

Weidenbaum Center Survey Series 05

December 11th, 2020

Survey Overview

Study Population: General Population Age 18+

Sample Units: 3,703

Completed Units: 1,061

Expected Eligibility Rate: 100.0%

Observed Eligibility Rate: 100.0%

Margin of Error: ± 4.1 percentage points (pp)

Avg. Design Effect: 1.86

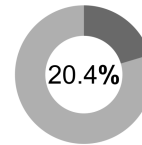
Survey Field Period: November 16, 2020 - December 2, 2020

Median Duration (minutes): 29

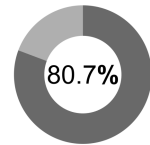
Prepared for: Washington University in Saint Louis

Panel Outcomes

Weighted HH
Recruitment Rate

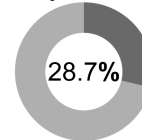


Weighted HH
Retention Rate

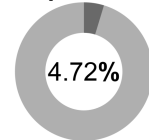


Survey Outcomes

Survey
Completion Rate



Weighted Cumulative
Response Rate



Benchmark Comparisons

	Unweighted (%)	Weighted (%)	Benchmark (%)	Difference ² (pp)	-17 Difference 17
Household Income ¹					
Less than \$30,000	26.8	26.5	15.1	11.4	
\$30,000 to \$74,999	40.1	35.8	30.3	5.5	
\$75,000 to \$124,999	22.2	23.5	24.2	-0.7	
\$125,000 Plus	10.9	14.2	30.4	-16.2	
Member Age					
18 - 34	28.9	29.5	29.5	0.0	
35 - 49	22.1	24.2	24.2	0.0	
50 - 64	24.1	24.6	24.6	0.0	
65+	24.8	21.7	21.7	0.0	
Member Race/Ethnicity					
White	60.3	62.8	62.8	0.0	
Black	14	12.0	12.0	0.0	
Hispanic	18.4	16.7	16.7	0.0	
Asian/Pacific Islander	2.3	3.8	6.5	-2.7	
Others	5	4.8	2.2	2.6	
Member Education					
Less than High School	5.6	9.8	9.8	0.0	
High School Equivalent	19	27.8	27.8	0.0	
Some College/Associate Degree	49	27.6	27.6	0.0	
Bachelor's Degree	15.6	21.3	22.1	-0.8	
Graduate Degree	10.8	13.5	12.7	0.8	
Household Owners					
Owner Occupied	62.4	68.6	70.1	-1.5	
Renter Occupied/Other	37.6	31.4	29.9	1.5	
Children in House					
With 1+ Under 18 Years	24.6	24.6	33.2	-8.6	
Without Children Under 18	75.4	75.4	66.8	8.6	
Household Marital Status					
Currently Married	48.7	50.0	52.8	-2.8	
Currently Single	51.3	50.0	47.2	2.8	
Sex					
Male	43.5	48.5	48.5	0.0	
Female	56.5	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 Census Bureau Current Population Survey. ²The 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 nationwide 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.