

Methodology

SSRS Opinion Panel Omnibus methodology

Overview

This study was conducted by SSRS on its Opinion Panel Omnibus platform. The SSRS Opinion Panel Omnibus is a national, twice-per-month, probability-based survey. Data collection was conducted from March 6 to March 9, 2026, among 1,031 respondents. The survey was conducted via web (n=1,001) and telephone (n=30) and administered in English (n=1,005) and Spanish (n=26). The margin of error for total respondents is plus or minus 3.5 percentage points at the 95% confidence level. All SSRS Opinion Panel Omnibus data is weighted to represent the target population of U.S. adults ages 18 and older.

Sample design

The SSRS Opinion Panel Omnibus is conducted on the SSRS Opinion Panel. SSRS Opinion Panel members are recruited randomly based primarily on nationally representative ABS (address-based sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File, a regularly updated listing of all known addresses in the U.S.

For the SSRS Opinion Panel, known business addresses are excluded from the sample frame. Additional panelists are recruited via random-digit dial (RDD) telephone sample of cellphone numbers connected to a prepaid cellphone. This sample is selected by MSG from the cellphone RDD frame using a flag that identifies prepaid numbers. Prepaid cell numbers are associated with cellphones that are "pay as you go" and do not require a contract.

The SSRS Opinion Panel is a multimode panel (web and phone). Most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who do not use the internet as well as those who use the internet but are reluctant to take surveys online.

Survey sampling

The sample for this study consisted of SSRS Opinion Panelists who are U.S. adults ages 18 and older. The sample was drawn using a "probability proportional to size" methodology to ensure adequate representation of each demographic group while minimizing the variability of the final weights. The sample was additionally stratified by preferred survey language and mode to meet the sample size targets for each group.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS.

Data collection

The data collection field period for this survey was March 6 to March 9, 2026. Surveys were conducted via self-administered web survey or by live telephone interviewing.

Web contact procedures

A “soft launch” inviting a limited number of panelists to participate was conducted on March 6, 2026. After checking soft launch data to ensure that all questionnaire content and skip patterns were correct, the remaining sample was released to ensure the final sample met the study goals.

Web panelists were emailed an invitation to complete the survey online. The email for each respondent included a unique password-embedded link. All panelists who did not respond to the email invitation received up to three reminder emails, and panelists who had opted into receiving text messages from the SSRS Opinion Panel received up to three text message reminders.

In appreciation for their participation online, panelists received post-paid compensation in the form of an electronic gift card, sent via email immediately after completion of the survey. Panelists with less than a high school education or who completed the survey in Spanish were offered a larger compensation to encourage participation.

Phone contact procedures

Interviewers asked to speak with the person at a given number who is a member of the SSRS Opinion Panel by name. Interviewers verified that the person was on the phone and in a safe place before administering the survey.

All telephone interviews were completed in English using the Forsta Plus (formerly known as Confirmit) CATI system. The CATI (computer-assisted telephone interviewing) system ensured that complete dispositions of all call attempts were recorded.

CATI interviewers received written materials about the survey instrument and received formal training for this particular project. The written materials were provided prior to commencement of data collection and included an annotated questionnaire that contained information about the goals of the study, detailed explanations about why questions were being asked, the meaning and pronunciation of key terms or names, potential obstacles to overcome in getting good answers to

questions, and respondent problems that could be anticipated ahead of time, as well as strategies for addressing the potential problems.

All respondents who completed the survey via telephone were offered post-paid compensation via a mailed check.

Quality control checks

For web surveys, quality checks were incorporated into the survey. Respondents who failed the quality checks were not included in the final dataset. These quality control measures include checks for speeders, high item nonresponse, and the administration of trap and insincerity questions.

For telephone surveys, interviews are closely monitored by interviewing staff for quality control. In addition, select recordings are reviewed by supervisors to monitor quality and interviewer procedures.

Weighting and design effects

Data was weighted to represent adults ages 18 and older in the United States. The data was weighted by first applying a base weight, then balancing the demographic profile of the sample to target population parameters. The base weight for the SSRS Opinion Panel Omnibus accounts for the panelists' probability of selection into the current week's Omnibus sample. The data was then weighted to balance the demographic profile of the sample to the target population parameters.

Data was weighted to distributions of: sex by age, sex by education, age by education, race/ethnicity, census region, home tenure, number of adults per household, civic engagement, population density, frequency of internet use, voter status, religious affiliation and party ID. The following table shows the data sources used for calibration totals.

Calibration variable sources

Dimensions	Benchmark source
Sex	
Age	
Education	
Race	2025 Current Population Survey (CPS)
Hispanic nativity	
Census region	
Home tenure	
Number of adults per household	
Population density	Claritas Pop-Facts Premier 2026
Religious affiliation	
Internet frequency	Pew Research Center's 2025 National Public Opinion Reference Survey (NPORS)
Party ID	
Civic engagement	September 2023 CPS Volunteering and Civic Life Supplement
Voter registration	CPS 2024 Voting and Registration Supplement

Panelist demographics used for weighting are those collected on the most recent Opinion Panel registration survey with the exceptions of education and voter registration, which are included on the Omnibus questionnaire each week.

Final calibrated weights are trimmed at the 2nd and 98th percentiles to prevent individual surveys from having too much influence.

Effects of sample design on statistical inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. SSRS calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called “design effect” or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic nonresponse. The total sample design effect for this survey is 1.34.

The survey’s margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample – the one around 50%. The margin of error for the entire sample is plus or minus 3.5 percentage points.

Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Sample disposition and response rate

Composite response rates

	Total
Total Sample (Invited to participate)	2,067
Screen-outs	0
Total Eligible	2,067
Quality control removals	5
Incompletes	179
Quota full	28
Completions*	1,031
Incidence/Eligibility rate	100.0%
Survey Completion rate (Completions/Total invited to participate)	49.9%
Weighted Survey RR3	52.2%

* Excludes screen-outs or data quality removals that completed the survey.

Cumulative response rate

Cumulative response rate takes into consideration the response rate for the panel recruitment survey, percent of recruitment survey respondents that agree to join the panel and the Omnibus survey response rate. The cumulative RR3 comes to 2.4%.