



APM Research Lab, survey transparency disclosure¹

1. What survey firm conducted the poll?*	SSRS of Glen Mills, Pennsylvania, as a part of their omnibus survey.
2. How were respondents interviewed – by live interviewers on the phone, IVR, online, self-administered questionnaire or another method?*	Live interviewers.
3. Who paid for the survey (both sponsor and original source of funding if different) and why was it done?*	The Water Main paid for data collection. American Public Media used internal resources for question design, analysis, and reporting.
4. How many people were interviewed for this survey?	1,000
5. In what language(s) were respondents interviewed?*	English (963) and Spanish (37).
6. Please provide a copy of the full text and interviewer instructions/programming for all questions included in this survey release. Include preceding interviewer or respondent instructions and any preceding questions that might reasonably be expected to influence responses to the reported results.*	1. How often do you spend free time in nature? This includes things like going to a park, going for a hike, or going to the beach. This does not include activities like organized sports such as basketball or baseball. Would you say: Several times a week; about once a week; once or twice a month; less than once a month; or never? 2. What is the single biggest thing that keeps you from spending more free time in nature? (open end)
7. When was your survey conducted?*	April 30 – May 5, 2019.

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¹ Questions are from “CNN’s transparency questionnaire for polling standards” (released July 9, 2019 <https://www.cnn.com/2019/07/09/politics/read-cnn-transparency-questionnaire-polling/index.html>), adapted to include all requirements of the American Association for Public Opinion Research’s Transparency Initiative related to surveys (noted with asterisk (*)); released October 4, 2017; https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/TI-Terms-and-Conditions-10-4-17.pdf).

<p>8. What is the source of your sample for this survey (named provider, if relevant), and by what method were respondents selected? Please be as specific as possible, and if via web panel(s), please include a description of how the panelists were recruited, including any within-household procedures. If your study was conducted online and included respondents chosen via routers, approximately what percentage of respondents were directed to the survey via routers? The description of the sampling frame and sample design should include sufficient detail to determine whether the respondents were selected using probability or non-probability methods.*</p>	<p>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.</p> <p>SSRS purchased landline sample for this survey from GENESYS. 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.</p> <p>SSRS purchases cell phone sample from MSG. Cell phones are treated as individual devices and, therefore, cell phone interviews are conducted with the person answering the phone.</p>
<p>9. If any quotas were applied to sampling or interviewing, at what stage were they applied, what variables and targets were used, and what is the source of your estimate of the target quota?*</p>	<p>The landline sample is structured through MSG’s Genesys database is using eighteen independent strata, comprised of the nine census divisions, split by metro and non-metro county definitions.</p>
<p>10. What is the universe of people you are trying to survey, and what makes you confident that the sample source represents that universe? Include both a definition of the population under study and its geographic location.*</p>	<p>The universe for this survey is all adult Americans. We are confident that the sample represents this universe due to the ubiquity of landline + cell phone coverage.</p>

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<p>11. A description of the sampling frame(s) and its coverage of the target population, including mention of any segment of the target population that is not covered by the design. This may include, for example, exclusion of Alaska and Hawaii in U.S. surveys; exclusion of specific provinces or rural areas in international surveys; and exclusion of non-panel members in panel surveys. If possible, the estimated size of non-covered segments will be provided. If a size estimate cannot be provided, this will be explained. If no frame or list was utilized, this will be indicated. Include sample size (by frame if more than one was used).*</p>	<p>Limitations of the sampling frame include that a very small proportion of American adults have neither a land line nor a cell phone.</p>
<p>12. If surveys were conducted by telephone, what percentage of interviews were conducted via calls to cellphones? If surveys were conducted online, were respondents allowed to complete the survey via mobile browsers, and approximately what share of your respondents did so?</p>	<p>landline (360 or 36%) and cell phone (640 or 64%).</p>
<p>13. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired?</p>	<p>4</p>
<p>14. If surveys were not conducted by a live interviewer, what do you do to ensure your respondents are real people and are paying attention to the survey?</p>	<p>Interviews were conducted by live interviewers.</p>
<p>15. What is your estimate of this survey’s error, how is it calculated, and why is this an appropriate error estimation for your survey? If you are reporting a margin of sampling error, has it been adjusted for design effects?</p> <p>For probability samples, the estimates of sampling error will be reported, and the discussion will state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, or other factors.</p> <p>Disclosure requirements for non-probability samples are different because the precision of estimates from such samples is a model-based measure (rather than the average deviation from the population value over all possible samples). Reports of non-probability samples will only provide measures of precision if they are accompanied by a detailed description of how the underlying model was specified, its assumptions validated and the measure(s) calculated. To avoid confusion, it is best to avoid using the term “margin of error” or “margin of sampling error” in conjunction with non-probability samples.*</p>	<p>The margin of error for total respondents is +/-3.62% at the 95% confidence level. Design effects associated with weighting are included in the calculation of this margin of error.</p>

<p>16. If your survey has been weighted, please list the weighting variables and the source of the weighting parameters. If your survey has not been adjusted for education, please explain why and provide an unweighted frequency for education distribution among your respondents.*</p>	<p>This survey 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. Weighting targets come from the March supplement of the U.S. Census Bureau’s Current Population Survey. 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.</p>
<p>17. Is there a minimum unweighted sample size you require before releasing any subset estimates, and if so, what is it?</p>	<p>50.</p>
<p>18. Does this report rely on multiple samples or multiple modes? (If the results reported are based on multiple samples or multiple modes, the preceding items will be disclosed for each.)*</p>	<p>2 modes: cell and landline, as discussed above.</p>
<p>19. Contact for obtaining more information about the study.*</p>	<p>info@apmresearchlab.org</p>

See additional details on survey methodology in the report below.

April 30 – May 5, 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 April 30 – May 5, 2019 among a sample of 1,000 respondents in English (963) and Spanish (37). Telephone interviews were conducted by landline (360) and cell phone (640, including 416 without a landline phone). The margin of error for total respondents is +/-3.62% 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	+/- 3.62%	1.36

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 March Supplement of the U.S. Census Bureau's Current Population Survey (CPS).

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