



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

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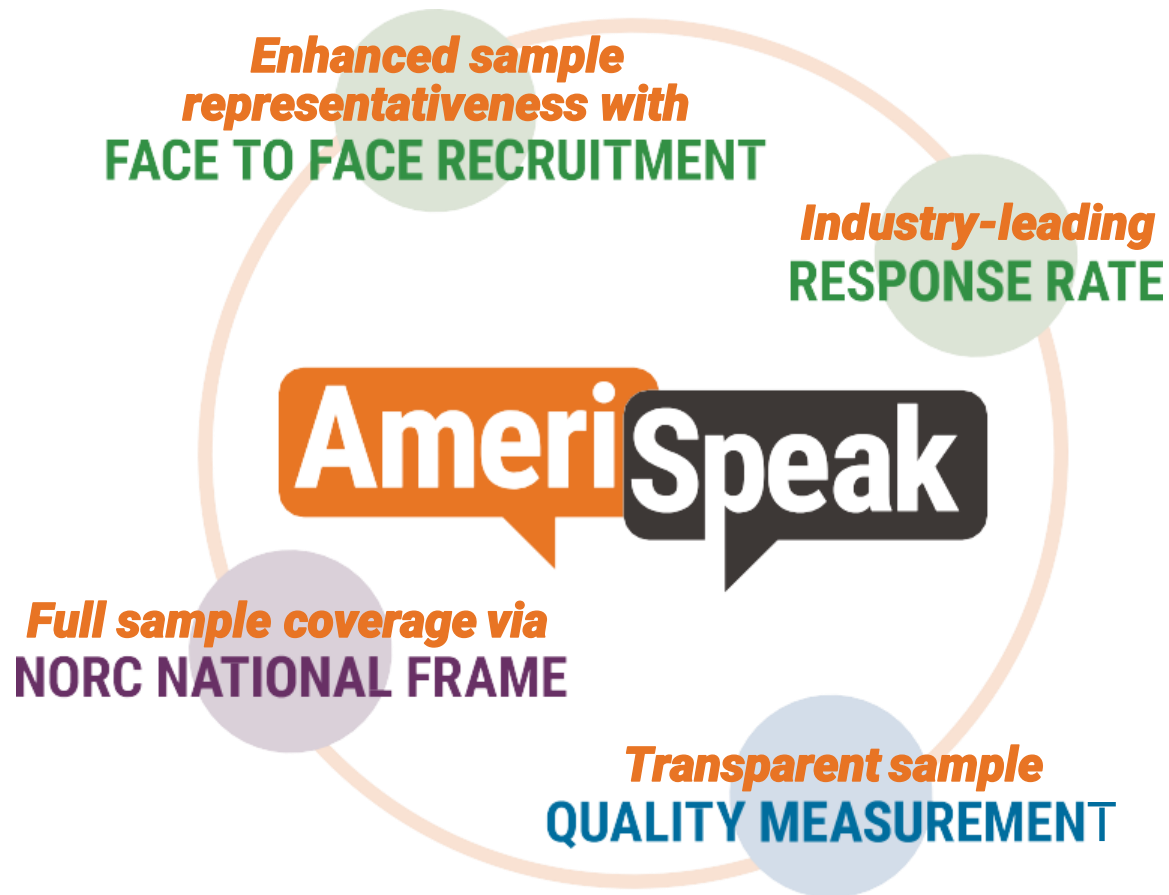
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# Introduction

