

APM Research Lab, survey transparency disclosures¹

APM Survey on gun policy, conducted July 16-21, 2019

1. What survey firm conducted the poll? ^{TI, RC}	SSRS of Glen Mills, Pennsylvania
2. How were respondents interviewed – by live interviewers on the phone, interactive voice response (IVR), online, self-administered questionnaire, or another method? Selected via Random Digit Dial (RDD), opt-in or some other method? ^{TI, RC} Where possible/applicable, include information about use of incentives (amount and type).	Live interviewers on the phone. RDD (from purchased list). No incentives.
3. Who paid for the survey (both sponsor and original source of funding if different) and why was it done? ^{TI, RC}	American Public Media’s Call to Mind initiative paid 10% of data collection costs. Otherwise data collection and analysis was covered by internal resources, American Public Media, APM Research Lab.
4. How many people (unweighted) were interviewed for this survey? ^{RC}	1,009
5. In what language(s) were respondents interviewed? ^{TI, RC}	English (974) and Spanish (35).

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¹ For additional findings from this survey and others, see

<https://www.apmresearchlab.org/collections/surveys>

Transparency questions are from “CNN’s transparency questionnaire for polling standards” (released July 9, 2019; <https://www.cnn.com/2019/07/09/politics/read-cnn-transparency-questionnaire-polling/index.html>), adapted to include all requirements of the American Association for Public Opinion Research’s Transparency Initiative related to surveys (noted ^{TI}; released October 4, 2017

(https://www.aapor.org/AAPOR_Main/media/MainSiteFiles/TI-Terms-and-Conditions-10-4-17.pdf), as well

as the Roper Center’s Transparency and Acquisition Policy (noted ^{RC};

<https://ropercenter.cornell.edu/roper-center-transparency-and-acquisitions-policy>).

<p>6. Please provide a copy of the full text and interviewer instructions/programming for all questions included in this survey release. Include preceding interviewer or respondent instructions and any preceding questions that might reasonably be expected to influence responses to the reported results. ^{TI, RC}</p>	<p>Survey questions are specifically noted in the introductory sections of the research briefs associated with this survey.</p>
<p>7. When was your survey conducted? ^{TI, RC}</p>	<p>July 16-21, 2019</p>
<p>8. What is the source of your sample for this survey (named provider, if relevant), and by what method were respondents selected? Please be as specific as possible, and if via web panel(s), please include a description of how the panelists were recruited, including any within-household procedures. If your study was conducted online and included respondents chosen via routers, approximately what percentage of respondents were directed to the survey via routers? The description of the sampling frame and sample design should include sufficient detail to determine whether the respondents were selected using probability or non-probability methods. ^{TI, RC}</p>	<p>The SSRS Omnibus sample is designed to represent the adult U.S. population. The SSRS Omnibus uses a fully-replicated, stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households, and randomly generated cell phone numbers. SSRS purchased landline sample for this survey from GENESYS. 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. SSRS purchases cell phone sample from MSG. Cell phones are treated as individual devices and, therefore, cell phone interviews are conducted with the person answering the phone.</p>
<p>9. If any quotas were applied to sampling or interviewing, at what stage were they applied, what variables and targets were used, and what is the source of your estimate of the target quota? ^{TI}</p>	<p>The landline sample is structured through MSG’s Genesys database is using eighteen independent strata, composed of the nine census divisions, split by metro and non-metro county definitions.</p>

