

# Annenberg Survey of Attitudes on Public Health (ASAPH)

Methods Report for the  
Annenberg Public Policy Center  
ASAPH National Survey Wave 23

February 2025

Prepared by:  
Rachel Askew, Jennifer Su  
SSRS



Project Number: X1101



## Table of Contents

Overview .....	1
Questionnaire Design .....	1
Sample Design: The Annenberg Science and Health Panel.....	2
Data Collection.....	2
Survey Sampling .....	2
Survey Administration Procedures.....	2
Quality Control Checks .....	3
Data Processing and Integration .....	3
Completion Rates/Response Rates .....	4
Weighting Methods .....	4
Base weight (BW).....	4
Raking .....	5
Effects of Sample Design on Statistical Inference .....	6
Deliverables .....	7
About SSRS.....	7
Appendix I: Sample Demographics.....	8

## Overview

The Annenberg Public Policy Center of the University of Pennsylvania (APPC) engaged SSRS to conduct the 23<sup>rd</sup> Wave of the Annenberg Survey of Attitudes on Public Health (ASAPH) National Survey. This survey wave focused on respondents' opinions on science and scientists; on the effects of alcohol on health; on raw milk; and on flu and COVID vaccinations, among other topics.

The Wave 23 survey invited U.S. adults aged 18 and older who had completed the ASAPH Wave 1 survey in April 2021, or who were recruited in ASAPH Wave 9 or the ASAPH Engagement Survey (both of which took place in 2023), or who were recruited during the August 2024 Replenishment, to participate. Only panelists who previously reported NOT being a member of other U.S. opinion panels were invited. The invited sample size (i.e., the full panel size) was  $N = 2,578$ .

Data collection was conducted between January 30<sup>th</sup> and February 9<sup>th</sup> on 1,716 respondents. This included 1,692 respondents who took the survey in English, and 24 respondents who took the survey in Spanish. There were 1,684 web respondents and 32 telephone interview respondents. There were 1,327 respondents who joined the panel in 2021, 67 respondents who joined in 2023, and 322 respondents who joined in 2024. Data were weighted to represent the U.S. residential adult population. This report provides information about the sampling procedures and the methods used to collect, process, and weight data for ASAPH National Survey Wave 23.

## Questionnaire Design

The questionnaire was developed by APPC in consultation with the SSRS project team. SSRS reviewed the questionnaire primarily to identify potential problems in the instrument that might increase respondent burden, cause respondents to refuse or terminate the interview, create problems with respondent comprehension, or pose practical challenges for mode-specific administration, such as complex skip patterns. The questionnaire was translated into Spanish so respondents could choose to take the survey in English or Spanish based on their preference that they voiced when joining the panel. Prior to the field period, SSRS programmed the study into its Forsta Plus (formerly known as Conconfirm) platform that allows data to be collected both online and through Computer Assisted Telephone Interviewing (CATI). Extensive checking of the program was conducted to ensure that skip patterns and sample splits followed the design of the questionnaire.

## Sample Design: The Annenberg Science and Health Panel

Annenberg Science and Health Panel members are recruited randomly based 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 (CDS), a regularly updated listing of all known addresses in the U.S. For the Annenberg Science and Health Panel, known business addresses are excluded from the sample frame.

The Annenberg Science and Health Panel is a multi-modal panel. Internet households participate via web, while all non-internet households (including those who have internet access but are unwilling to take surveys online) participate via phone.

## Data Collection

### Survey Sampling

The invited sample for the ASAPH National Survey Wave 23 consisted of  $N=2,578$  Annenberg Science and Health Panelists who were recruited to the ASAPH panel through the Wave 1, Wave 9, the Engagement survey, or the August 2024 Replenishment effort, and were not members of other U.S. opinion panels. The sample from Wave 1 consisted of a probability-based address-based sample (ABS) of U.S. households, and was stratified by age, gender, race and ethnicity, education, region, party identification and language to ensure adequate representation of each. Sample recruited from Wave 9 or the Engagement Survey were SSRS Opinion Panelists who indicated their educational attainment was a high school degree or less. The sample for the Replenishment likewise consisted of a probability-based address-based sample (ABS) of U.S. households, stratified to correct for expected differential recruitment rates and ensure adequate representation of key subpopulations, including adults ages 18-24, those with a high school education or less, and Republicans.