- 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 data quality

# 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

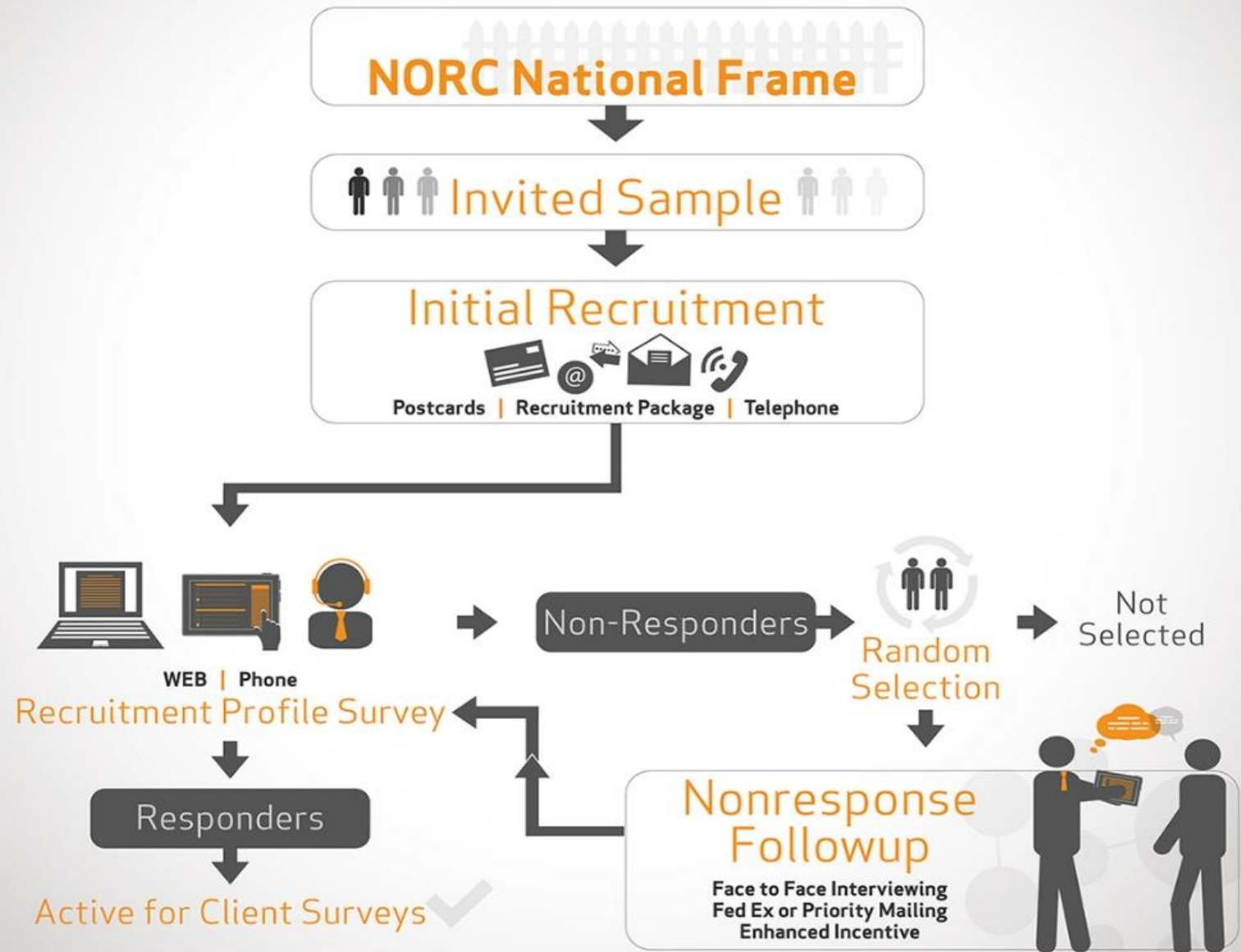
## SAMPLE REPRESENTATIVENESS

AmeriSpeak is representative of the entire U.S. population because it leverages NORC's National Frame, the industry leader with 97% coverage of the US 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



## *What is the impact of nonresponse follow-up (NRFU) during panel recruitment on AmeriSpeak Data Quality and Study Estimates?*

- What is the impact of F2F NRFU on **panel response rates (AAPOR RR3)**?
- Does F2F NRFU improve **demographic representation of the panel sample**?
- Does F2F NRFU have an impact on the **study estimates**?
  - In what ways NRFU panel recruits differ in **their opinions, attitudes, and behaviors** in comparison to the initial recruited panelists among different Amerispeak studies?

# Response Rate & Panel Quality Analysis

# AAPOR RR3 (2014-2017 AmeriSpeak Panel Recruits)

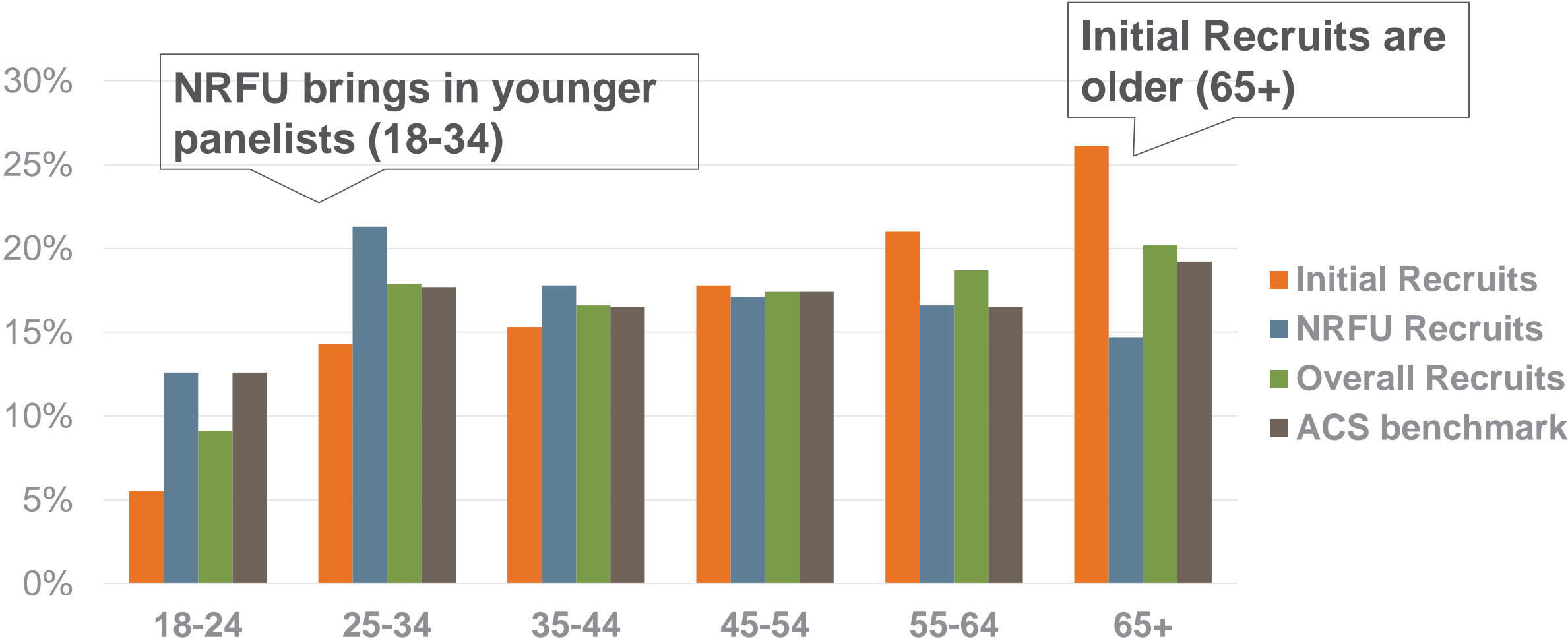
Description	Response Rate (AAPOR RR3, Weighted)
Household Response Rate due to Initial Recruitment	5.8%
Household Response Rate due to NRFU	27.9%
Household Response Rate	33.7%

