



## American Democracy Omnibus Survey – Methods Report

This study was conducted for Pew Research Center via telephone by SSRS on its Omnibus survey platform. Interviews were conducted from April 19 - 23, 2017 among a sample of 1,028 respondents (414 Landline, 614 Cell). The margin of error for total respondents is +/-3.66% at the 95% confidence level.

	N	Margin of Error	Design Effect
Total	1,028	+/- 3.66%	1.43

SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Each weekly wave of the SSRS Omnibus consists of 1,000 interviews, of which 600 are obtained with respondents on their cell phones, and approximately 35 interviews completed in Spanish. All SSRS Omnibus data are weighted to represent the target population.

### Sample Design

The SSRS Omnibus sample is designed to represent the adult U.S. population. 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 five-day period. Each wave of 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

GENDER		Percentage
M		48.4%
F		51.6%

age	Percentage
Male-18-29	10.8%
Male-30-49	16.5%
Male-50-64	12.5%
Male-65+	8.7%
F-18-29	10.5%
F-30-49	17.0%
F-50-64	13.3%
F-65+	10.7%
M-R	0.0%
F-R	0.0%

RACE	
W	64.4%
B	11.8%
HISP-Born	7.3%
Hisp-Foreign	8.5%
OTHER	8.0%

Education	
LT HS	11.7%
HS Grad	33.0%
Some College	24.6%
College+	30.7%

AGE	
18-29	21.3%
30-49	33.5%
50-64	25.8%
65+	19.4%
Ref	0.0%

PHONE USE	
Cell only	52.1%
DF	42.4%
LLO	5.6%

Source: NHIS July-Dec 2016

Region	
Northeast	17.9%
Midwest	21.0%
South	37.5%
West	23.6%

MARITAL	
MARRIED	52.7%
NOT MARRIED	47.3%

GENDER*REG	
MNE	8.6%
MNC	10.2%
MS	18.0%
MW	11.6%
FNE	9.3%
FNC	10.8%
FS	19.5%
FW	12.0%

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

Source: 2010 Decennial

Source: March 2016 CPS