



# Examination of Nonresponse Follow-up (NRFU) Impact on AmeriSpeak Panel Study Estimates

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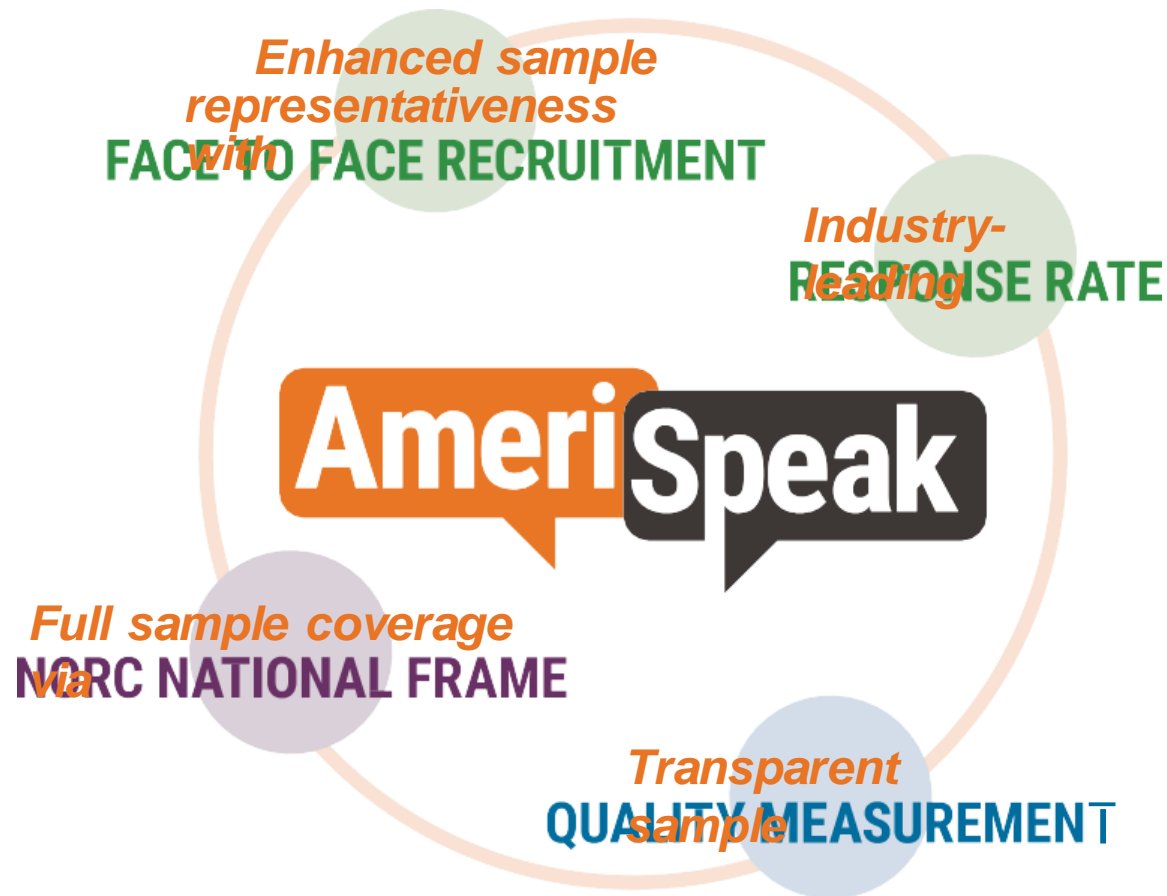
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# Introduction

- Within the last decade, probability-based panels are growing in acceptance by the research community
  - Start out with a probability-based sample frame to assure generalizability to the studied population
  - Used in variety of fields – Social research, market research, medical research, election studies, etc.
- Nonresponse during the recruitment stage is as a big danger to accurate estimates in probability-based web panels
- In this study, we examine the impact of **nonresponse follow-up** using **face-to-face (F2F)** interviewing during recruitment on AmeriSpeak Panel survey estimates

# AmeriSpeak at a Glance

AmeriSpeak is the first U.S. probability-based household panel to combine the speed and cost-effectiveness of panel surveys with enhanced representativeness of the U.S. population



## RESPONSE RATE

The AmeriSpeak recruitment protocol includes NORC field interviewers for face-to-face recruitment, resulting in the highest AAPOR response among US panels