**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)

# Panel Composition (2014-2017 AmeriSpeak Panel Recruits)

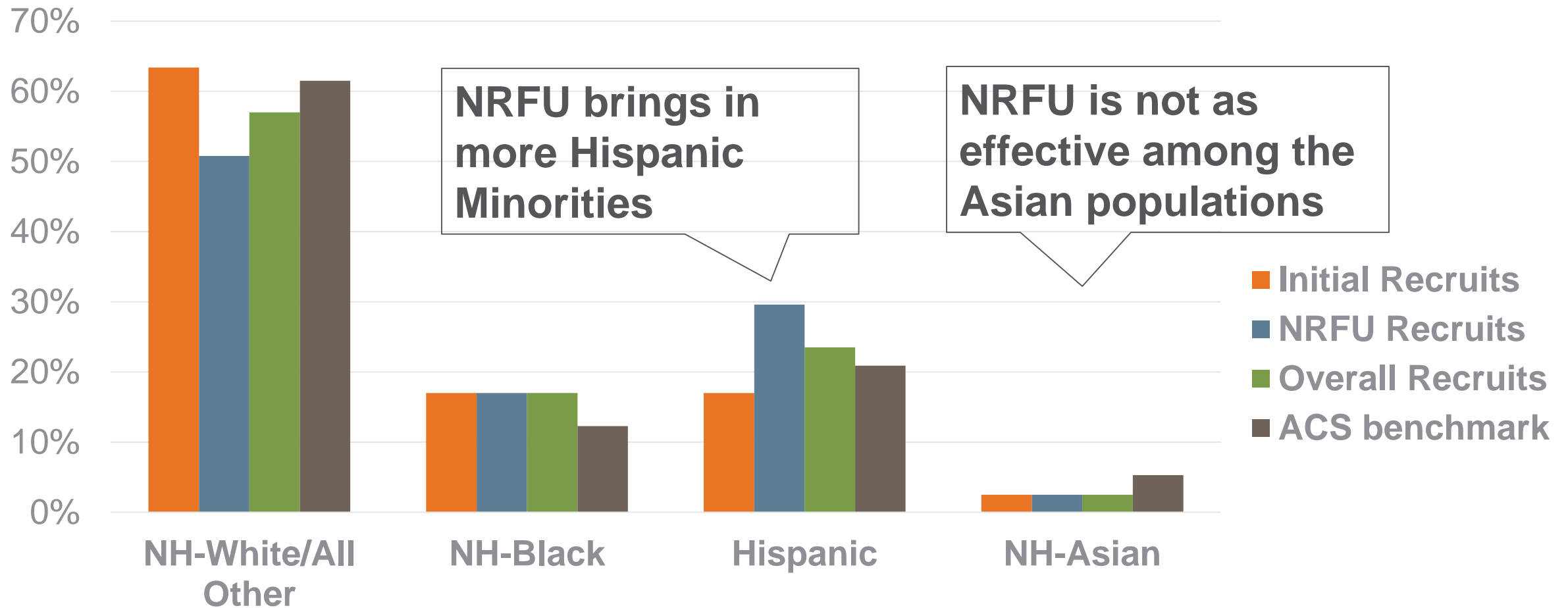
## Unweighted Panel Distribution by Panelist Type and Age





