Probability Panel Science – Where are we now?

September 8, 2023

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AmeriSpeak

Presentation Goals:

- What is the current state of the practice for probability panels
- Examples of Federal surveys which utilize probability panels

- Next steps in the evolution of probability panels

AmeriSpeak

What is the current state of the practice for probability panels (and therefore, what are the next steps?)

AmeriSpeak

AmeriSpeak has the highest AAPOR panel recruitment response rate.

We combine the speed and cost-effectiveness of probability-based panels with a unique approach that captures a true picture of America.

Response Rate

AmeriSpeak knocks on the doors of people who don't respond to our initial outreach. This extra effort gives us an industry-leading recruitment response rate of 30 percent.

Sample Representativeness

Our rigorous recruitment makes AmeriSpeak's panel truly reflective of the entire U.S. population. We survey hard-to-reach segments such as low-income households, young adults, and social and political conservatives.

Survey Consistency

AmeriSpeak has low participant turnover and survey fatigue, with an industry-leading retention of about 85 percent. Respondents are limited to one survey a week, so they're more likely to provide thoughtful answers.

By the Numbers

60K+
Participating Households

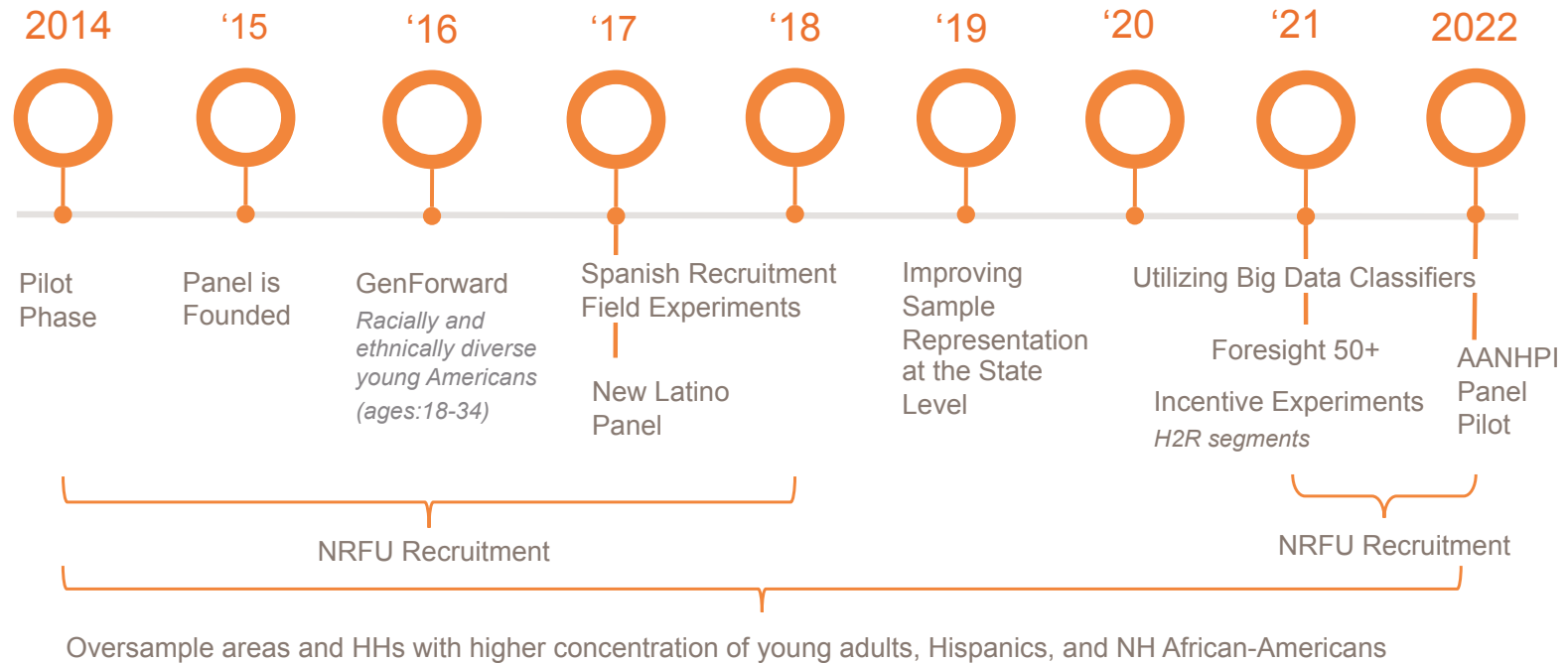(50 States + DC)