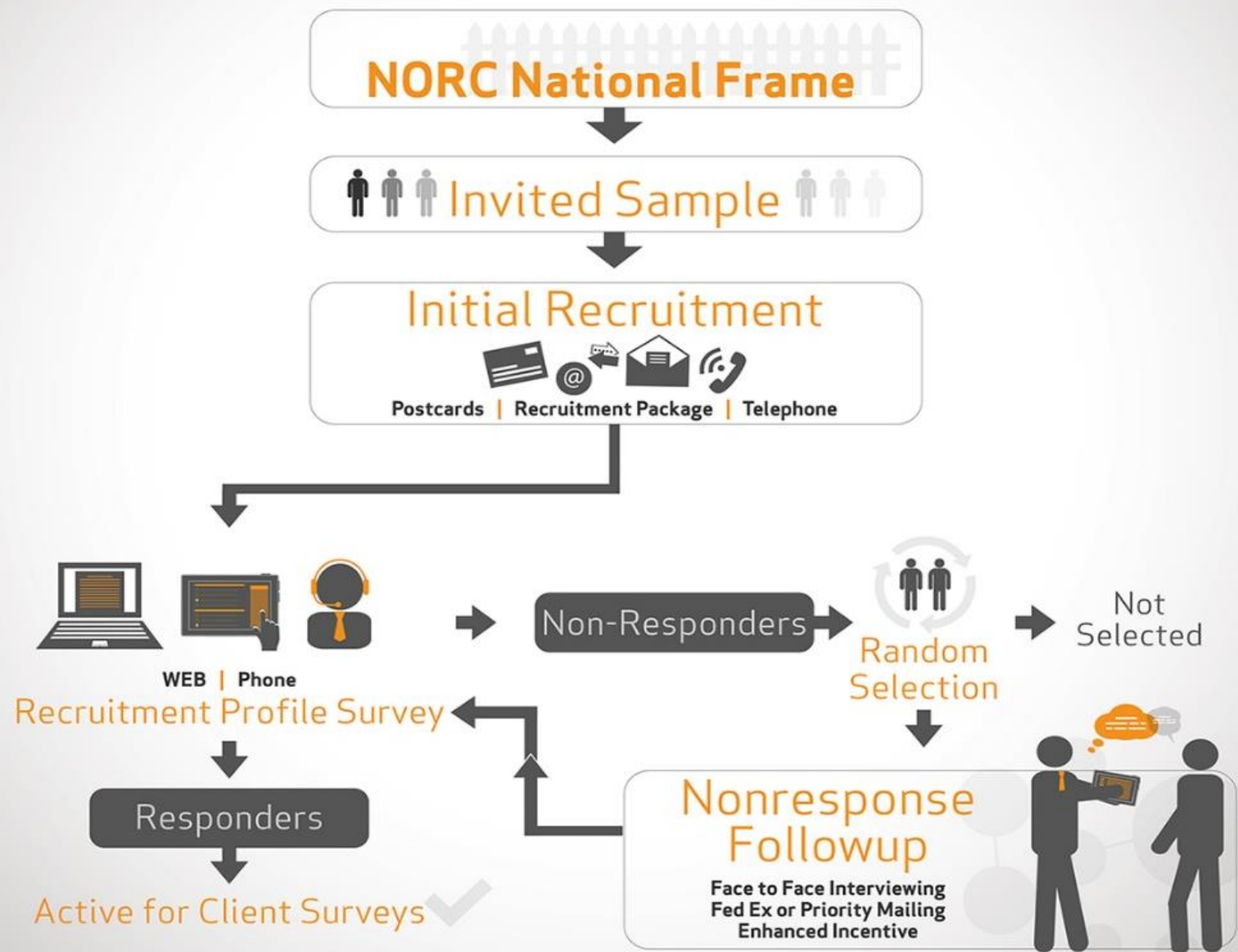
## SAMPLE REPRESENTATIVENESS

AmeriSpeak is representative of the entire U.S. population because it leverages NORC's National Frame, the industry leader with 97% coverage of the population (better than address-based sampling)

## TRANSPARENCY IN SAMPLING

Through **NORC Card**, AmeriSpeak delivers a quantitative measurement of sample quality for clients, providing an objective measure of sample representation

# Methods: AmeriSpeak Recruitment Methodology



# AAPOR RR3 (2014-2017 AmeriSpeak Panel Recruits)

Description	Response Rate (AAPOR RR3, Weighted)
Household Response Rate due to Initial Recruitment	5.8%
Household Response Rate due to NRFU	27.9%
Household Response Rate	33.7%

**NRFU boosts response rate by 5.8 times**

More than half (51.4%) of AmeriSpeak panelists have been recruited during the NRFU recruitment stage (2014-2017)

# Study Estimates Analysis

**Evaluating the Impact of Face-to-Face Panel Recruitment on the Measurement of Attitudes and Opinions**

## Examined Five Studies from the AmeriSpeak Panel

- Five AmeriSpeak studies which mainly examine different policy issues and political attitudes within the U.S.
- Studies selected based on:
  - Types of items/measures (sensitive/non-sensitive; attitudinal/behavioral),
  - Study topics, and
  - Study target populations
- All studies are offered on both the phone and web
- Bivariate comparisons: One final study weight is used when survey outcomes are compared among recruitment types.
  - **All analyses are conducted with weighted data reflecting the probabilities of selection and post-stratification weighting**

# Exemplar Studies

## ACADEMIC

University of Michigan “NASA Scientific Literacy Study”

Johns Hopkins University “Public Support for Gun Violence Prevention Policies Among Gun Owners and Non-Gun Owners”

## GOVERNMENT

General Social Survey  
AmeriSpeak Study

Legal Services Corporation  
“Justice Gap’ Survey”