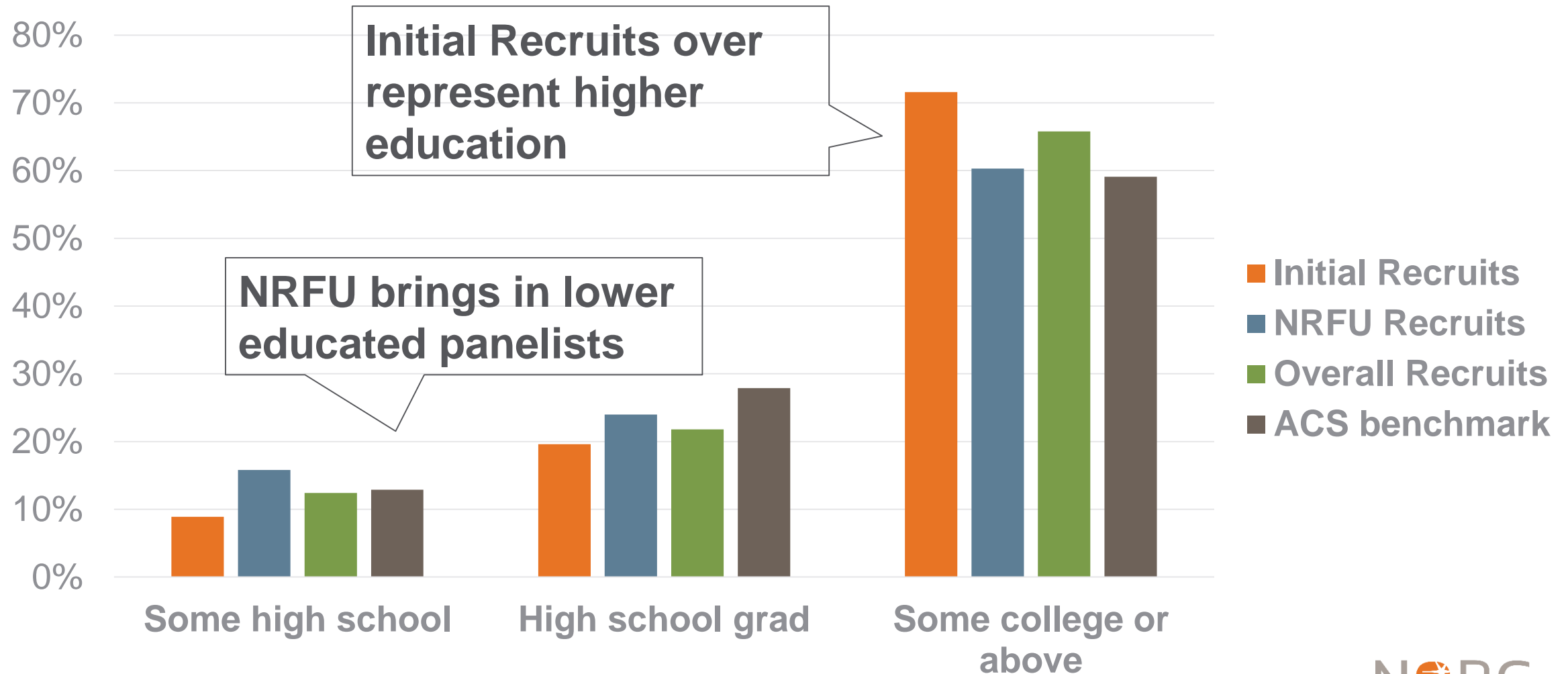
# Panel Composition (2014-2017 AmeriSpeak Panel Recruits)

## Unweighted Panel Distribution by Panelist Type and Race



# Panel Composition (2014-2017 AmeriSpeak Panel Recruits)

## Unweighted Panel Distribution by Panelist Type and Education



# Study Estimates Analysis

## 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.
  - Final study weights incorporate sampling base weights, adjustment for interview nonresponse, and raking adjustment to person-level population totals.

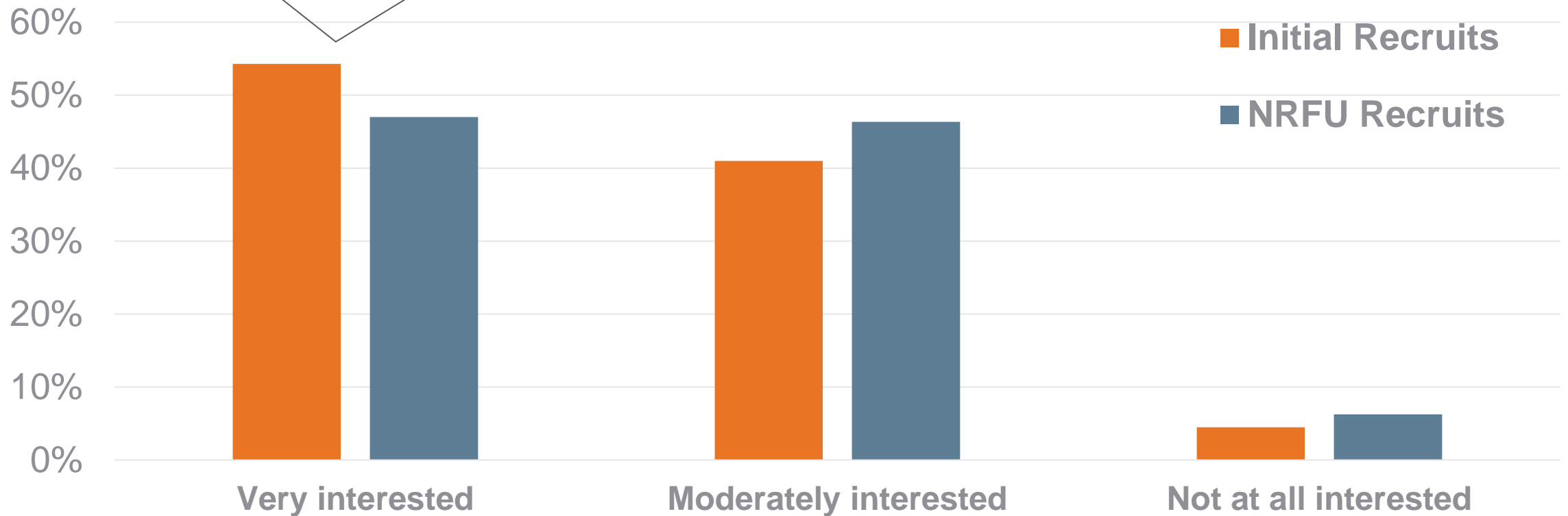
# Exemplar Studies

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>

# NASA Survey: Survey Results Differences (Weighted)

How interested are you in current news events?