2M+
Client Surveys Completed

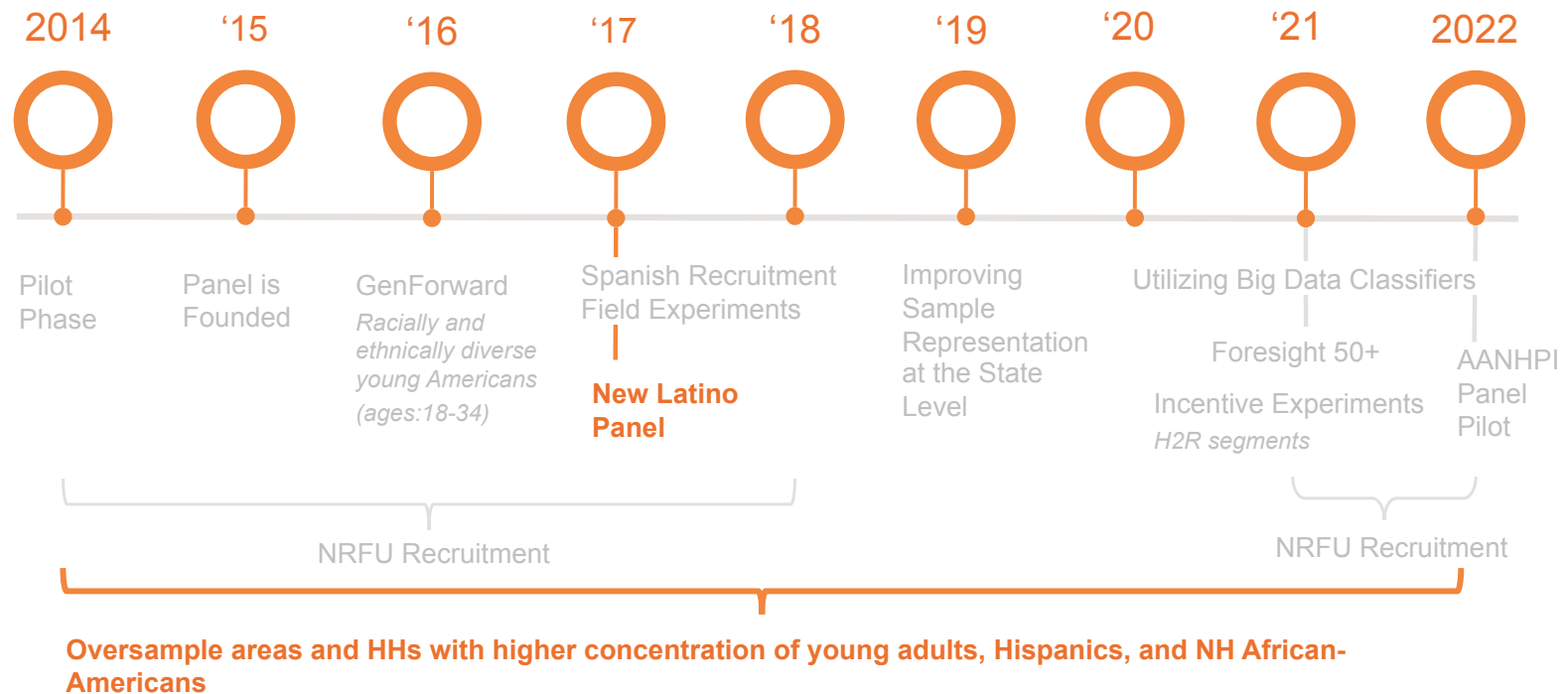(Since 2015 thru June 2022)

30%
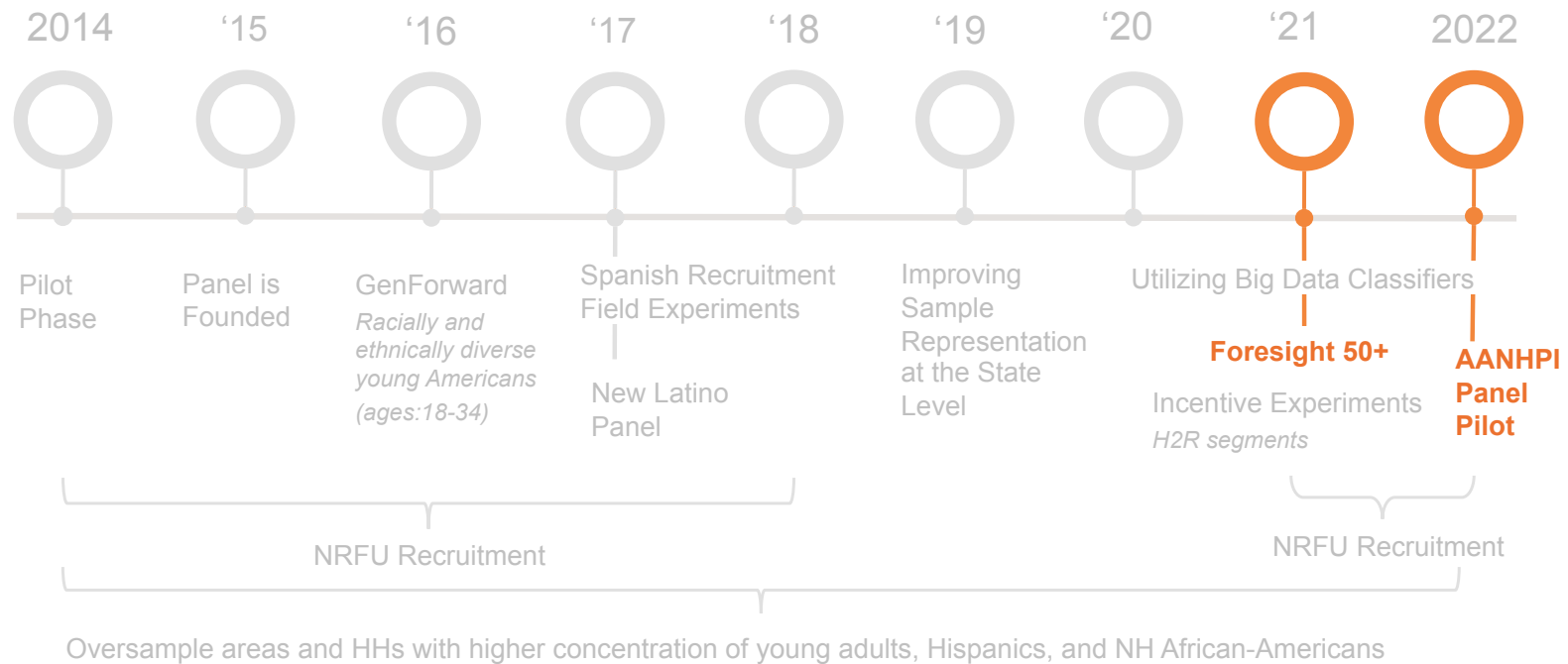**Panel Recruitment Response**

(AAPOR RR3 with Nonresponse Follow-up)