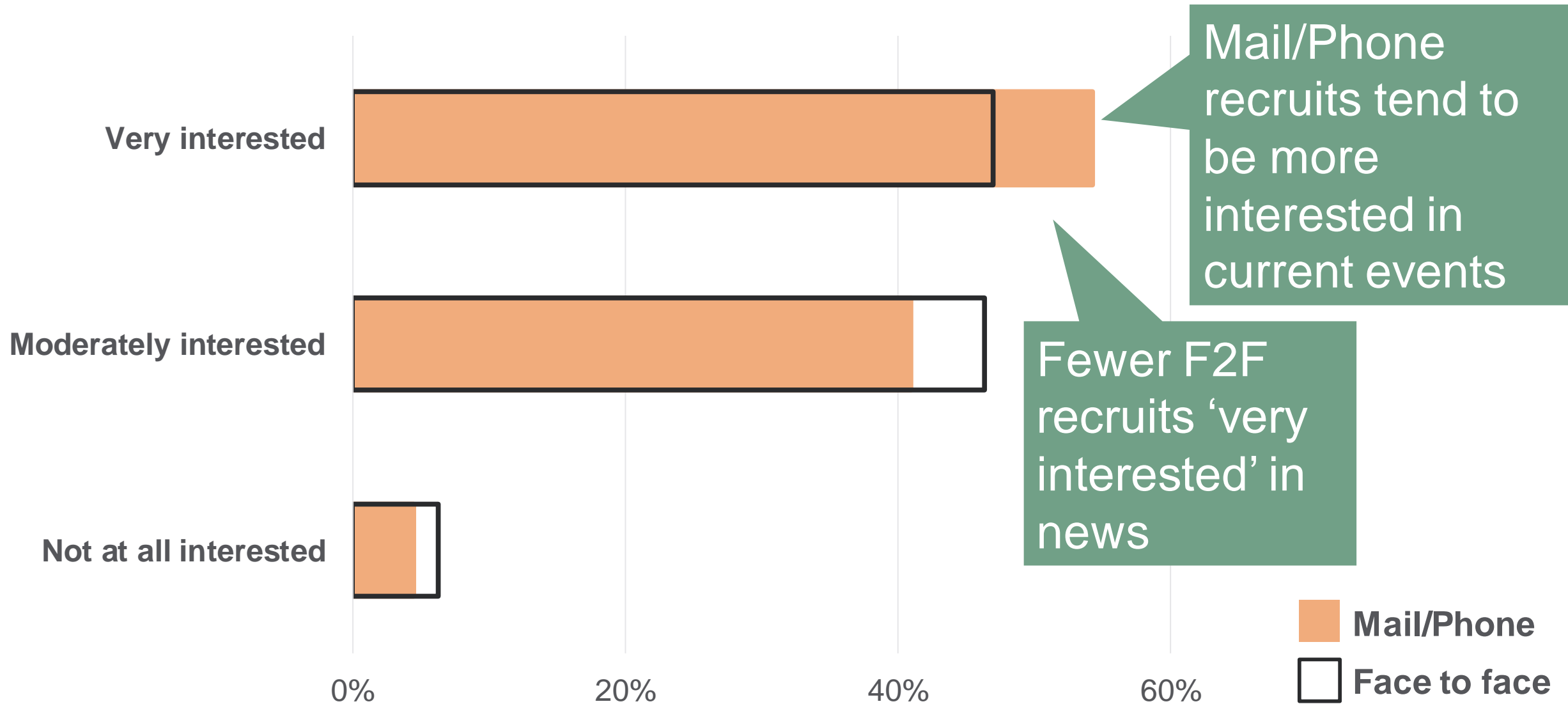


## CONSUMER RESEARCH

AARP Retirement Study



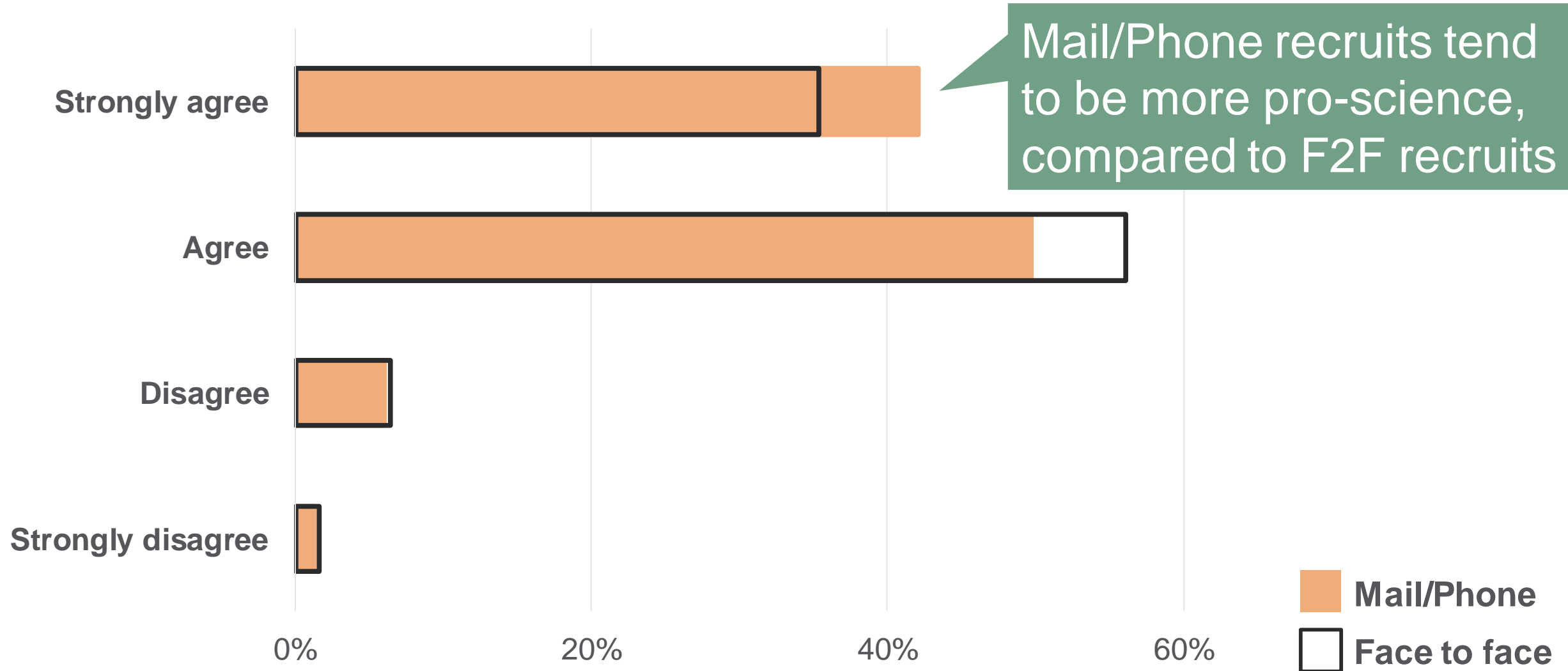
# How interested are you in current news events?