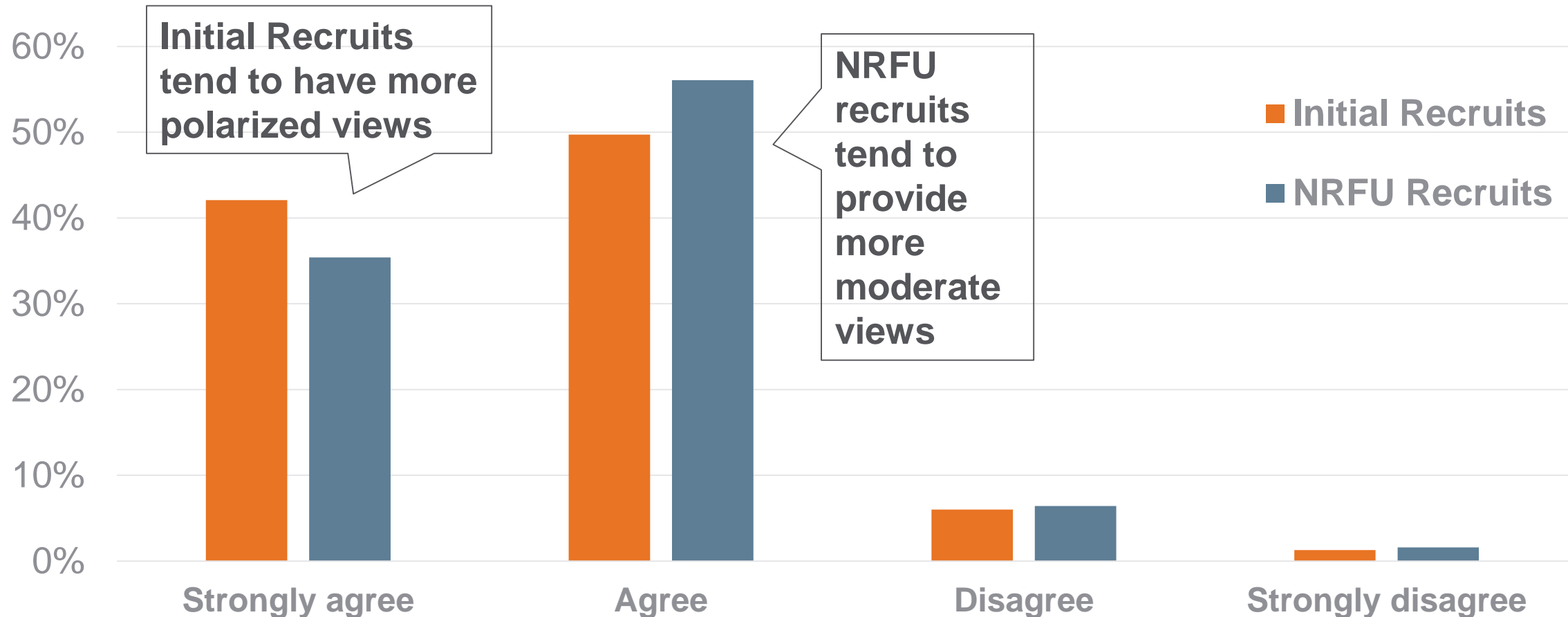
Initial Recruits tend to be more interested in current events



\*\*  $p = 0.003$

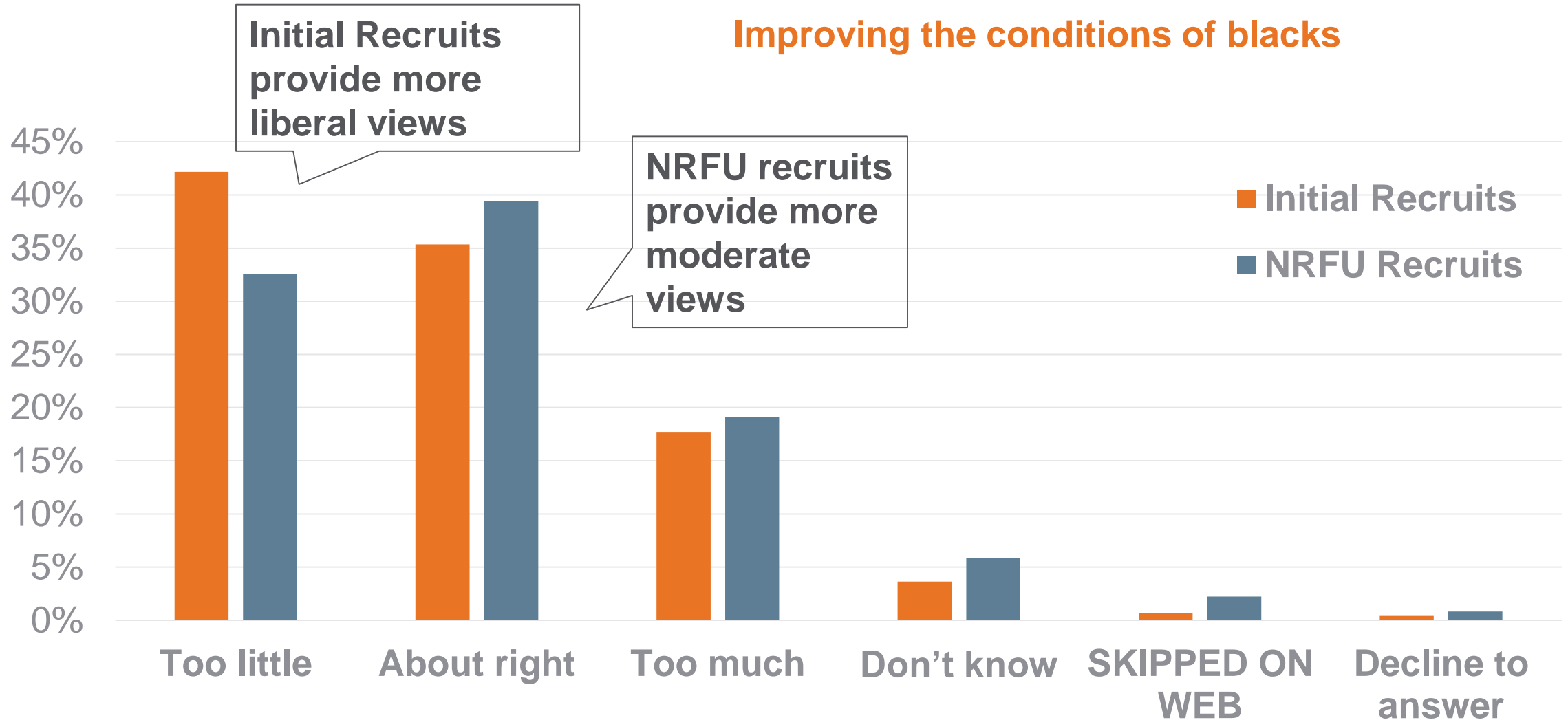
# NASA Survey: Survey Results Differences (Weighted)

