# APM Research Lab, survey transparency disclosures[1]

## Water + Us survey, conducted May 7-12, 2019

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| 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<br>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 Water Main initiative paid for data collection. Analysis was covered by internal resources, American Public Media, APM Research Lab. |
| 4. How many people (unweighted) were interviewed for this survey? RC | 1,005 |
| 5. In what language(s) were respondents interviewed? TI, RC | English (969) and Spanish (36). |
| 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 | The questionnaire is attached at the end of this document. |

[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).

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| 7. When was your survey conducted? [TI, RC] | May 7-12, 2019 |
| 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] | 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. |
| 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] | The landline sample is structured through MSG's Genesys database is using eighteen independent strata, comprised of the nine census divisions, split by metro and non-metro county definitions. |
| 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] | The universe for this survey is all adult Americans. We are confident that the sample represents this universe due to the ubiquity of landline + cell phone coverage. |

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| 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 many 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] | Limitations of the sampling frame include that a very small proportion of American adults have neither a land line nor a cell phone. |
| 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] | Interviews were conducted by landline (402 or 40%) and cell phone (603 or 60%). |
| 13. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired? | 4 |
| 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? | Interviews were conducted by live interviewers |

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| 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?<br>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.<br>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] | The margin of error for total respondents is +/-3.62% at the 95% confidence level. Design effects associated with weighting are included in the calculation of this margin of error. |

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| 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. [TI, RC] | 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. |
| 17. Is there a minimum unweighted sample size you require before releasing any subset estimates, and if so, what is it? | 50 |
| 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] | 2 modes: cell and landline, as discussed above. |

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| 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]<br>Where possible, also include Breakoff Rate (i.e., the percent of respondents who start the survey but do not finish it). | The AAPOR standard response rate for this survey was 3.77%. |
| 20. Contact for obtaining more information about the study. [TI] | info@apmresearchlab.org |

See additional details on survey methodology, as well as the survey questions, in the report below.

# Methods Report for American Public Media

## May 7-12, 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 May 7-12, 2019 among a sample of 1,005 respondents in English (969) and Spanish (36). Telephone interviews were conducted by landline (402) and cell phone (603, including 399 without a landline phone). The margin of error for total respondents is +/-3.62% at the 95% confidence level. All SSRS Omnibus data are weighted to represent the target population.

| | N | Margin of Error | Design Effect |
|---|---|---|---|
| Total | 1,005 | +/- 3.62% | 1.37 |

## 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 | 58.8% |
| Dual phone | 37.4% |
| Landline only | 3.8% |

*Source: NHIS January – June 2018*

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

*Source: 2010 Decennial*

## SURVEY QUESTIONNAIRE

5/7/2020 5:21:00 PM
May 8, 2019

WATEA1. How meaningful of a role does water play in your life?
(READ LIST)

1 Extremely meaningful
2 Very meaningful
3 Somewhat meaningful
4 Not too meaningful
5 Not at all meaningful
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEA2. Have you ever contributed money or volunteered your time to an organization which works on taking care of water resources?

1 Yes
2 No
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEA3. When deciding who to vote for, how important is it to you that a candidate says that taking care of water resources is a priority for them?
(READ LIST)

1 Very important
2 Somewhat important
3 Not too important
4 Not at all important
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEA4. How interested are you in learning more about water and water-related issues?
(READ LIST)

1 Very interested
2 Somewhat interested
3 Not too interested
4 Not at all interested
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEA5. How often do you share information with others about water and water-related issues?
(READ LIST)

1 Nearly every day
2 At least once a week
3 At least once a month
4 A few times per year
5 Never
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEA6. For each of the following, please tell me how important it is that children in the U.S learn about each of the following.
(First/Next), (INSERT ITEM)

(READ FOR FIRST ITEM THEN AS NECESSARY: Is it very important, somewhat important, not too important, or not at all important that children in the U.S. learn about this?)

1 Very important
2 Somewhat important
3 Not too important
4 Not at all important
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

(SCRAMBLE ROTATE)
a. How to protect water resources
b. Mental health
c. How the U.S economy works
d. How to identify false information on the internet

WATEA7. In the warmer months, how often do you spend free time doing activities in or around bodies of water, including lakes, rivers, or the ocean?
(READ LIST)

1 Several times a week
2 About once a week
3 Once or twice a month
4 Less than once a month
5 Never
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEA8. Is there a body of water, such as a lake, river, or ocean that you feel a personal connection to?

1 Yes
2 No
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEA9. In your day-to-day life, do you try to do things that conserve water or protect water from pollution?

1 Yes
2 No
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

(IF WATEA9=YES)

WATEA10. What is the most meaningful thing you do in your day-to-day life to save or protect water?

