

# Weidenbaum Center Survey Series 08

December 17, 2021

## Survey Overview

Study Population: 18+ GenPop

Sample Units: 8025

Completed Units: 2030

Expected Eligibility Rate: 100%

Observed Eligibility Rate: 100%

Margin of Error:  $\pm 3.05$  percentage points (pp)

Avg. Design Effect: 1.97

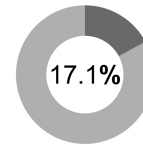
Survey Field Period: November 19, 2021 - December 10, 2021

Median Duration (minutes): 17

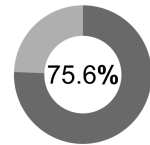
Prepared for: Washington University in Saint Louis

## Panel Outcomes

Weighted HH  
Recruitment Rate

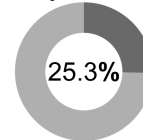


Weighted HH  
Retention Rate

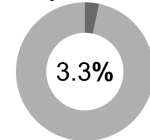


## Survey Outcomes

Survey  
Completion Rate



Weighted Cumulative  
Response Rate



## Benchmark Comparisons

	Unweighted (%)	Weighted (%)	Benchmark (%)	Difference <sup>2</sup> (pp)	-16 Difference 16
<b>Household Income <sup>1</sup></b>					
Less than \$29,999	28.3	25.0	16.0	9.0	
\$30,000 to \$74,999	38.6	36.7	30.2	6.5	
\$75,000 to \$124,999	21.3	23.3	23.7	-0.4	
\$125,000 Plus	11.8	15.1	30.1	-15.0	
<b>Member Age</b>					
18 - 34	29.4	29.1	29.2	-0.1	
35 - 49	23.7	24.3	24.2	0.1	
50 - 64	24.5	24.6	24.5	0.1	
65 Plus	22.4	22.0	22.0	0.0	
<b>Member Race/Ethnicity</b>					
White	45.4	62.7	62.5	0.2	
Black	24.9	12.0	12.0	0.0	
Hispanic	24.7	16.9	16.9	0.0	
Asian/Pacific Islander	1.9	5.0	6.4	-1.4	
Others	3.2	3.4	2.2	1.2	
<b>Member Education Status</b>					
Less than High School	6.4	9.3	9.6	-0.3	
High School Equivalent	18.2	28.4	28.3	0.1	
Some College/Associate Degree	42.3	27.2	27.1	0.1	
Bachelor's Degree	19.8	21.4	22.2	-0.8	
Graduate Degree	13.3	13.7	12.8	0.9	
<b>Household Ownership</b>					
Owner Occupied	60.9	70.6	69.2	1.4	
Renter Occupied/Other	39.1	29.4	30.8	-1.4	
<b>Children in Household</b>					
With 1+ Under 18 Years	27	30.6	32.7	-2.1	
Without Children Under 18	73	69.4	67.3	2.1	
<b>Household Marital Status</b>					
Currently Married	45.5	49.1	51.8	-2.7	
Currently Single	54.5	50.9	48.2	2.7	
<b>Sex</b>					
Male	46.7	48.5	48.5	0.0	
Female	53.3	51.5	51.5	0.0	

<sup>1</sup>Race/Ethnicity, Household Ownership, Income, Education, Number of Children, Marital Status, Gender, and Geographic Region benchmarks are from the March 2020 Census Bureau Current Population Survey. <sup>2</sup> The difference between the Weighted and Benchmark columns.

# Glossary

## Overview Section

*Study Population:* The total set of individuals of interest to which the researcher intends to apply their conclusions.

*Sample Units:* The number of panel members selected into the study sample.

*Completed Units:* The number of sample units that completed the interview based on the study-specific definition of what constitutes a complete interview.

*Expected Eligibility Rate:* The percentage of the sampling population who are expected to meet study eligibility criteria.

*Observed Eligibility Rate:* The percentage of the sample members who were eligible for the study among those who answered the screening questions.

*Margin of Error:* Margin of error is defined as half the width of the 95% confidence interval for a proportion estimate of 50% adjusted for design effect. It is therefore the largest margin of error possible for all estimated percentages based on the study sample.

*Design Effect:* Design effect is the ratio of the variance under the complex design to that under a simple random sampling design of the same sample size. Design effect is approximated here using the coefficient of variation of the weights.

*Survey Field Length:* the period from the earliest to the latest contact dates of cases sampled for the survey.

*Duration:* Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become

inactive. In the case of multiple contacts, this number represents the sum of those contacts.

## Benchmark Comparison Section

We compare demographics (from the CPS) to those of our survey respondents, both on a weighted and unweighted basis, to show how closely AmeriSpeak respondents represent the demographics of the study population overall.

We also compare study specific benchmarks (not available on all surveys) to those of our survey respondents to show how closely survey responses to key questions match to benchmarks from external surveys.

## Panel Outcomes

*Weighted Household (HH) Recruitment Rate:* The weighted AAPOR RR III for the AmeriSpeak panel recruitment corresponding to the recruitment cohorts sampled for the study. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel.

*Weighted Household (HH) Retention Rate:* The weighted percent of recruited households that are still available for sampling for this survey among the recruitment cohorts sampled for the study.

## Survey Outcomes

*Survey Completion Rate:*

- The percent of sample members who completed the survey interview (for studies without screener)
- The percent of eligible sample members who completed the survey interview (for studies with screener).
- For a follow-up study: it is the percent of follow-up respondents among baseline respondents.

*Weighted Cumulative Response Rate:* The overall survey response rate that accounts for survey outcomes in all response stages including panel recruitment rate, panel retention rate, and survey completion rate. It is weighted to account for the sample design and differential inclusion probabilities of sample members.