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



\*  $p = 0.011$

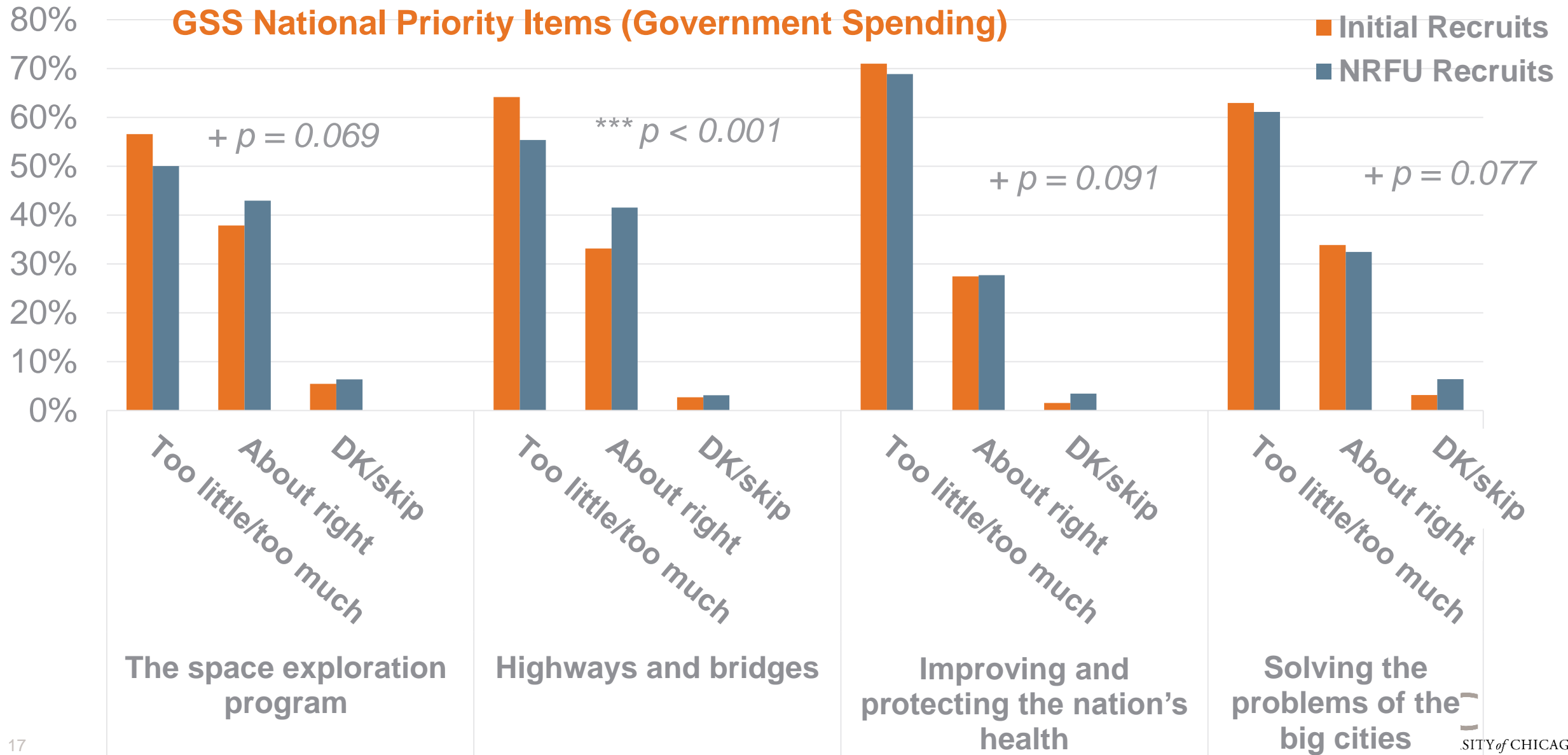
# GSS Study: Survey Results Differences (Weighted)



