February 5-10, 2019 Omnibus Survey – Methods Report for American Public Media

This study was conducted for American Public Media via telephone by SSRS on its Omnibus survey platform. The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Interviews were conducted from February 5-10, 2019 among a sample of 1,000 respondents in English (965) and Spanish (35). Telephone interviews were conducted by landline (391) and cell phone (609, including 407 without a landline phone). The margin of error for total respondents is +/-3.63% at the 95% confidence level. All SSRS Omnibus data are weighted to represent the target population.

	N	Margin of Error	Design Effect
Total	1,000	+/- 3.63%	1.37

Sample Design
The SSRS Omnibus sample is designed to represent the adult U.S. population. The SSRS Omnibus uses a fully-replicated, stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households, and randomly generated cell phone numbers. Sample telephone numbers are computer-generated and loaded into on-line sample files accessed directly by the computer-assisted telephone interviewing (CATI) system.

Respondent Selection
Within each landline household, a single respondent is selected through the following selection process: First, interviewers ask to speak with the youngest adult male/female at home. The term "male" appears first for a random half of the cases and "female" for the other randomly selected half. If there are no men/women at home during that time, interviewers ask to speak with the youngest female/male at home.

Cell phones are treated as individual devices and the interview may take place outside the respondent's home; therefore, cell phone interviews are conducted with the person answering the phone.

Field Procedures
Interviewing for each SSRS Omnibus survey is conducted over a six-day period. Each wave of the SSRS Omnibus is composed of two distinct parts. The first is a series of inserts contracted for by various clients; these inserts may range from a single, closed-ended question to a twenty-minute battery of open- and closed-ended questions. The second part of the SSRS Omnibus questionnaire includes standard demographic/classification questions.

The CATI system allows for computer control of questionnaire administration, automatic handling of skip pattern response editing, and range checks. Closed-ended responses are ready for tabulation following completion of the last interview. Each unit in the sample receives as many calls as necessary in order to survey qualified respondents and to fulfill the required number of interviews within each sub-strata of the samples. Additional callback attempts follow a differential callback schedule (AM/PM, alternate days, weekdays-weekends) to ensure the highest completion rate possible.

Weighting

Each SSRS Omnibus wave is weighted to provide nationally representative and projectable estimates of the adult population 18 years of age and older. The weighting process takes into account the disproportionate probabilities of household and respondent selection due to the number of separate telephone landlines and cellphones answered by respondents and their households, as well as the probability associated with the random selection of an individual household member. Following application of the above weights, the sample is post-stratified and balanced by key demographics such as age, race, sex, region, and education. The sample is also weighted to reflect the distribution of phone usage in the general population, meaning the proportion of those who are cell phone only, landline only, and mixed users. Weighting targets are provided herewith in Appendix I.

Appendix I – Weighting Targets

Unless otherwise noted, weighting targets come from the 2017 American Community Survey.

GENDER	Percentage
Male	48.4%
Female	51.6%

AGE	Percentage
18-29	21.1%
30-49	33.3%
50-64	25.1%
65+	20.5%

GENDER BY AGE	Percentage
Male-18-29	10.6%
Male-30-49	16.5%
Male-50-64	12.1%
Male-65+	9.3%
Female-18-29	10.4%
Female-30-49	16.9%
Female-50-64	13.0%
Female-65+	11.2%

RACE	Percentage
White	63.5%
Black	11.9%
Hispanic-US Born	7.6%
Hispanic-Foreign Born	8.6%
Other	8.4%

EDUCATION	Percentage
Less than High School	10.9%
High School Grad	28.6%
Some College	28.2%
College+	32.3%

REGION	Percentage
Northeast	17.8%
Midwest	20.8%
South	37.7%
West	23.7%

GENDER BY REGION	Percentage
Male - Northeast	8.6%
Male - Midwest	10.1%
Male - South	18.1%
Male - West	11.7%
Female - Northeast	9.2%
Female - Midwest	10.7%
Female - South	19.6%
Female - West	12.1%

MARITAL	Percentage
Married	52.7%
Not Married	47.3%

PHONE USE	Percentage
Cell only	58.8%
Dual phone	37.4%
Landline only	3.8%

Source: NHIS January – June 2018

DENSITY	Percentage
1	20.0%
2	20.0%
3	20.0%
4	20.0%
5	20.0%

Source: 2010 Decennial