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The Idea

Collaborative agreement with RTI to build an Address-based, Probability-Based Internet Panel (includes non-internet households) for the Federal Statistical System
The Purposes

1) Pretesting (including A/B testing and field testing)
2) Opinion research
3) Experimental national-level statistics
4) Admin records - better understanding the relationship between survey responses and administrative data
Timeline

Stage 1 (starting summer 2021) - building a pilot panel around 1500 cases to test operations
Stage 2 (starting summer 2022) - build full 15K panel
Pilot Design

Issue tablets to offline population to bring them online
Administer baseline survey and one topical survey

Research Questions for Pilot:

• Are eligible participants in non-internet households willing to participate in the panel through a study-provided tablet?

• Is face-to-face recruitment an effective method that increases participation and reduces the potential for nonresponse bias without being cost-prohibitive?

Other issues: Retention, branding, incentives, baseline questionnaire content, topical survey frequency
Current Partners

BLS
USDA ERS
NSF NCSES
NCHS
SSA
DOL
Discussion points

1) Challenge – Significant infrastructure costs
2) Thoughts on enhancements/improvements?
Contact information

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