The dataset contains 6 weight variables. When generating national estimates, the NATIONAL_WEIGHT or NATIONAL_WEIGHT_POP should be used to account for race/ethnicity, education, and county groupings based on county level counts of the number of COVID-19 deaths. Demographic weighting is applied to ensure that the sample is representative of the population.

Once the sample has been selected and fielded, and all the study data have been collected and made final, an iterative raking process is used to refine the sample weights. This process adjusts the weights to match the demographic proportions of the target population.

All sampled households are mailed a postcard inviting them to complete the survey either online using a unique PIN or via telephone by calling a toll-free number. The questionnaire is designed to provide weekly estimates of the U.S. adult household population nationwide and for 18 regional areas including 10 states and the District of Columbia.

Respondents are offered a small monetary incentive for completing the survey. The questionnaire is available at: www.norc.org.

Interviews are conducted over a 6-month period from May 4th to October 20th, 2020. The survey includes questions about COVID-19 symptoms, exposure, and behavior. Respondents are asked about their current health status, recent health care visits, and their attitudes about the pandemic.

The survey includes questions about financial hardship, including the cost of medical care, food, and rent. Respondents are asked about their employment status and the impact of the pandemic on their job.

The survey also includes questions about mental health, including anxiety, depression, and sleep patterns. Respondents are asked about their use of social media and the internet for news and information.

The survey is designed to provide a comprehensive picture of the impact of the pandemic on the U.S. population. The data collected will be used to inform public policy decisions and guide the response to the pandemic.