\*  $p = 0.020$

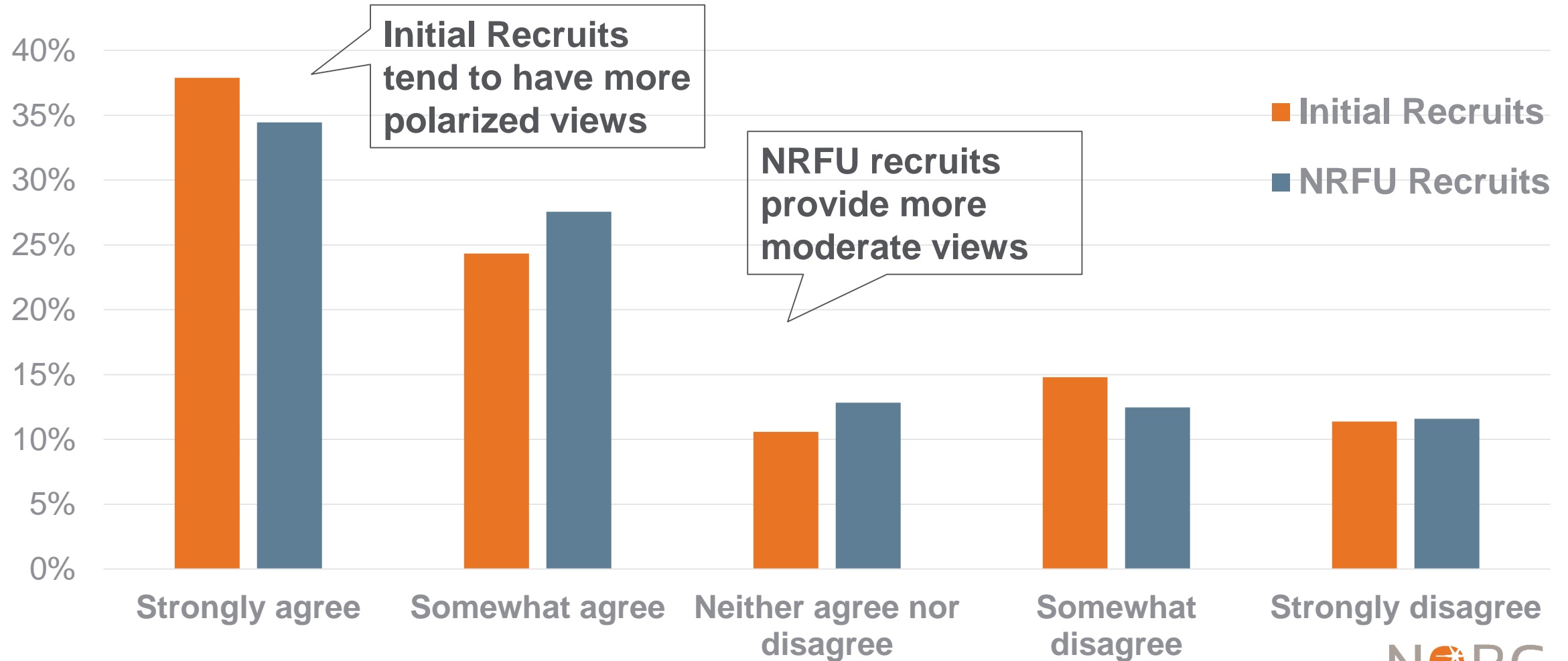


# GSS Study: Survey Results Differences (Weighted)



# Gun Control Study: Survey Results Differences (Weighted)

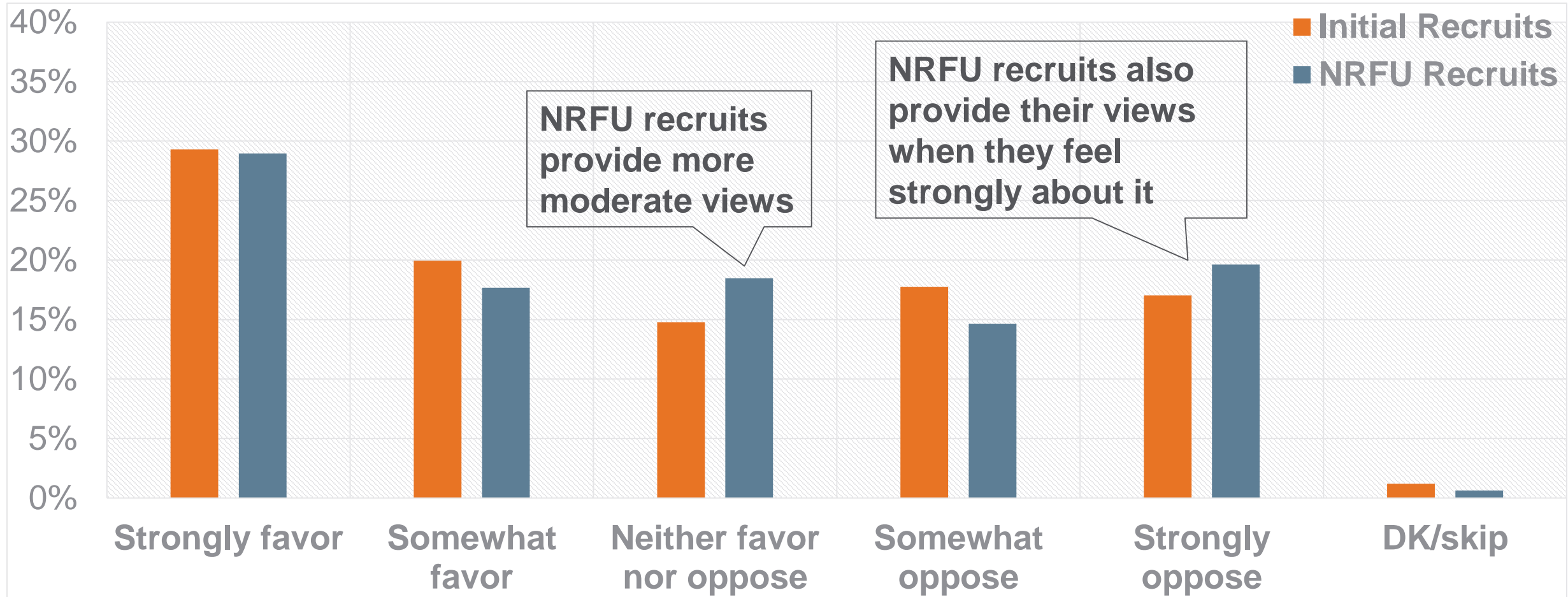
Will not reduce gun violence because criminals purchase guns on the underground market



