

SSRS

# Opinion Panel Omnibus

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



redefining research

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# Background

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 ([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

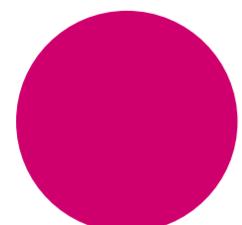
- Short, quick turnaround representative poll data
- Cost-efficient incidence checks
- Methodological studies
- Public affairs studies on policy issues, current events, and trends
- Measurement of brand awareness, messaging, product concepts, advertising campaigns, and consumer sentiment

# SSRS Opinion Panel Omnibus 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 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.



## 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) 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 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.** They 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.

# SSRS Opinion Panel Omnibus Standard Deliverables and Pricing

## Standard Deliverables

- Weighted crosstabs with standard banner (See page 9 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 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.

## Pricing

SSRS Opinion Panel Omnibus Pricing	Price
Questions 1 through 4 (3 Question Minimum)	\$1,000 per Question
Questions 5 and beyond	Discounts apply
Open-ended Question (No Coding)	\$1,000 per Question
<i>Optional Additional Costs</i>	
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 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.

# Oversampling

The SSRS Opinion 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 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 set-up and a custom weighting, as well as an additional cost per complete obtained through oversampling.

		Specific Population		
Incidence	General Population	Common	Uncommon	Rare
<b>Set Up</b>	\$1,200	\$1,200	\$1,200	\$1,200
<b>Weighting*</b>	\$800	\$1,900	\$1,900	\$1,900
<b>Cost per Complete</b>	\$12.50	\$12.50	\$16.00	\$20.00

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

# SSRS Opinion Panel 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.

Standard Profile Variables	Custom Profile Variables*
Age	Religion
Gender	Health Insurance Type
Education^	Disability/Handicap
Race/Ethnicity	Sexual Orientation
Employment Status^	Detailed Hispanic Nativity
Marital Status	Work role/Purchasing power
Party Identification^	Employer Size
Political Ideology^	Retirement Savings Type
Voter Registration^	Age of Children
Income^	Active Duty/Armed Forces Status
Home ownership	Gun Ownership
Internet Use Frequency	Internet Type
Household Size/Composition	Zip code
Parental Status	Social Media Usage
Region (U.S. Census – 4 category)	*Charge \$500 per variable
Division (U.S. Census – 9 category)	
State	
Metro Status	
DMA (Designated Market Area)	

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

# SSRS Opinion Panel Omnibus Schedule



## 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, Other (Non-Hispanic)
REGION	Northeast, Midwest, South, West
PARTY ID	Democrat, Republican, Independent/Other

# **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**

[click here](#)

## **ESOMAR 37 Questions**

[click here](#)

SSRS is a proud member of the AAPOR (American Association for Public Opinion Research) Transparency Initiative and therefore committed to complete transparency in our methods and reporting.

We are happy to answer any questions you may have and provide a quote for a study to meet your specific objectives.

Please contact us at: [info@ssrs.com](mailto:info@ssrs.com)



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