History of Innovations on AmeriSpeak Panel to Recruit, Engage, and Retain Diverse and Hard-to-Recruit (H2R) Segments of the U.S. Population
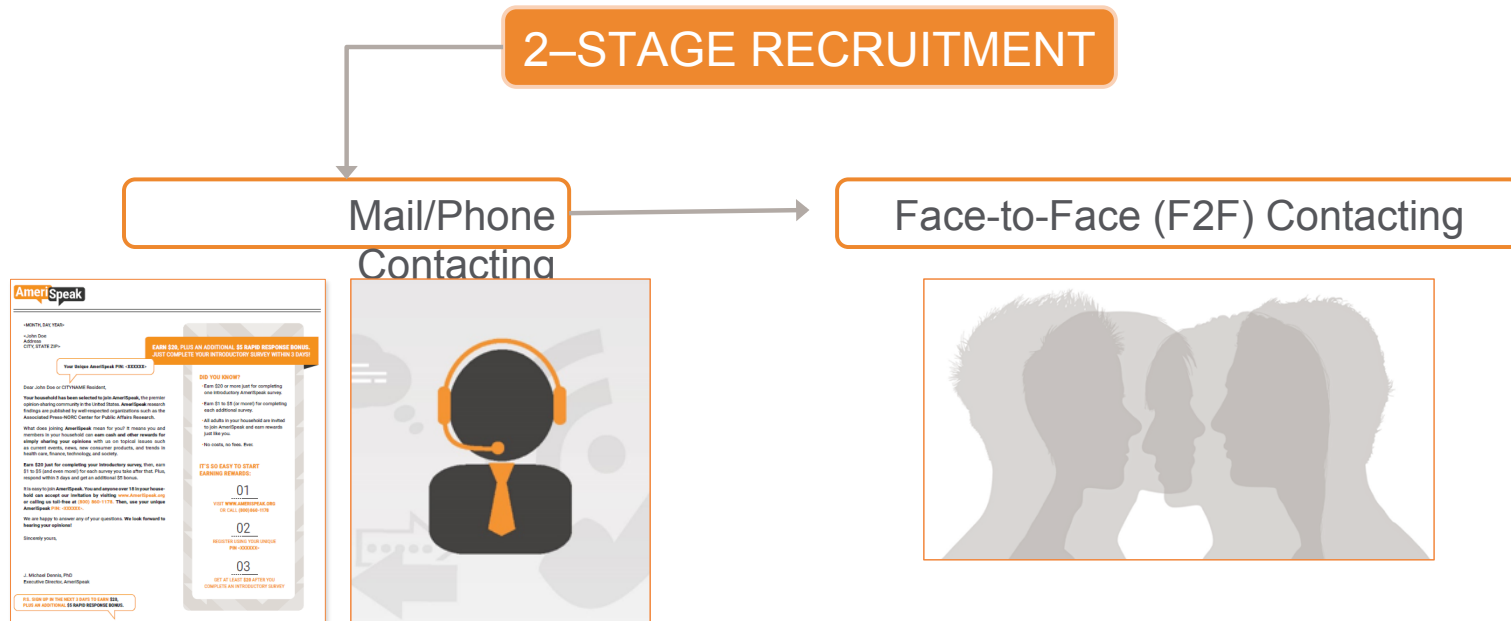

2014 — Pilot Phase

'15 — Panel is Founded

'16 — GenForward *Racially and ethnically diverse young Americans (ages:18-34)*

'17 — Spanish Recruitment Field Experiments / New Latino Panel

'18

'19 — Improving Sample Representation at the State Level

'20

'21 — Utilizing Big Data Classifiers / Foresight 50+ / Incentive Experiments *H2R segments*

2022 — AANHPI Panel Pilot

NRFU Recruitment

NRFU Recruitment

Oversample areas and HHs with higher concentration of young adults, Hispanics, and NH African-Americans

Panel Recruitment Oversampling Innovations for AmeriSpeak (2014–Present)

2014 — Pilot Phase

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2022 — AANHPI Panel Pilot

NRFU Recruitment

NRFU Recruitment

Oversample areas and HHs with higher concentration of young adults, Hispanics, and NH African-Americans

Foresight 50+ and
Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Panel

| 2014 | '15 | '16 | '17 | '18 | '19 | '20 | '21 | 2022 |

Pilot Phase

Panel is Founded

GenForward
Racially and ethnically diverse young Americans (ages:18-34)

Spanish Recruitment Field Experiments

New Latino Panel

Improving Sample Representation at the State Level

Utilizing Big Data Classifiers

Foresight 50+

Incentive Experiments
H2R segments

AANHPI Panel Pilot

NRFU Recruitment

NRFU Recruitment

Oversample areas and HHs with higher concentration of young adults, Hispanics, and NH African-Americans

How does AmeriSpeak address the challenge of representing the entire population?