(PROBE FOR ONE THING AND PROBE FOR CLARITY OF IT)

1 Answer given _____
9 (DO NOT READ) Refused

WATEB1. How concerned are you about the future of America's (INSERT ITEM)? (READ LIST)

1 Very concerned
2 Somewhat concerned
3 Not too concerned
4 Not at all concerned
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

(ROTATE)

a. water RESOURCES, such as lakes, rivers, and streams
b. drinking water INFRASTRUCTURE, such as pipes, pumps, and treatment systems?

WATEB2. Are you at all worried that you may not be able to afford your water bill at some time over next two years?

1 Yes
2 No
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEB3. How much do you worry about the safety of drinking water from your tap at home? (READ LIST)

1 A great deal
2 A fair amount
3 Only a little
4 Not at all
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEB4. Do you happen to know the original source of the tap water in your home, such as a river, reservoir, or underground aquifer (AHK-WEH-FER)?

1 Yes
2 No
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEB5. Would you generally say there is too much, too little, or about the right amount of government regulation protecting water?

1 Too much
2 Too little
3 About the right amount
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

Please answer each of the following to the best of your ability. Just your best guess is fine.

WATEC1. As far as you know, which of the following areas of infrastructure needs the most investment?
(READ LIST; ACCEPT ONE REPLY)

(DO NOT PROBE DON'T KNOW)

(SCRAMBLE ROTATE)

1 Water and wastewater
2 Airports
3 Hazardous and solid waste
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC2. Which of these is the largest source of pollution of rivers, lakes, and oceans?
(READ LIST; ACCEPT ONE REPLY)
(DO NOT PROBE DON'T KNOW)

(SCRAMBLE ROTATE)
1 Surface water running off from streets, lawns, and farms
2 Waste from factories
3 Garbage dumped from cities
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC3. Which ONE of the following statements is true about wetlands, such as swamps or marshes?
(READ LIST; ACCEPT ONE REPLY)
(DO NOT PROBE DON'T KNOW)

(SCRAMBLE ROTATE)
1 They are a renewable source of electricity
2 They help filter water and prevent flooding
3 They pollute nearby lakes and rivers
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC4. In most U.S. towns, when it rains, where does most of the water that goes into storm drains end up?
(READ LIST; ACCEPT ONE REPLY)
(DO NOT PROBE DON'T KNOW)

(ROTATE1-3/3-1)
1 Water treatment plants
2 Rivers, lakes, and wetlands
3 Into the ground
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC5. Thinking about the thousands of chemicals that could contaminate drinking water, about how many are regulated by the United States Environmental Protection Agency?
(READ LIST; ACCEPT ONE REPLY)
(DO NOT PROBE DON'T KNOW)

(ROTATE 1-3/3-1)
1 About 100
2 About 3,000
3 Just about all of them
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC6. As far as you know, how many of the 50 states in the US anticipate a water shortage in some part of their state in the next 10 years?

(DO NOT PROBE DON'T KNOW)

_____ (RECORD RANGE 0-50)
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC7. Of the following industries or sectors, which one do you think POLLUTES water the most?
(READ LIST; ACCEPT ONE REPLY)
(DO NOT PROBE DON'T KNOW)

(SCRAMBLE ROTATE)
1 Manufacturing
2 Agriculture
3 Transportation
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC8. Generally speaking, which of the following has the BIGGEST impact on the cost of tap water?
(READ LIST; ACCEPT ONE REPLY)
(DO NOT PROBE DON'T KNOW)

(SCRAMBLE ROTATE)
1 Distance from the original source of the water to the tap in someone's home
2 The conditions of local water pipes
3 The amount of contamination that needs to be removed from the water
4 Federal government regulations
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC9. How many Americans get their water shut off each year because they cannot afford to pay their water bills? Is it closest to... (READ LIST)?

(DO NOT PROBE DON'T KNOW)

(ROTATE 1-3/3-1)
1 1 million people
2 15 million people
3 45 million people
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

WATEC10. Please tell me whether or not you think it is likely that each of the following will happen over the next 20 years in the US.

(First/Next) (ITEM)?

(READ AS NECESSARY: Is this likely to happen over the next 20 years in the U.S.?)

(DO NOT PROBE DON'T KNOW)

1 Yes, likely
2 No, not likely
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused

(SCRAMBLE ROTATE)
a. An increase in demand for water
b. A decrease in the supply of fresh water
c. An increase in flooding

WATEC11. Which of the following foods requires the most water to produce?
(READ LIST; ACCEPT ONE REPLY)

(DO NOT PROBE DON'T KNOW)

(SCRAMBLE ROTATE)
1 1 pound of almonds
2 1 pound of beef
3 1 pound of lettuce
8 (DO NOT READ) Don't know
9 (DO NOT READ) Refused