

Spotlight on Parents

The SSRS Opinion Panel is a nationally representative probability-based panel of U.S. adults 18 and older that is a uniquely reliable source for studying the varied opinions and experiences of parents of children ages 0-18.



The SSRS Opinion Panel can help
Public Health and Policy Researchers:



Field nationally representative surveys of U.S. adults who have children under the age of 18



Conduct in-depth qualitative research with parents to understand daily experiences and opinions

The SSRS Opinion Panel has Large Enough Samples of Adults to Study the Experiences of Parents who are:



Men v. women



Lower-income v. middle- and higher-income adults



Young adults v. middle-aged adults v. seniors



Different racial and ethnic groups



Parents of 0-5, 6-11, 12-17 year-olds



Primary decision makers in the household



Employed v. not working; working more than one job v. a single job



Different marital statuses



Diagnosed with a chronic health condition or has a disability



Democrats v. Republicans v. Independents; and those who voted in the 2024 elections



Living in urban v. suburban v. rural areas



Living in different regions of the U.S.

To Learn More About Our Parent Population, Contact Us at info@ssrs.com