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<p>10. What is the universe of people you are trying to survey, and what makes you confident that the sample source represents that universe? Include both a definition of the population under study and its geographic location. ^{TI, RC}</p>	<p>The universe for this survey is all adult residents of America. We are confident that the sample represents this universe due to the ubiquity of landline + cell phone coverage.</p>
<p>11. A description of the sampling frame(s) and its coverage of the target population, including mention of any segment of the target population that is not covered by the design. This may include, for example, exclusion of Alaska and Hawaii in U.S. surveys; exclusion of specific provinces or rural areas in international surveys; and exclusion of non-panel members in panel surveys. If possible, the estimated size of non-covered segments will be provided. If a size estimate cannot be provided, this will be explained. If no frame or list was utilized, this will be indicated. Include sample size (by frame if more than one was used). ^{TI, RC}</p>	<p>Limitations of the sampling frame include that a very small proportion of American adults have neither a land line nor a cell phone.</p>
<p>12. If surveys were conducted by telephone, what percentage of interviews were conducted via calls to cellphones? If surveys were conducted online, were respondents allowed to complete the survey via mobile browsers, and approximately what share of your respondents did so? ^{RC}</p>	<p>Interviews were conducted by landline (303 or 30%) and cell phone (706 or 70%).</p>
<p>13. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired?</p>	<p>4</p>
<p>14. If surveys were not conducted by a live interviewer, what do you do to ensure your respondents are real people and are paying attention to the survey?</p>	<p>Interviews were conducted by live interviewers</p>

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<p>15. What is your estimate of this survey’s error, how is it calculated, and why is this an appropriate error estimation for your survey? If you are reporting a margin of sampling error, has it been adjusted for design effects?</p> <p>For probability samples, the estimates of sampling error will be reported, and the discussion will state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, or other factors. Disclosure requirements for non-probability samples are different because the precision of estimates from such samples is a model-based measure (rather than the average deviation from the population value over all possible samples). Reports of non-probability samples will only provide measures of precision if they are accompanied by a detailed description of how the underlying model was specified, its assumptions validated and the measure(s) calculated. To avoid confusion, it is best to avoid using the term “margin of error” or “margin of sampling error” in conjunction with non-probability samples.^{TI}</p>	<p>The margin of error for total respondents is +/-3.42% at the 95% confidence level. Design effects associated with weighting are included in the calculation of this margin of error.</p>
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<p>16. If your survey has been weighted, please list the weighting variables and the source of the weighting parameters. If your survey has not been adjusted for education, please explain why and provide an unweighted frequency for education distribution among your respondents.</p> <p>TI, RC</p>	<p>This survey 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 poststratified and balanced by key demographics such as age, race, sex, region, and education. Weighting targets come from the March supplement of the U.S. Census Bureau’s Current Population Survey. 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.</p>
<p>17. Is there a minimum unweighted sample size you require before releasing any subset estimates, and if so, what is it?</p>	<p>50</p>
<p>18. Does this report rely on multiple samples or multiple modes? (If the results reported are based on multiple samples or multiple modes, the preceding items will be disclosed for each.)^{TI}</p>	<p>2 modes: cell and landline, as discussed above.</p>

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<p>19. Response Rate/Participation Rate: Response rate calculated to AAPOR standards, or sample disposition data adequate for the calculation of AAPOR-standard response rates. When AAPOR-standard response rates or sample disposition data cannot be calculated or provided, completion or participation rates shall be provided using another method that is fully disclosed. ^{RC}</p> <p>Where possible, also include Breakoff Rate (i.e., the percent of respondents who start the survey but do not finish it).</p>	<p>The AAPOR standard response rate for this survey was 4.09%.</p>
<p>20. Contact for obtaining more information about the study. ^{TI}</p>	<p>info@apmresearchlab.org</p>

See additional details on the sample (weighted compared to non-weighted counts by characteristic) and survey methodology, below.

Survey sample characteristics

	Unweighted		Weighted	
	N	Percent	N	Percent
ALL	1,009	100%	1,009	100%
Gender				
Female	521	52%	520	52%
Male	488	48%	489	48%
Age				
18-34	216	21%	281	28%
35-44	166	16%	165	16%
45-54	178	18%	183	18%
55-64	159	16%	159	16%
65+	277	27%	207	21%
Refused/don't know	13	1%	14	1%
Parent with child under age 18 in household				
Yes	162	16%	170	17%
No	847	84%	839	83%
Race/ethnicity				
White, non-Hispanic	703	70%	624	62%
Black, non-Hispanic	79	8%	114	11%
Hispanic	125	12%	162	16%
Other, non-Hispanic	76	8%	84	8%
Refused/don't know	26	3%	25	2%
Educational attainment				
High school or less	309	31%	395	39%
Some college	297	29%	283	28%
College or graduate degree	391	39%	320	32%
Refused/don't know	12	1%	10	1%
Household income				
Under \$25k	148	15%	176	17%
\$25k-\$49.9k	271	27%	262	26%
\$50k-\$74.9k	153	15%	146	15%
\$75k+	287	28%	268	27%
Refused/don't know	150	15%	156	15%

