additional cost per complete obtained through oversampling.

Incidence	General Population	Common	Uncommon	Rare
Set Up	\$1,200	\$1,200	\$1,200	\$1,200
Weighting*	\$800	\$1,500	\$1,500	\$1,500
Cost per Complete	\$13.00	\$13.00	\$16.00	\$20.00

**Weighting for General Population oversamples assumes use of standard Garden State Panel Omnibus general population weighting. Weighting for specific populations assumes single weighting to known population benchmarks.*

Demographics

A battery of profile questions are asked at the end of every Omnibus survey. The following variables are included in final datasets at no extra charge.

Age	Voter Registration
Race/Ethnicity	Income
Gender	Home Ownership
Education	Internet Use Frequency
Employment Status	Number of Adults/Children in HH
Marital Status	Parental Status
Party Identification	County
Political Ideology	State Region

2026 Omnibus Schedule

The Garden State Panel Omnibus Follows a Quarterly Schedule:

Quarter	Questions Due (By 12pm EST)	Field Start	Field End	Deliverables
1	Friday, March 20, 2026	Friday, March 27, 2026	Monday, March 30, 2026	Wednesday, April 1, 2026
2	Thursday, June 18, 2026	Friday, June 26, 2026	Monday, June 29, 2026	Wednesday, July 1, 2026
3	Friday, September 18, 2026	Friday, September 25, 2026	Monday, September 28, 2026	Wednesday, September 30, 2026
4	Friday, December 4, 2026	Friday, December 11, 2026	Monday, December 14, 2026	Wednesday, December 16, 2026

Standard Banner Specs

TOTAL	Total
PARTY ID	Democrat, Independent/Other, Republican
GENDER	Male, Female
RACE	White (non-Hispanic), Black (non-Hispanic), Hispanic, Other (non-Hispanic)
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
REGION	Urban, Suburban, Exurban, Phil/South, Shore
EDUCATION	High School or less, Some College, College Grad, Grad work

Who do I contact to find out more about the Garden State Panel Omnibus?

Further information about the Rutgers-Eagleton/SSRS Garden State Panel Omnibus can be found [here](#). We are happy to answer any questions you may have and provide a quote for a study to meet your specific objectives.



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About SSRS

SSRS is a leading 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.

About ECPIP

The Eagleton Center for Public Interest Polling at the Eagleton Institute of Politics at Rutgers-New Brunswick was established in 1971. Now celebrating over five decades of data and publication of over 200 public opinion polls on the state of New Jersey, ECPIP is the first and longest continuously running university-based statewide public polling operation in the United States.