Source: University of Michigan "NASA Scientific Literacy Study" (Weighted)

\*\*  $p = 0.003$

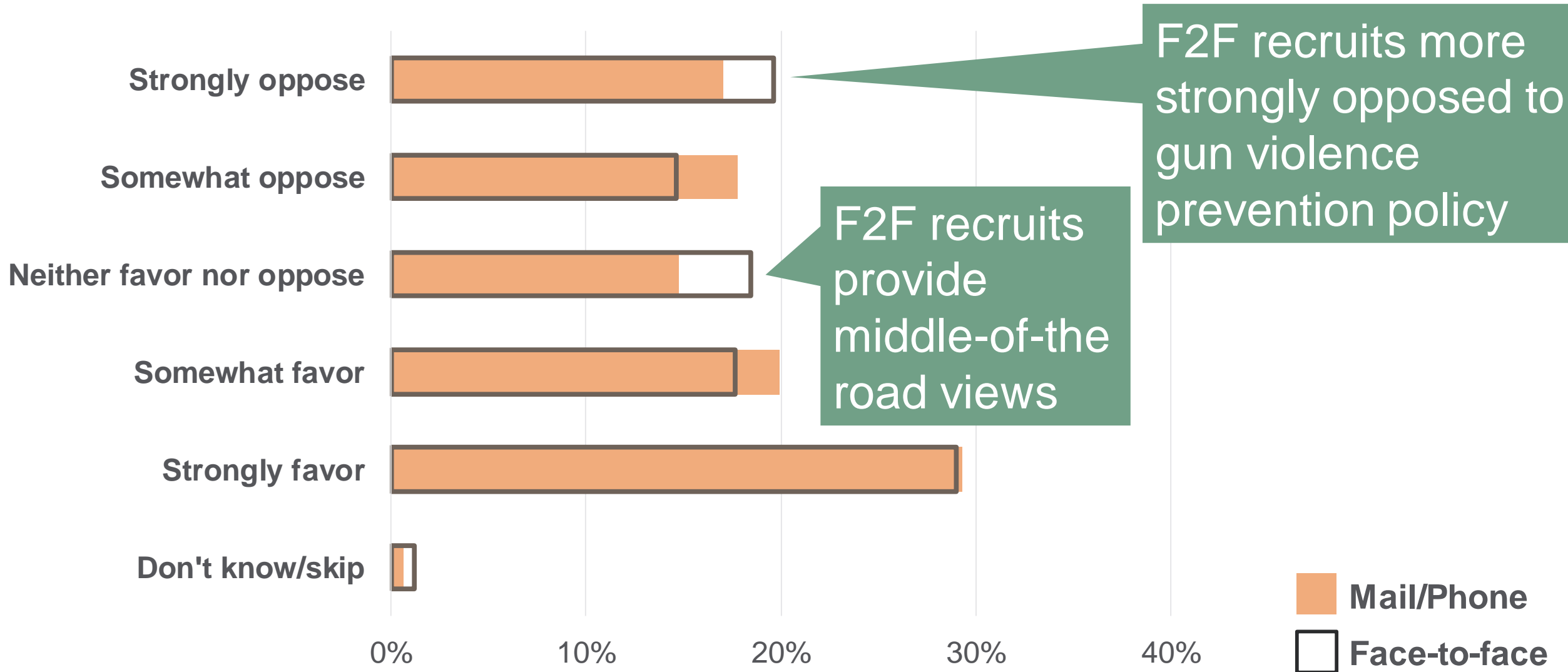
# Science and technology are making our lives healthier, easier, and more comfortable



Source: University of Michigan "NASA Scientific Literacy Study" (Weighted)