2–STAGE RECRUITMENT

Mail/Phone Contacting

Face-to-Face (F2F) Contacting
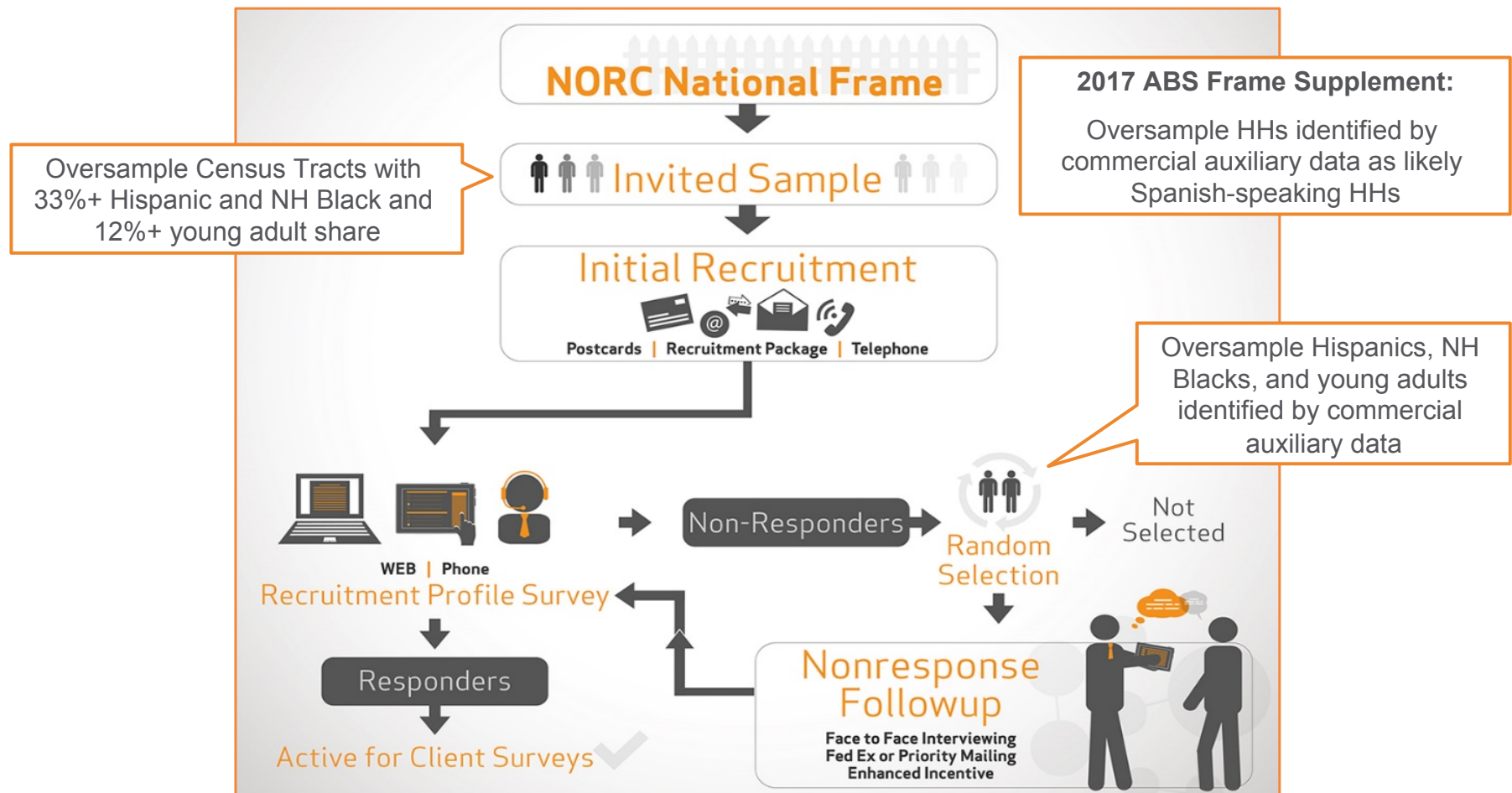
Current State of Practice: Considerations for Panel Data Quality
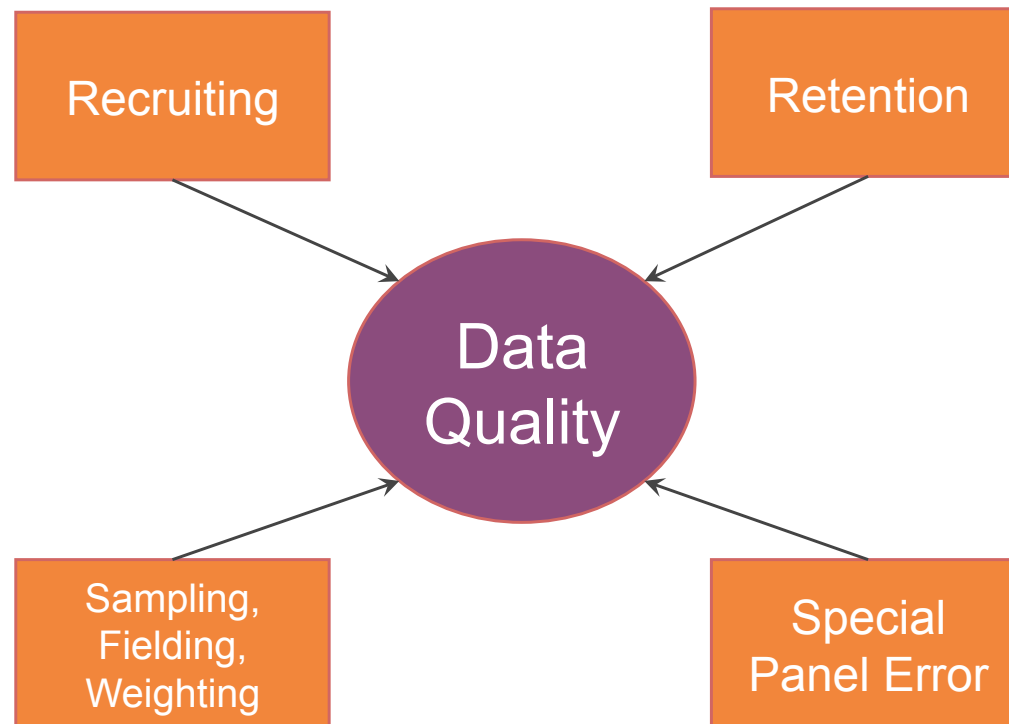
Recruiting