### Survey Administration Procedures

A "soft launch" inviting a limited number of panelists to participate was conducted in the afternoon of Thursday, January 30<sup>th</sup>, 2025. After checking soft launch data to ensure that all questionnaire content and skip patterns were correct, the remaining sample was released in the early evening of January 30<sup>th</sup>, 2025.

Web panelists were emailed an invitation to complete the survey online. The email for each respondent included a unique passcode-embedded link. All web panelists who did not respond

to their first invitation received up to six reminder emails, and non-responding web panelists who had opted to receive text messages received up to three text message reminders.

In appreciation for their participation, web panelists received a \$15 incentive in the form of an electronic gift card. Telephone respondents received a \$15 incentive in the form of a mailed check.

Median survey length was 24.5 minutes online and 40.5 minutes by phone.

## Quality Control Checks

For APPC National Survey Wave 23, SSRS built in three closed-ended trap questions to the web version of the program. This included 1 sincerity check and 2 trap questions that were placed in random places in the survey to monitor if panelists were attentive or not. Respondents who failed the quality checks were not included in the final data set. This included:

1. Respondents who answered two or more trap questions incorrectly ( $n=5$ ).
2. Respondents with a length of interview (LOI) less than 20% of the overall median LOI<sup>1</sup> ( $n=1$ ).
3. Respondents who skipped more than 10% of the questions asked<sup>2</sup> ( $n=0$ ).

A total of  $n=6$  completed surveys were removed (0.35%)<sup>3</sup> after applying these cleaning standards.

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

## Data Processing and Integration

Data from web and telephone modes were combined and thoroughly cleaned with a computer validation program written by one of SSRS's data processing programmers. This program established editing parameters in order to locate any errors, including data that did not follow skip patterns, out-of-range values, and errors in data field locations. No back-coding or code development was done.

---

<sup>1</sup> LOI less than 4.89 minutes.

<sup>2</sup> 93.1% of respondents who count as completes answered 99% or more of questions asked.

<sup>3</sup> Panelists may fail multiple quality control checks; therefore, the total number of removals may be less than the cumulative number of failed tests.

## Completion Rates/Response Rates

Tables 1 through 3 detail the survey completion rates for this study.

**Table 1: Completion Rates/Response Rates for Full Sample**

Touchpoint	Web	Telephone	Overall
Invited to Participate/Total Sample	2,450	128	2,578
Completed <sup>4</sup>	1,684	32	1,716
Survey Completion Rate	68.7%	25.0%	66.6%

**Table 2: Completion Rates/Response Rates for Legacy Panelists**

Touchpoint	Web	Telephone	Overall
Invited to Participate/Total Sample	1,873	66	1,939
Completed <sup>5</sup>	1,372	22	1,394
Survey Completion Rate	73.3%	33.3%	71.9%

**Table 3: Completion Rates/Response Rates for Newly Recruited Panelists (Replenishment)**

Touchpoint	Web	Telephone	Overall
Invited to Participate/Total Sample	577	62	639
Completed <sup>6</sup>	312	10	322
Survey Completion Rate	54.1%	16.1%	50.4%

## Weighting Methods

Data were weighted to represent the residential adult population of the United States. The data were weighted by applying a base weight and balancing the demographic profile of the sample to target population parameters.

### Base weight (BW)

The base weight for all panelists in this study was the final weight of the ASAPH Panel calculated after the August 2024 Replenishment.

<sup>4</sup> Excludes cases removed for quality control reasons.

<sup>5</sup> Excludes cases removed for quality control reasons.

<sup>6</sup> Excludes cases removed for quality control reasons.