\*  $p = 0.011$

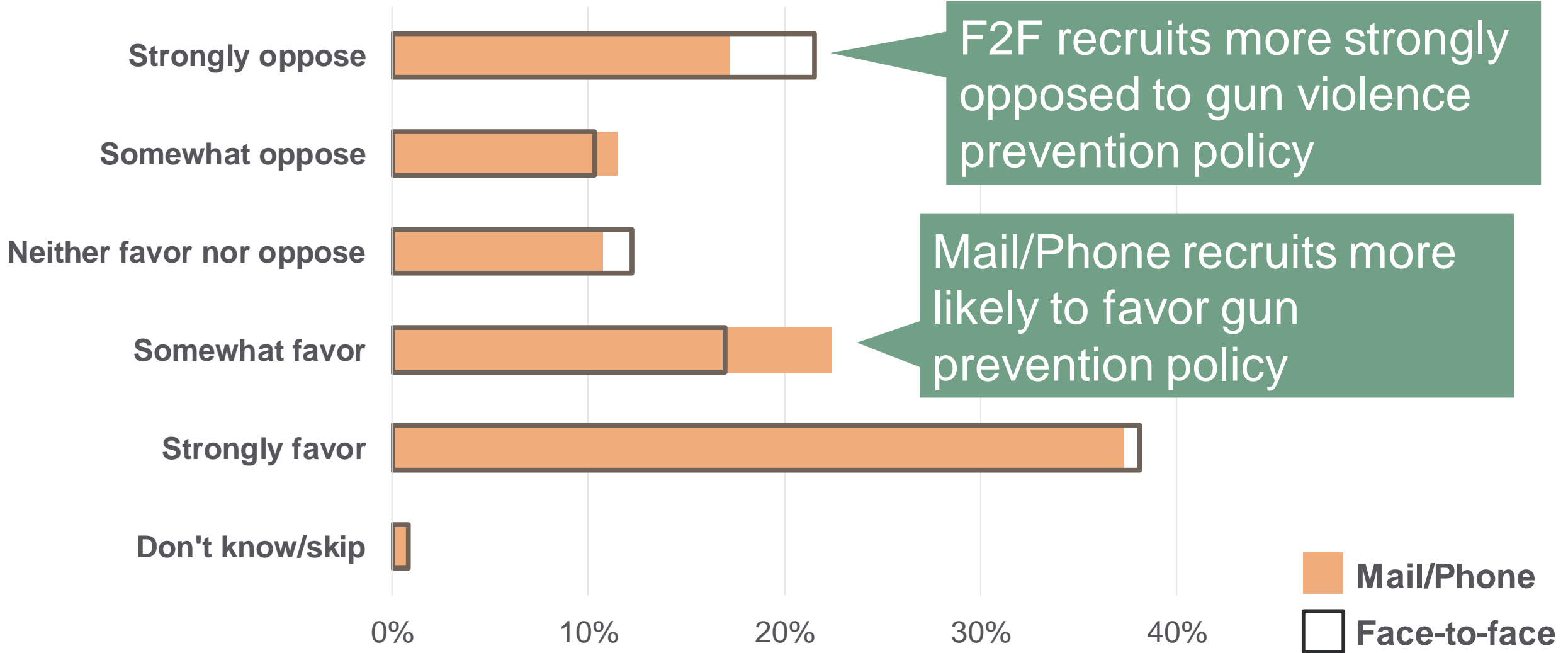
# Favor or oppose the proposal: "Prohibiting a person convicted of drunk and disorderly conduct to carry a loaded gun in public"



Source: Johns Hopkins Univ. Public Support for Gun Prevention Policies Study (Weighted)