Sampling Ahead of Nonresponse
- Panels know better than cross-sections what their nonresponse will be
- Opportunity to over-recruit who will be underrepresented
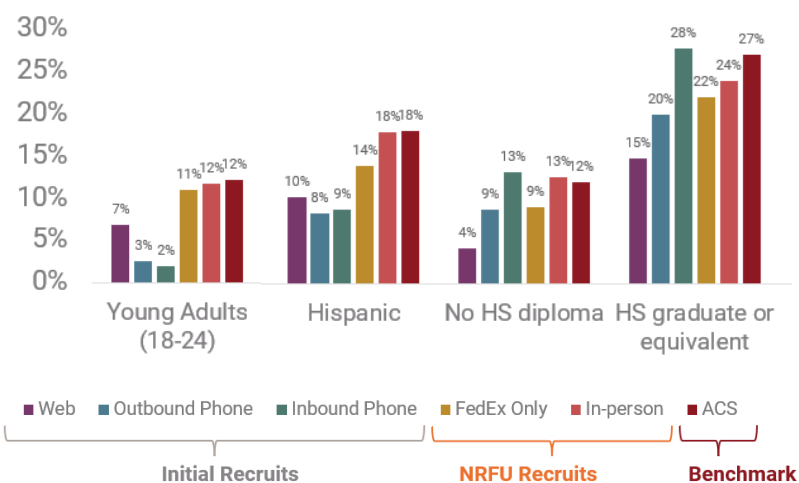- AmeriSpeak solution: Big Data Classifiers (Dutwin *et al.,* 2023)

Maximizing Recruiting Rates
- Panels are A-B machines!
- Materials design: Peekaboo, mailing types and frequencies, and "the argument"
- Operational design: Number of mailings, recruitment modalities, timing, etc.
- Incentive strategies

The Value of NRFU: Getting More of What You Don't Have

- Low SES respondents
- A different profile of people
- Somewhat less inclined to offer strong opinions

Recruiting: NRFU

Demographics by Recruitment Mode and Benchmark (ACS)

Legend: Web, Outbound Phone, Inbound Phone, FedEx Only, In-person, ACS

Initial Recruits — NRFU Recruits — Benchmark

Bilgen 2022: NRFU Produces Significantly Different Estimates 22% Attitudes and Opinions

Percent Spanish Recruit w/in Spanish Big Data Classifer by Modality of Recruiting

Mail 22%   In-Person 49%
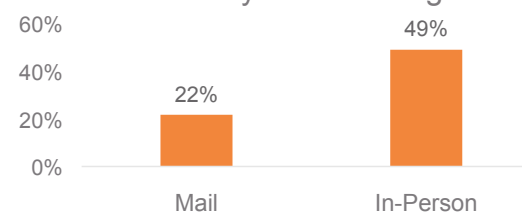
Impact of NRFU on Psychological/Personality-Based Measures

Authoritarianism*
Political Uncontrol**
Narcissism***
Trust***
Extroversion***
Honesty***

Legend: Non-NRFU, NRFU
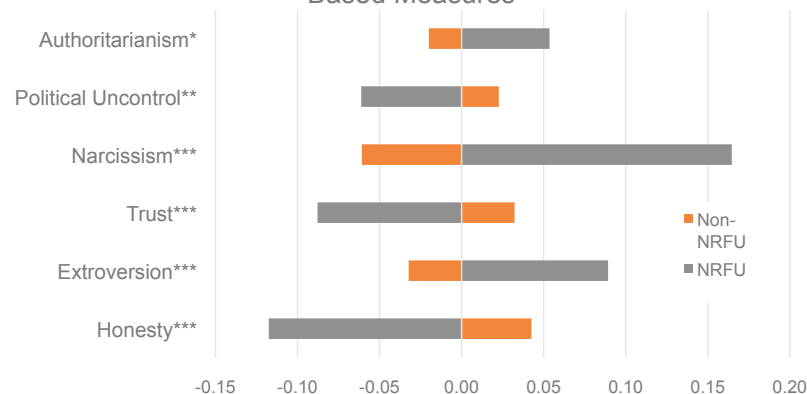
Retention: The New Model

Not All Panelists Have the Same Needs

- Panelists differentially dropout, particularly in the first three months
- Panelists don't all want to do the same number of surveys
- Some recruits need more "hand holding" to become recruits

Key Considerations

- Fighting attrition
- Dealing with burden
- Maintaining engagement

Current Best Practices
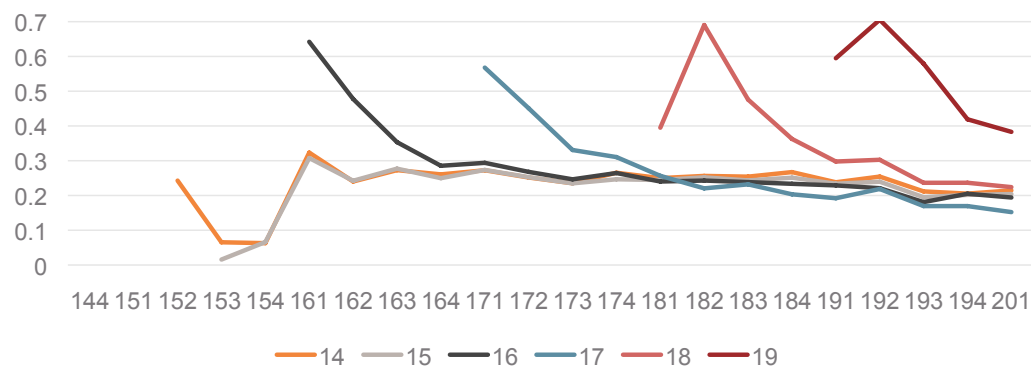
- Communications
- Burden
  - Topics
  - Frequency
  - Length