	Unweighted		Weighted	
	N	Percent	N	Percent
Region ^a				
North East	171	17%	179	18%
North Central	221	22%	211	21%
South	376	37%	380	38%
West	241	24%	240	24%
Metropolitan status ^b				
Metro	675	67%	691	68%
Non-metro	207	21%	178	18%
Unknown	127	13%	141	14%
“Suicide belt” state ^c				
Yes	93	9%	85	8%
No	916	91%	924	92%
Political affiliation				
Republican	275	27%	253	25%
Independent	347	34%	352	35%
Democrat	352	35%	364	36%
Other/refused/don't know	35	3%	39	4%
Gun ownership & access				
Owns a gun	314	31%	297	29%
Does not own a gun, but lives with someone who does	75	7%	76	8%
Neither owns a gun nor lives with someone who does	589	58%	604	60%
Don't know	11	1%	13	1%
Refused	20	2%	19	2%

Source: Representative survey of 1,009 American adults, conducted July 16-21, 2019.

Note that weighted counts and percentages are used in the analysis and reporting of results.

^a **North Central:** Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, Ohio, South Dakota, Wisconsin. **North East:** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont. **South:** Alabama, Arkansas, Washington DC, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia. **West:** Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming.

^b “Metro” and “Non-Metro” are designated using the Federal Office of Management and Budget’s standard Metropolitan Area definitions.

^c Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming.

Methods Report for American Public Media

July 16-21, 2019 Omnibus Survey

This study was conducted for American Public Media via telephone by SSRS on its Omnibus survey platform. The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Interviews were conducted from July 16-21, 2019 among a sample of 1,009 respondents in English (974) and Spanish (35). Telephone interviews were conducted by landline (303) and cell phone (706, including 490 without a landline phone). The margin of error for total respondents is +/-3.42% at the 95% confidence level. All SSRS Omnibus data are weighted to represent the target population.

	N	Margin of Error	Design Effect
Total	1,009	+/- 3.42%	1.23

Sample Design

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

Unless otherwise noted, weighting targets come from the March Supplement of the U.S. Census Bureau's Current Population Survey (CPS).

GENDER	Percentage
Male	48.4%
Female	51.6%

AGE	Percentage
18-29	21.1%
30-49	33.3%
50-64	25.1%
65+	20.5%

GENDER BY AGE	Percentage
Male-18-29	10.6%
Male-30-49	16.5%
Male-50-64	12.1%
Male-65+	9.3%
Female-18-29	10.4%
Female-30-49	16.9%
Female-50-64	13.0%
Female-65+	11.2%

RACE	Percentage
White	63.5%
Black	11.9%
Hispanic-US Born	7.6%
Hispanic-Foreign Born	8.6%
Other	8.4%

EDUCATION	Percentage
Less than High School	10.9%
High School Grad	28.6%
Some College	28.2%
College+	32.3%

REGION	Percentage
Northeast	17.8%
Midwest	20.8%
South	37.7%
West	23.7%

GENDER BY REGION	Percentage
Male - Northeast	8.6%
Male - Midwest	10.1%
Male - South	18.1%
Male - West	11.7%
Female - Northeast	9.2%
Female - Midwest	10.7%
Female - South	19.6%
Female - West	12.1%

MARITAL	Percentage
Married	52.7%
Not Married	47.3%

PHONE USE	Percentage
Cell only	60.0%
Dual phone	36.1%
Landline only	3.9%

Source: NHIS July - December 2018

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

Source: 2010 Decennial