\*  $p = 0.049$

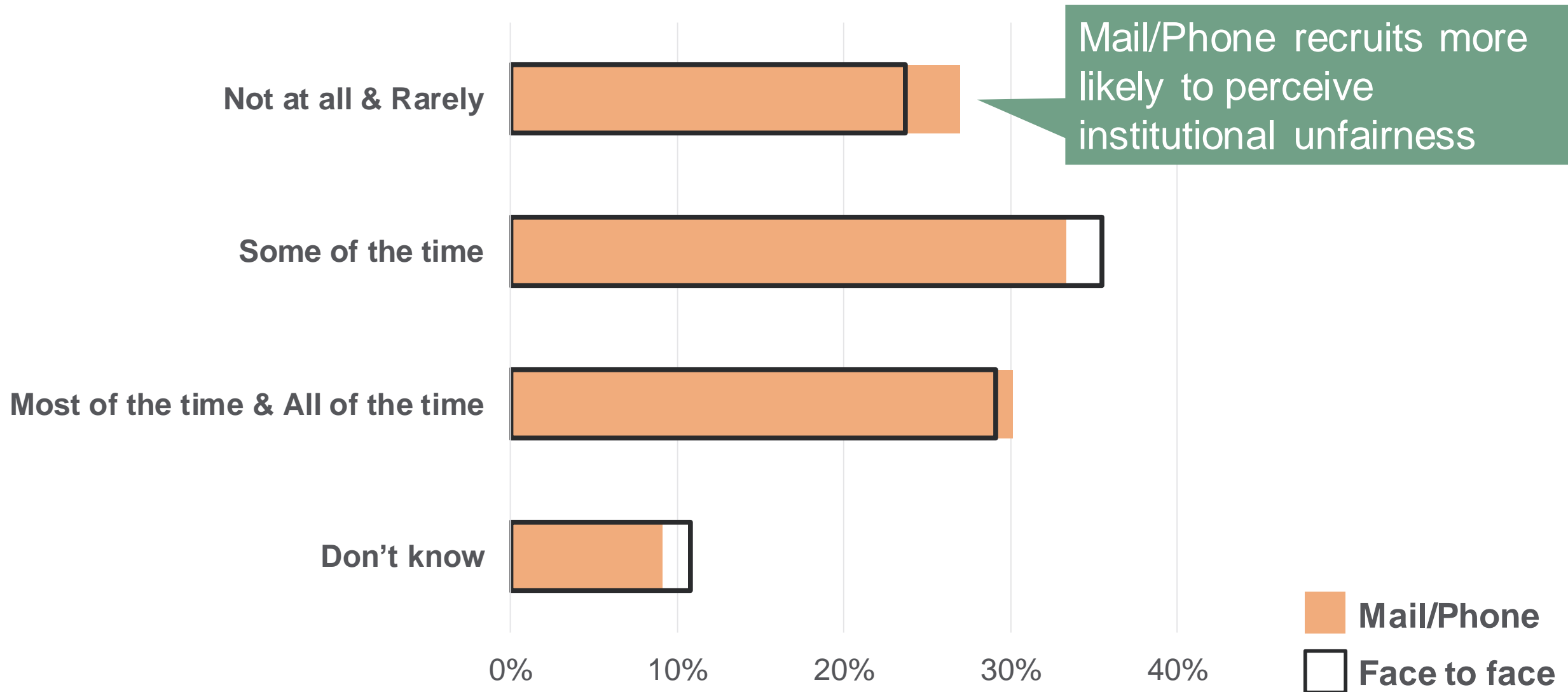
# Favor or oppose the proposal: "Prohibiting a person convicted of carrying a concealed gun without a permit to carry a loaded gun in public"



Source: Johns Hopkins Univ. Public Support for Gun Prevention Policies

Study (Weighted)

# To what extent do you think people like you are treated fairly in the civil legal system? [Asked of Low-Income Households]

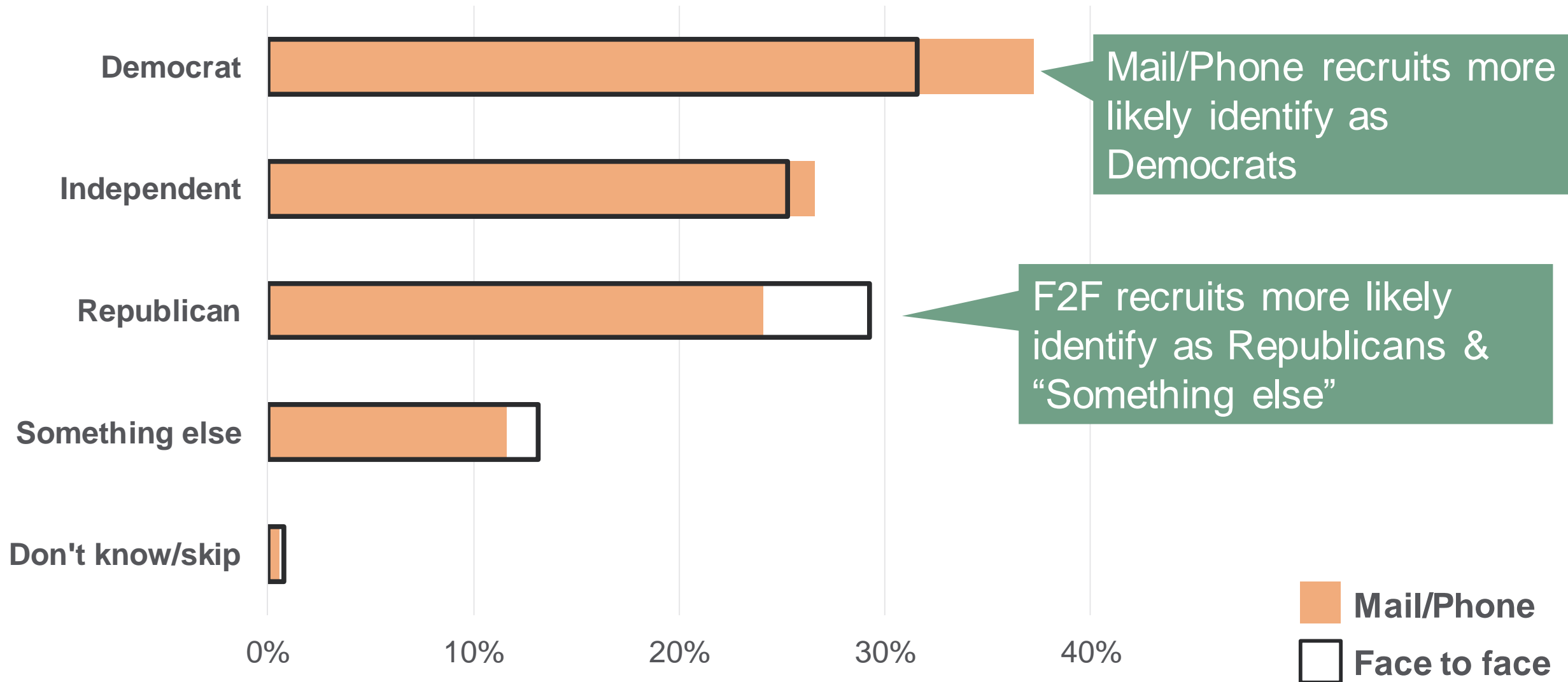


Source: Legal Services Corporation "Justice Gap" Study (Weighted)