Retention and Burden

Average Survey Invitations Per Month (by Quarter)
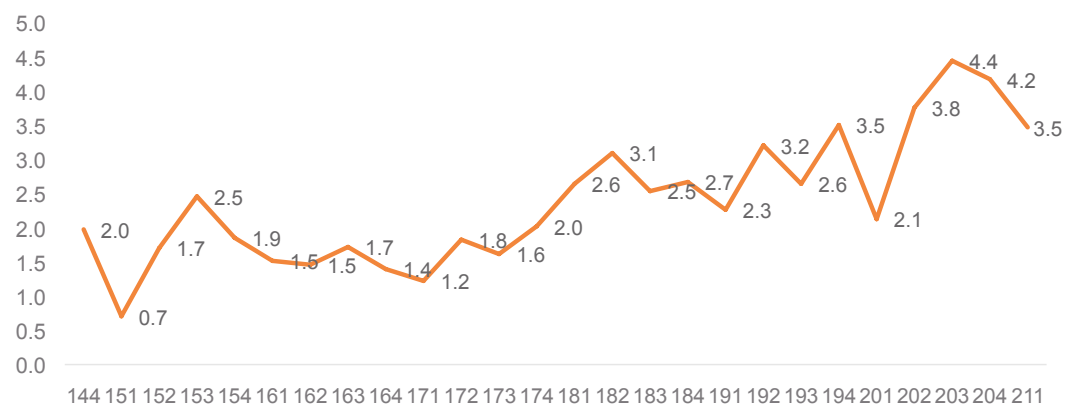
Participation Rates By Annual Panelist

Survey Sampling, Fielding and Weighting

Key Areas of Consideration:

- Stratified sampling approaches and implications

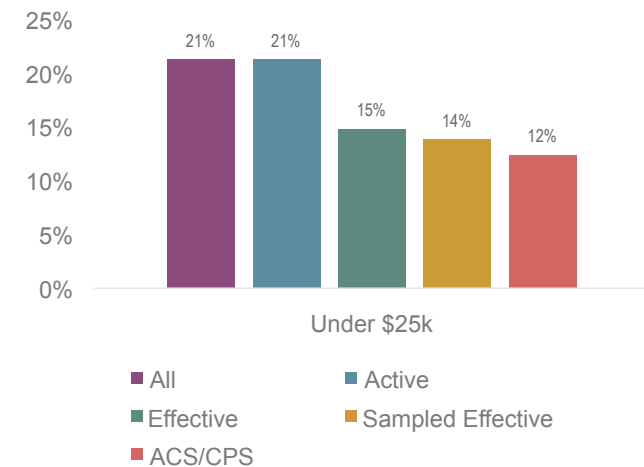- Fielding: "custom, semi-custom, and stock"

- Weighting: considerations of fit for purpose

Dealing with "Specialness" of Panels

Key Areas of Consideration:

- Differential attrition by recruiting cohort: implications for representation

- Reporting attrition statistics

- Considering panel conditioning

- Considering topic-specific conditioning

Comparison of Demographics by Sample Type and the ACS

Under $25k

- ■ All
- ■ Active
- ■ Effective
- ■ Sampled Effective
- ■ ACS/CPS

(Bar values: 21%, 21%, 15%, 14%, 12%)

Examples of Federal surveys which utilize probability panels

AmeriSpeak

"Rapid Surveys" Program

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

National Center for Health Statistics

Collaboration between Division of Health Interview Statistics and Division of Research and Methodology

AmeriSpeak

RANDS
Research and Development Survey

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

National Center for Health Statistics

AmeriSpeak   TrueNorth

Case Study: RANDS During COVID-19

AmeriSpeak and TrueNorth

AmeriSpeak

The CDC's National Center for Health Statistics sought timely information on Covid-19 related to:

- Loss of work due to illness with COVID-19

- Telemedicine access and use before and during the pandemic

- Reduced access to specific types of health care

- Other topics

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

National Center for Health Statistics

AmeriSpeak

NORC's probability panel with an industry-leading response rate

TrueNorth

A solution that combines AmeriSpeak Panel data with non-probability online surveys to obtain large sample sizes

TrueNorth Calibration Weighting

- Leveraging non-probability samples has benefit for expanding sample size reach but at a cost of introducing error (sample noncoverage, non-response, measurement error)
- NORC's proprietary TrueNorth statistical technique for reducing error introduced by self-selected non-probability samples by identifying the most powerful predictors in the AmeriSpeak and Census data for correcting error in the non-probability interviews

## Survey Details for the AmeriSpeak Longitudinal Survey

- Two-wave longitudinal survey in summer 2020

- Random sample from the AmeriSpeak Panel (age 18+)

- n=6,800 interviews at baseline (June/July 2020)

- n=5,981 interviews at follow-up (August 2020)

- 15–20-minute survey

- Interviews online and by phone for the offline segment

Survey Details for the TrueNorth Cross-Sectional Survey

- Supplemented fresh cross-sectional non-probability opt-in sample to increase the sample size

- n=6,220 opt-in collected during AmeriSpeak baseline

- n=5,502 opt-in collected during AmeriSpeak follow-up

For persons 18 to 44, about 1.5% to 2.0% were unable to work in the previous week due to a personal or family member illness with COVID-19

Percentage unable to work in the prior week due to personal or family member illness with coronavirus

