

Ask US Panel: A Federal Statistical System Research Platform

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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

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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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