\*\*\*  $p < 0.0001$

# Do you consider yourself to be . . .

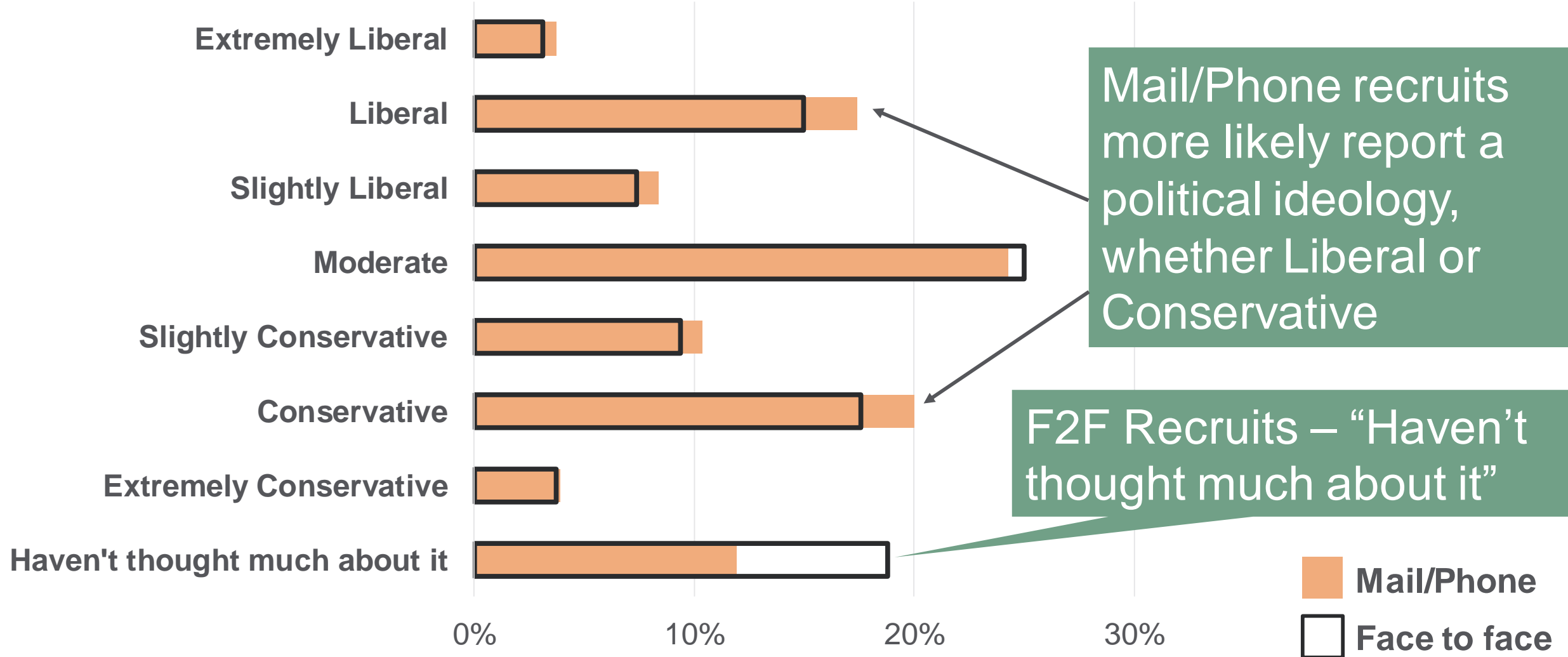
[Asked of Working adults age 18-64 in private sector]



Source: AARP Retirement Survey (Weighted)