## Raking

With the base weight applied, the data were weighted to balance the demographic profile of the sample to the target population parameters. Missing data in the raking variables were imputed using hot decking.<sup>7</sup>

Weighting was accomplished using iterative proportional fitting. This procedure balances each calibration variable to target benchmarks individually and iteratively. The entire set of calibration variables was cycled through until the weights converged across all dimensions.

Data were weighted to distributions of: sex by age, sex by education, age by education, detailed education, race/ethnicity, census region, home tenure, number of adults per household, civic engagement, population density, party ID<sup>8</sup>, voter registration, religious affiliation, and internet use frequency.

The main demographic benchmarks were obtained from the 2024 Annual Social and Economic Supplement (ASEC) of Current Population Survey (CPS)<sup>9</sup>. The civic-engagement benchmark was derived from the September 2023 CPS Volunteering and Civic Life Supplement data<sup>10,11</sup>. Population density was derived from the Claritas Pop-Facts Premier 2023<sup>12</sup>. The registered voter benchmark is from the 2023 Annual Social and Economic Supplement (ASEC) of Current Population Survey (CPS)'s 2022 Voting and Registration Supplement<sup>13</sup>. The party ID, internet frequency, and religious affiliation benchmarks came from the 2024 NPORS annual dataset released by Pew Research Center<sup>14</sup>.

Weights were trimmed at the 4<sup>th</sup> and 96<sup>th</sup> percentiles to prevent individual interviews from having too much influence on survey-derived estimates. Appendix A compares unweighted and weighted sample distributions to target population benchmarks.

---

<sup>7</sup>Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data. Hot decking was done using an SPSS macro detailed in 'Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data' (Myers, 2011).

<sup>8</sup> The party ID used in weighting was measured at a time matching the latest NPORS data release, not at the time of this survey.

<sup>9</sup> Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler, and Michael Westberry. IPUMS CPS: Version 12.0 [dataset]. Minneapolis, MN: IPUMS, 2024. <https://doi.org/10.18128/D030.V12.0>

<sup>10</sup> <https://www.census.gov/programs-surveys/cps/about/supplemental-surveys.html>

<sup>11</sup> Civically engaged respondents are defined as those who have volunteered in the past 12 months OR who talk to/spend time with their neighbors daily.

<sup>12</sup> <https://enviromicsanalytics.com/data/demographic/pop-facts-premier>.

<sup>13</sup> Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler, and Michael Westberry. IPUMS CPS: Version 11.0 [dataset]. Minneapolis, MN: IPUMS, 2023. <https://doi.org/10.18128/D030.V11.0>

<sup>14</sup> <https://www.pewresearch.org/methods/fact-sheet/national-public-opinion-reference-survey-npors/> - Feb 1 to Jun 10, 2024.

## 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 non-response. The total sample design effect for this survey is 2.02.

SSRS calculates the composite design effect for a sample of size  $n$ , with each case having a weight,  $w$ , as:<sup>15</sup>

$$deff = \frac{n \sum w^2}{(\sum w)^2}$$

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%. For example, the margin of error for the entire sample is  $\pm 3.4$  percentage points. This means that in 95 out of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 3.4 percentage points away from their true values in the population. Margins of error for subgroups will be larger. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording, and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

---

<sup>15</sup> Kish, L. (1992). Weighting for Unequal Pi. *Journal of Official Statistics*, Vol. 8, No.2, 1992, pp. 183-200.



## **Deliverables**

Final deliverables for this study are as follows:

- Weighted SPSS dataset
- Weighted SPSS dataset for Waves 1-23
- Methods Report

## **About SSRS**

SSRS is breaking the mold on what research companies can do. A full-service market and survey research firm, we use the latest data collection best practices and apply cutting-edge survey methodologies backed by insight from our industry-leading team. We have genuine enthusiasm for our work and a shared goal to connect people through research. Our solutions include groundbreaking approaches fit for purpose: the SSRS Opinion Panel, Encipher, SSRS Virtual Insights, the SSRS Text Message panel, and more. Our research areas focus on Health Care and Health Policy, Public Opinion and Policy, Political and Election Polling, Consumer and Lifestyle, and Sports and Entertainment. Visit [www.ssrs.com](http://www.ssrs.com) to learn more about how we can work together.

