

Weidenbaum Center Survey Series 04 Re-ask

April 22, 2021

Survey Overview

Study Population: General Population Age 18+

Sample Units: 3567

Completed Units: 1013

Expected Eligibility Rate: 100%

Observed Eligibility Rate: 100%

Margin of Error: ± 4.05 percentage points (pp)

Avg. Design Effect: 1.73

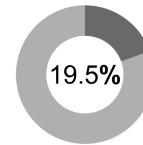
Survey Field Period: March 31, 2021 - April 19, 2021

Median Duration (minutes): 8

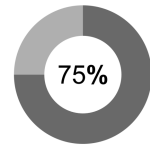
Prepared for: Washington University in Saint Louis

Panel Outcomes

Weighted HH
Recruitment Rate

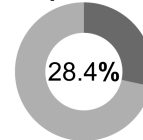


Weighted HH
Retention Rate

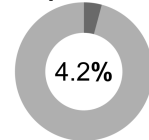


Survey Outcomes

Survey
Completion Rate



Weighted Cumulative
Response Rate



Benchmark Comparisons

	Unweighted (%)	Weighted (%)	Benchmark (%)	Difference ² (pp)	
Household Income ¹					
Less than \$29,999	20.9	23.3	15.1	8.2	
\$30,000 to \$74,999	40.7	37.8	30.3	7.5	
\$75,000 to \$124,999	23.4	23.4	24.2	-0.8	
\$125,000 Plus	15	15.5	30.4	-14.9	
Member Age					
18 - 34	25.3	29.5	29.5	0.0	
35 - 49	23.8	24.2	24.2	0.0	
50 - 64	25.4	24.6	24.6	0.0	
65 Plus	25.6	21.7	21.7	0.0	
Member Race/Ethnicity					
White	66.9	62.8	62.8	0.0	
Black	9.7	12.0	12.0	0.0	
Hispanic	15.2	16.7	16.7	0.0	
Asian/Pacific Islander	2.8	4.7	6.5	-1.8	
Others	5.4	3.9	2.2	1.7	
Member Education Status					
Less than High School	4.3	9.8	9.8	0.0	
High School Equivalent	16.2	27.8	27.8	0.0	
Some College/Associate Degree	41.1	27.6	27.6	0.0	
Bachelor's Degree	23.1	20.5	22.1	-1.6	
Graduate Degree	15.3	14.3	12.7	1.6	
Household Ownership					
Owner Occupied	71.2	76.4	70.1	6.3	
Renter Occupied/Other	28.8	23.6	29.9	-6.3	
Children in Household					
With 1+ Under 18 Years	20.5	20.7	33.2	-12.5	
Without Children Under 18	79.5	79.3	66.8	12.5	
Household Marital Status					
Currently Married	51.3	49.8	52.8	-3.0	
Currently Single	48.7	50.2	47.2	3.0	
Sex					
Male	47.7	48.5	48.5	0.0	
Female	52.3	51.5	51.5	0.0	

¹Race/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. ² 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 The design effect is the variance under the complex design divided by the variance under a SRS (simple random sampling) design of the same sample size. Design effect is variable-specific and the reported value is the median design effect calculated for a set of key survey variables.

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.