\*\*\*  $p < 0.0001$

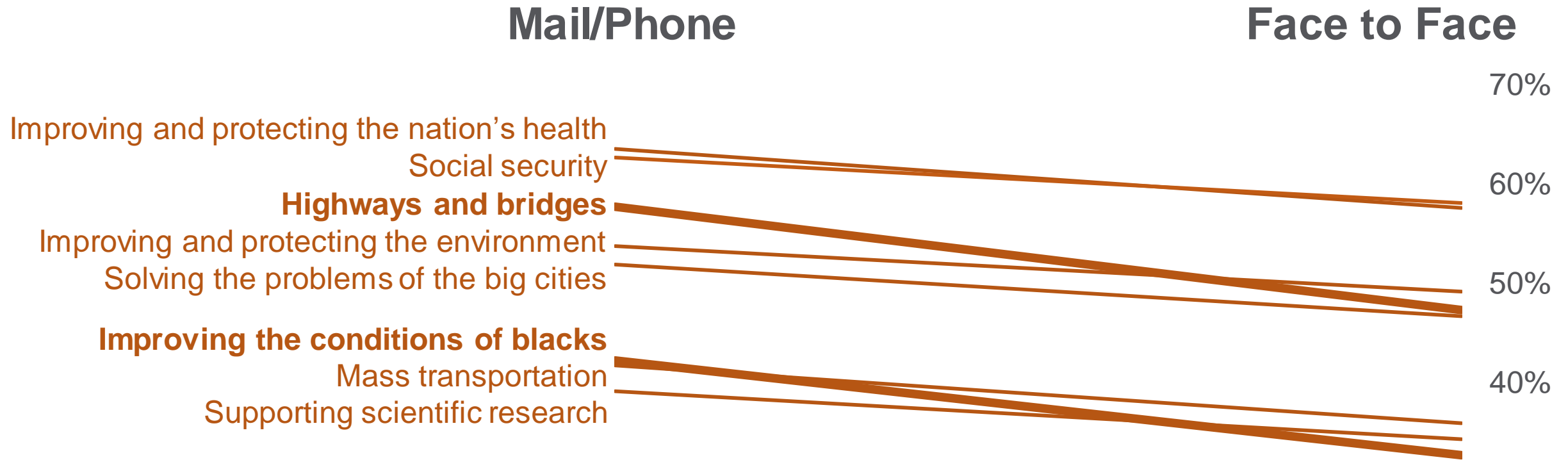
# When it comes to politics, do you usually think of yourself as...



Source: AmeriSpeak Panel Recruitment Survey (Weighted)

\*\*\*  $p < 0.0001$

# National Spending Priorities: % Reporting the Country Spends “Too Little”



**F2F Recruits Trend Towards Conservative Positions on Government Spending**

**Mail/Phone % - F2F % > 4pp**

**Source: AmeriSpeak Panel 2016 General Social Survey (Weighted)**



# Summary

- **Mail/Phone** panelists – recruited with less effort – more prone to being very interested in news, pro-science, and liberal policy positions
- **F2F NRFU** panelists – recruited after greater effort – less prone to being very interested in the news and more likely to report conservative policy positions

- **Surveys and panels without a robust non-response follow-up component may overstate political and policy polarization**
  - Findings provide evidence that individuals with stronger opinions and attitudes towards political issues are more likely to be willing to respond to surveys about politics and policy issues in the U.S. than individuals with more moderate views.
- **Nonresponse and Measurement Error**
  - NRFU panelists are more likely to provide DK responses and skip items on the web. BUT ... NRFU recruits provide their opinions for issues they feel strongly about.

**Questions?**

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**Thank You!**



# Exemplar Studies

Study Name	NASA Scientific Literacy Survey	GSS Web Study	Gun Control Survey	AARP Retirement Study	Justice Gap Survey
Sponsor	Dr. Jon Miller, ISR, U of Michigan	NORC (internal AmeriSpeak Study)	Johns Hopkins University	AARP	Legal Services Corporation
Target Population	General U.S. population	General U.S. population	General U.S. population - oversample of likely gun owner panelists	Working adults age 18-64	Low Income Households
Sample Size	5,518	4,940	2,817	9,606	10,480
% NRFU	<b>51.3%</b>	<b>43.0%</b>	<b>47.6%</b>	<b>47.6%</b>	<b>42.9%</b>

# Mode Preference, HH Internet Access, and Panel Recruitment Mode

<b>MODE Preference</b>	<b>HH Internet Access</b>	<b>Mail/Phone (Initial)</b>	<b>Face to Face (NRFU)</b>	<b>TOTAL</b>
Phone	No	10.7%	12.1%	11.3%
Web	No	9.2%	12.5%	10.7%
Phone	Yes	7.2%	5.1%	6.2%
Web	Yes	72.9%	70.3%	71.7%

<b>HH Internet Access</b>	<b>Mail/Phone (Initial)</b>	<b>Face to Face (NRFU)</b>	<b>TOTAL</b>
No	19.9%	24.6%	22.1%
Yes	80.1%	75.4%	77.9%

# Questions & Discussion



Client Need for U.S. Probability-Based Information Collections	AmeriSpeak Solution
Surveys with incidence 10%+ and n=1000+ interviews	<b>AmeriSpeak Custom Surveys</b> Using the AmeriSpeak Panel
Surveys with incidence less than 10% and n=1,000+ interviews or local area studies	<b>AmeriSpeak Calibration</b> Using AmeriSpeak & non-probability opt-in sample with a calibrating statistical weight
Short questionnaire, fast turnaround, low budget, general population survey	<b>AmeriSpeak Omnibus</b> Monthly multi-client survey vehicle
Surveys with oversamples of Hispanic, African American, and Asian young adults age 18-30	<b>Young Adults</b> Using an oversample from the AmeriSpeak Panel
Surveys with teens age 13-17	<b>AmeriSpeak Teen</b> Using the AmeriSpeak Panel
Surveys with Hispanic ethnic population, including Spanish-language dominant households	<b>AmeriSpeak Latino</b> Using an oversample from the AmeriSpeak Panel

[AmeriSpeak.norc.org](http://AmeriSpeak.norc.org)

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