Source: https://www.cdc.gov/nchs/covid19/rands/work.htm
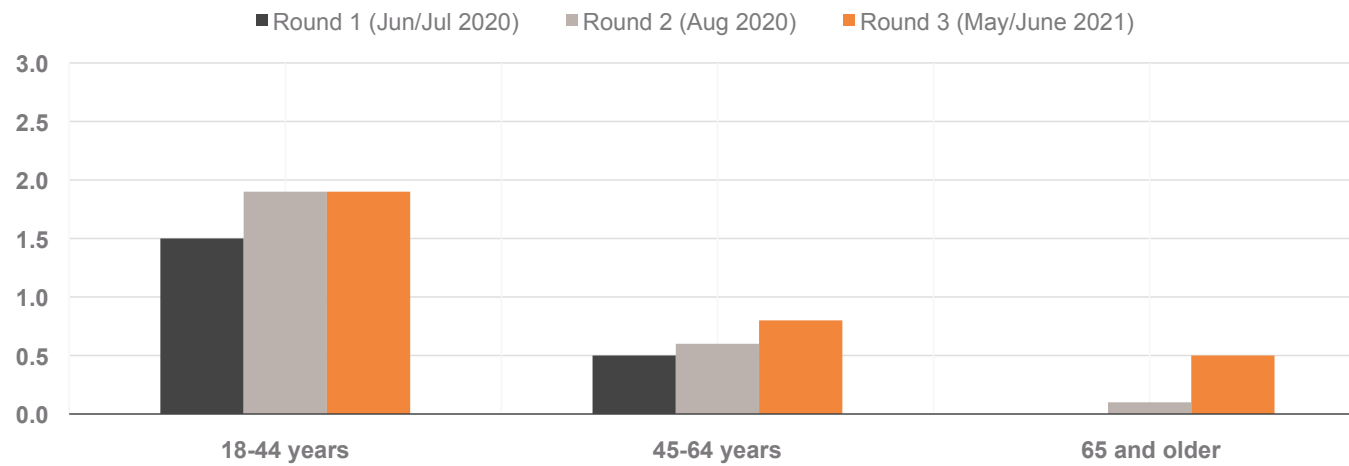
Respondents reported slightly higher access to telemedicine during the earlier phases of the pandemic in summer '20, compared to May/June '21

Percentage with provider who offered telephone or video appointments (responded "Yes")

Source: https://www.cdc.gov/nchs/covid19/rands/work.htm
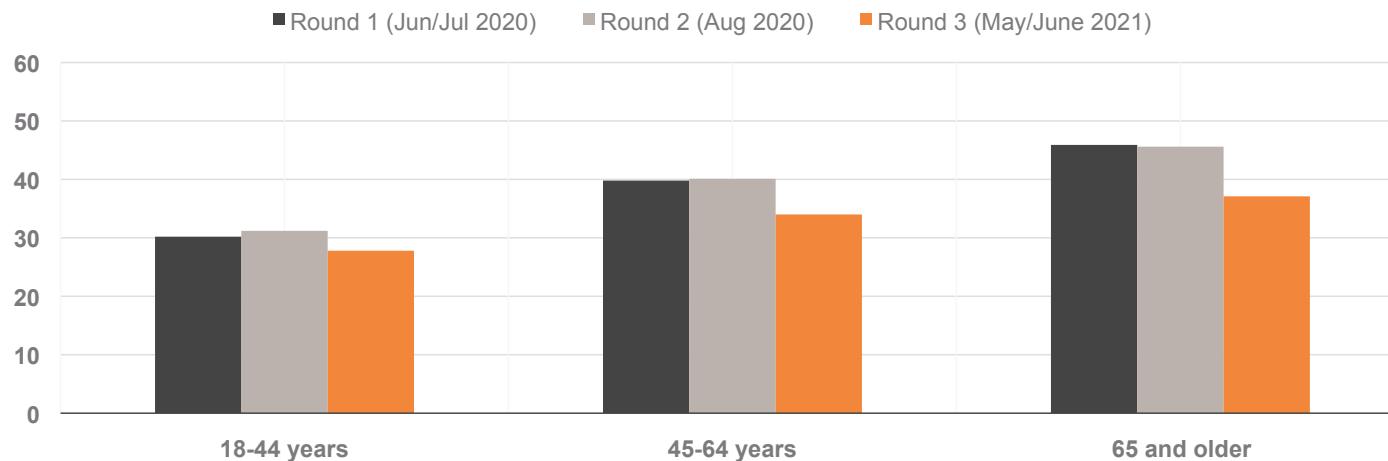
Slight directional decline in the percentage of adults unable to receive a regular checkup in the last two months (i.e., access slightly improving)

Percentage unable to receive a regular checkup in the last two months for any reason

Source: https://www.cdc.gov/nchs/covid19/rands/work.htm
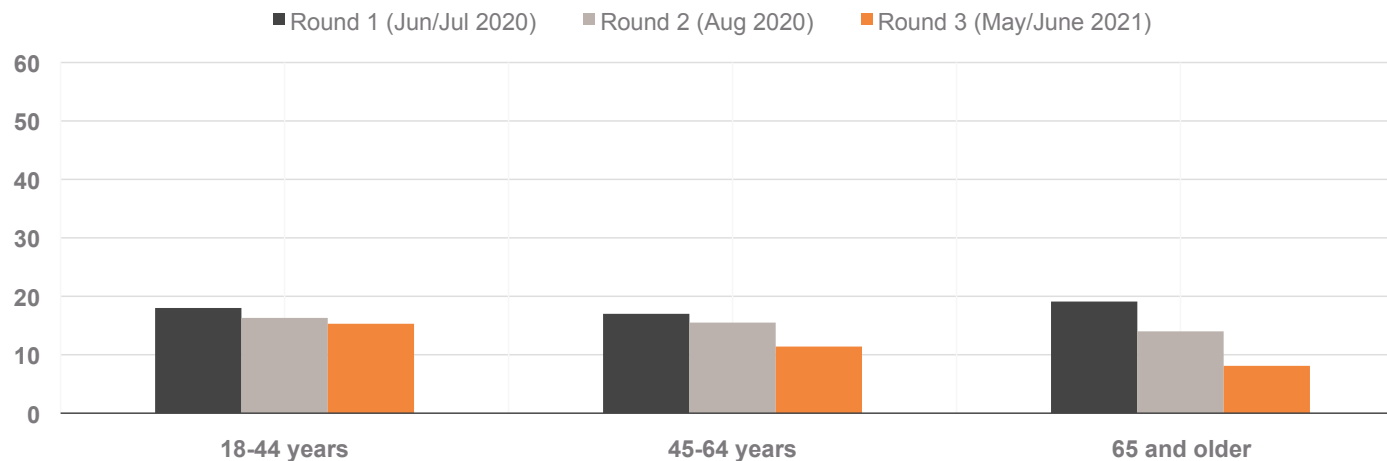
OMB-Approved Surveys Using AmeriSpeak

