ssrs

National Omnibus Survey

A High-quality, Cost-effective Data Collection Solution for Short, Quick Turnaround Surveys of the General Population



ssrs
redefining research

Table of Contents

03

National Omnibus Survey Overview & Typical Applications

04

National Omnibus Survey Services & Sample Methodology

05

National Omnibus Survey Weighting

06

How is the SSRS Opinion Panel an improvement over opt-in online panels?

07

National Omnibus Survey Standard Deliverables & Pricing

08

Oversampling

09

National Omnibus Survey Demographics

10

National Omnibus Survey Schedule

Background

SSRS is a leading full-service, public opinion research firm. For more than 40 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. Learn more at ssrs.com.

SSRS Opinion Panel National Omnibus

The SSRS Opinion Panel National Omnibus is a multi-client, probability-based survey that fields weekly. 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 National 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 with AAPOR standards and transparency.

Typical Applications

- Short surveys of 15 questions or fewer with quick turnaround.
- Multi-wave tracking surveys.
- Wording experiments and question testing.
- Incidence checks.
- Measurement of brand awareness, messaging, and consumer sentiment.

Sample and Methodology

The SSRS Opinion Panel National Omnibus uses the probability-based SSRS Opinion Panel. 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.

The SSRS Opinion Panel is a multi-mode panel. Most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who prefer to complete surveys by phone and/or who do not use the Internet. SSRS's own research suggests that more than 9 in 10 non-internet panelists would prefer to take surveys over the phone rather than be provided an internet-enabled device to take web surveys*. SSRS has therefore made the decision not to provide internet access to non-internet respondents as doing so does not effectively address the coverage bias of non-internet respondents.

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

**Berta, K., Gumbs, J., Schmidt, J., Turakhia, C. "Comparing Non-internet and Web-reluctant Panelists" Presented at 2023 AAPOR Conference*

Weighting

The SSRS Opinion Panel National 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 sample design at the recruitment and study levels. 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) and the Pew Research Center's National Public Opinion Reference Survey (NPORS). 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 Volunteering and Civic Life Supplement to the Current Population Survey.

Final weights for SSRS Opinion Panel National 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 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. 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 U.S. adult population (ABS and RDD prepaid cell). Results obtained from this panel can statistically represent a 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. Members must be selected randomly and invited to participate. By employing rigorous sampling methods, we not only reduce the risk of selection bias but also minimize susceptibility to "bots" or fraudulent panelists. This additional layer of security enhances the reliability of our survey results.

Standard Deliverables and Pricing

Standard Deliverables

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

Additionally, our highly experienced 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.

Pricing

SSRS Opinion Panel National Omnibus Pricing	Price
Questions 1 through 4 (3 Question Minimum)	$1,000 per Question
Questions 5 through 10	$800 per Question
Questions 11+	$700 per Question
Optional Additional Costs	
Custom Banners	$300 per Banner
Additional Custom Profile Variables	$500 per Variable
Spanish Language (Additional n=25 Spanish Language Surveys)	$100 per Question
Questionnaire Support, Topline Report, PowerPoint, Custom Deliverables, Custom Weights, and Coding Other/Specifies	Contact Us 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.

Ask us about bulk discounts for monthly or weekly trackers, or other recurring work!

Oversampling

The SSRS Opinion Panel National 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 nationally-representative completes.
- **Specific Populations:** Additional completes within a subpopulation of your choice (e.g., parents, young people, Hispanics, etc.).

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

		Specific Population		
Incidence	**General Population**	**Common**	**Uncommon**	**Rare**
Setup	$1,200	$1,200	$1,200	$1,200
Weighting*	$800	$1,900	$1,900	$1,900
Cost per Complete	$12.50	$12.50	$16.00	$20.00

*Weighting for General Population oversamples assumes use of standard national weighting.
Weighting for specific populations assumes single weighting to known population benchmarks.

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.

Our standard profile variables are included in all deliverables free of charge (see table below). Other available demographic data can be appended to your data for an additional fee. Check out our panel look book to see what demographics are available.

Standard Profile Variables

- Age
- Gender
- Education^
- Race/Ethnicity
- Employment Status^
- Marital Status
- Party Identification^
- Political Ideology^
- Voter Registration^
- Income^
- Home Ownership
- Internet Use Frequency
- Household Size/Composition
- Parental Status
- Region (U.S. Census – 4 category)
- Division (U.S. Census – 9 category)
- State
- Metro Status

^Re-asked in every Omnibus survey

Weekly National Omnibus Schedule

1. Questionnaire Finalized by Monday 10 AM ET
2. Data Collection: Friday to Monday
3. Standard Deliverables Provided to Client by Close of Business Tuesday
4. Bilingual Deliverables Provided to Client by Close of Business Wednesday

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/Ethnicity	White (Non-Hispanic), Total Non-White, Black (Non-Hispanic), Hispanic, Other (Non-Hispanic)
Region	Northeast, Midwest, South, West
Party ID	Democrat, Republican, Independent/Other

Do More with the SSRS Opinion Panel.

Pick the solution that's right for you. All powered by our probability-based panel

Custom Surveys

Your own survey, tailored to your research needs and conducted among the population of your choice.

Learn More >>

National Omnibus Survey

Multi-client, probability-based national survey that fields weekly.

Learn More >>

State Omnibus Surveys

Multi-client, probability-based surveys, fielded quarterly in California, New Jersey, and Pennsylvania.

Learn More >>

Rapid Response Surveys

Short text message surveys that are completed in 1 to 2 days.

Learn More >>

Focus Groups and In-depth Interviews

Full-service qualitative research

Learn More >>

Build Your Own Panel

Custom national, state, and local panels built and managed for your proprietary use.

Learn More >>

SSRS is a proud member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative and is committed to complete transparency in our methods and reporting. We are happy to answer any questions and provide a quote for a study to meet your specific objectives.

Contact us today **for more information.**



1 Braxton Way, Suite 125
Glen Mills, PA 19342

(484) 840.4300
ssrs.com