## Appendix I: Sample Demographics

Category	Values	Parameter	Unweighted	Weighted
Sex by age	Male 18-24	5.8%	0.9%	2.9%
	Male 25-34	8.7%	6.8%	8.6%
	Male 35-44	8.6%	8.2%	9.0%
	Male 45-54	7.6%	7.5%	7.8%
	Male 55-64	7.7%	8.2%	8.1%
	Male 65+	10.4%	14.8%	11.0%
	Female 18-24	5.7%	1.8%	5.3%
	Female 25-34	8.6%	9.4%	8.7%
	Female 35-44	8.5%	10.5%	9.0%
	Female 45-54	7.8%	8.8%	8.4%
	Female 55-64	8.1%	9.8%	8.5%
	Female 65+	12.4%	13.3%	12.8%
Education	Less than HS	9.3%	2.4%	6.4%
	HS grad	28.7%	19.6%	29.5%
	Some college/Assoc. degree	26.3%	24.3%	26.4%
	College grad +	35.8%	53.7%	37.7%
Sex by education	Male HS grad or less	19.9%	9.2%	17.9%
	Male Some college	12.3%	9.6%	12.1%
	Male College grad +	16.6%	27.4%	17.4%
	Female HS grad or less	18.0%	12.8%	18.0%
	Female Some college	14.0%	14.7%	14.3%
Female College grad +	19.2%	26.2%	20.4%	
Age by education	18-34 HS grad or less	11.5%	4.5%	8.9%
	18-34 Some college	8.5%	4.1%	7.6%
	18-34 College grad +	8.8%	10.2%	8.9%
	35-54 HS grad or less	11.0%	7.2%	11.3%
	35-54 Some college	7.8%	7.9%	8.1%
	35-54 College grad +	13.8%	19.9%	14.7%
	55+ HS grad or less	15.5%	10.3%	15.7%
	55+ Some college	10.0%	12.3%	10.7%
55+ College grad +	13.2%	23.6%	14.1%	

Category	Values	Parameter	Unweighted	Weighted
Race/ethnicity	White non-Hisp	60.8%	68.4%	62.2%
	Black non-Hisp	12.1%	8.4%	11.2%
	Hispanic, US Born	8.5%	8.2%	8.2%
	Hispanic, Foreign Born	9.4%	4.3%	9.1%
	Asian, non-Hisp	6.6%	7.9%	6.5%
	Other non-Hisp	2.7%	2.9%	2.8%
Census region	Northeast	17.2%	18.6%	16.8%
	Midwest	20.5%	19.5%	21.1%
	South	38.7%	37.8%	38.4%
	West	23.7%	24.1%	23.7%
Home Tenure	Owns home	69.3%	70.5%	70.1%
	Rents/Does not own	30.7%	29.5%	29.9%
Number of Adults per Household	1 adult	16.9%	25.1%	17.7%
	2 adults	51.8%	55.1%	53.3%
	3 or more adults	31.3%	19.8%	29.0%
Civic engagement	Not engaged	69.3%	54.0%	70.6%
	Civically engaged	30.7%	46.0%	29.4%
Population density	1 Lowest 20%	20.0%	16.4%	19.7%
	2	20.0%	20.5%	19.2%
	3	20.0%	21.7%	20.5%
	4	20.0%	20.2%	20.1%
	5 Highest 20%	20.0%	21.2%	20.5%
Party ID (panel)	Rep	29.1%	23.4%	29.3%
	Dem	29.3%	34.6%	30.4%
	Ind/Other	41.7%	42.0%	40.3%
Voter Registration	Registered to vote	74.8%	87.6%	78.0%
	Not registered	25.2%	12.4%	22.0%
Religion	Affiliated	71.0%	67.2%	70.5%
	Not Affiliated	29.0%	32.8%	29.5%
Internet Frequency	Almost constantly	41.8%	48.2%	41.2%
	Several times a day	43.6%	42.6%	44.9%
	About once a day or less	14.6%	9.2%	13.9%