U.S. Office of Management and Budget (OMB) Approved AmeriSpeak® Panel Information Collections

Project Name	Funding Agency / Sponsor	OMB Control Number	OMB Approval Date
W&I Taxpayer Experience Survey (TES)	Internal Revenue Services, Wage and Investment Division (W&I)	1545-0525	5/2017
Test Predictability of Falls Screening Tools	Centers for Disease Control and Prevention, National Center for Injury Prevention and Control (NCIPC)	0920-1220	3/2018
2018 College Student and Recent Graduates' Knowledge of DoD Careers and Scholarship Opportunities Survey	U.S. Department of Defense (DoD)	0704-0553	3/2018
Anchor It! Campaign Survey	U.S. Consumer Product Safety Commission (CPSC)	3041-0183	11/2019

U.S. Office of Management and Budget (OMB) Approved AmeriSpeak® Panel Information Collections (continued)

Project Name	Funding Agency / Sponsor	OMB Control Number	OMB Approval Date
Research and Development Survey (RANDS)	Centers for Disease Control and Prevention, National Center for Health Statistics (NCHS)	0902-1323	2/2019
Research and Development Survey (RANDS) during COVID19	Centers for Disease Control and Prevention, National Center for Health Statistics (NCHS)	0920-1298	5/2020
Rapid Surveys System (RSS)	Centers for Disease Control and Prevention, National Center for Health Statistics (NCHS)	0920-1408	6/2023
Customer Experience, Expectations, and Needs Survey (CEEN)	Internal Revenue Services, Small Business/Self-Employed Division (SB/SE)	1545-1432	3/2020

U.S. Office of Management and Budget (OMB) Approved AmeriSpeak® Panel Information Collections (continued)

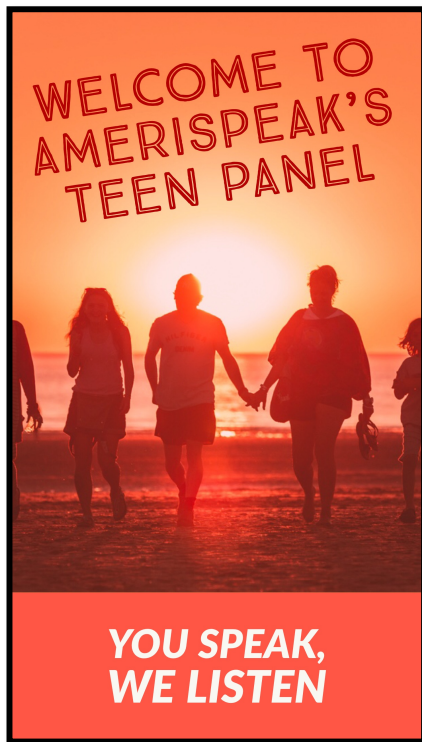| Project Name	Funding Agency / Sponsor	OMB Control Number	OMB Approval Date
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U.S. Office of Management and Budget (OMB) Approved AmeriSpeak® Panel Information Collections (continued)

Project Name	Funding Agency / Sponsor	OMB Control Number	OMB Approval Date
COVID-19 Attitudes and Beliefs Survey (CABS)	Department of Health and Human Services, Office of the Assistant Secretary for Public Affairs (ASPA)	0990-0475	7/2021
Office on Women's Health Post-Partum Depression	Department of Health and Human Services, Office on Women's Health and Family Services (OWHFS)	0990-0281	1/2021
Reducing the Illegal Passing of School Buses	Department of Transportation, National Highway Traffic Safety Administration (NHTSA)	2127-0755	12/2021

U.S. Office of Management and Budget (OMB) Approved AmeriSpeak® Panel Information Collections (continued)

Project Name	Funding Agency / Sponsor	OMB Control Number	OMB Approval Date
National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (FHWAR)	Department of the Interior, U.S. Fish and Wildlife Services (FWS)	1018-0088	7/2021
Pilot Study for Understanding Economic Risk for Low Income Families	Office of the Assistant Secretary for Planning and Evaluation (ASPE)	0990-0281	Pending
Teen and Parent Surveys of Health (TAPS)	Centers for Disease Control and Prevention (CDC)	0920-1362	10/2021

Specialty Panels

AmeriSpeak Federal

AmeriSpeak Federal is a new NORC panel with features designed to better fit expectations within Federal clients with regard to response rate and data quality. Its main differentiators to AmeriSpeak "main" are:

➢ A modified sampling geared more toward NRFU, and

➢ Greater effort in fielding

➢ BOTH are meant to secure higher response rates

	AAPOR RR3 Household Recruitment Rate	Estimated Cooperation Rate	Estimated AAPOR RRD Response Rate
AmeriSpeak	22%	40%	9%
AmeriSpeak Federal Panel	31%	65%	20%

Thank You!

Research You Ca

NORC