NS;  $p = 0.3736$

# Gun Control Study: Survey Results Differences (Weighted)

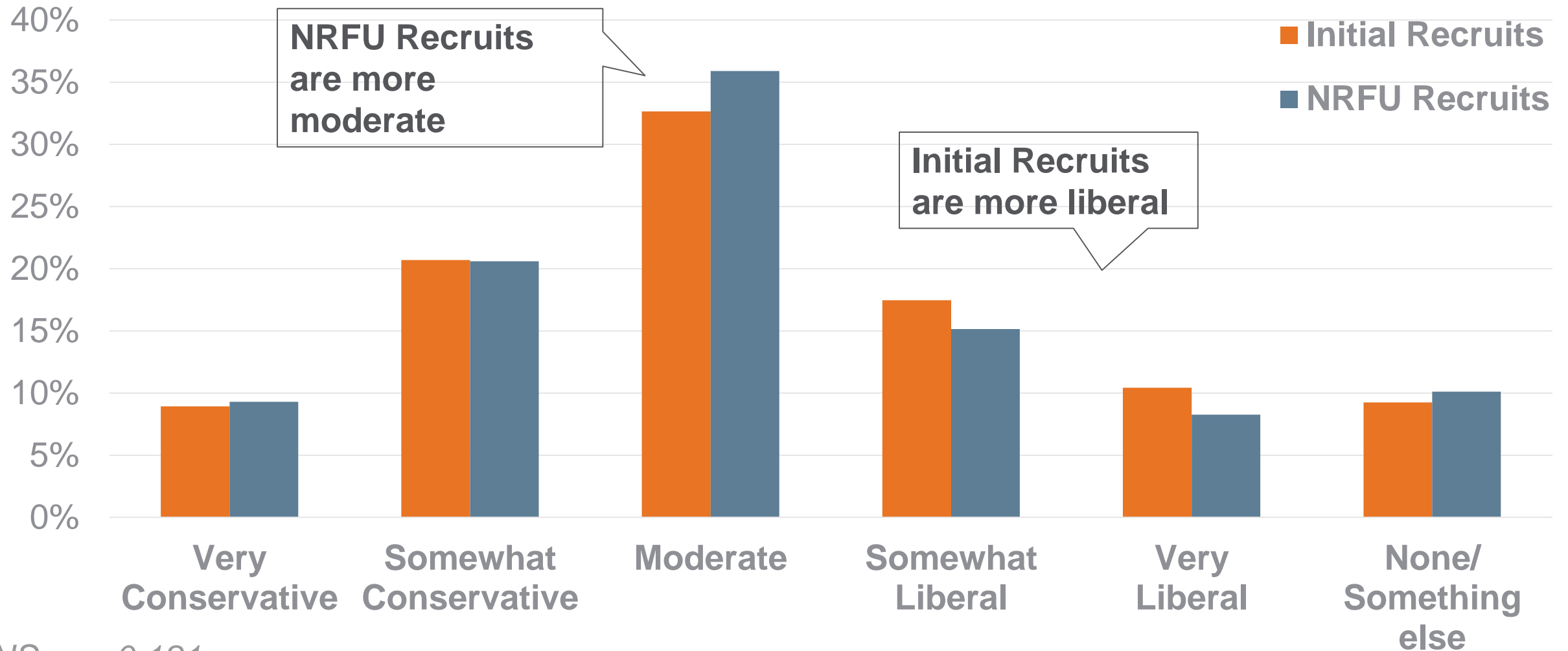
Do you favor or oppose allowing a person convicted of drunk and disorderly conduct to carry a loaded gun in public?



\*  $p = 0.049$

# AARP Study: Survey Results Differences (Weighted)

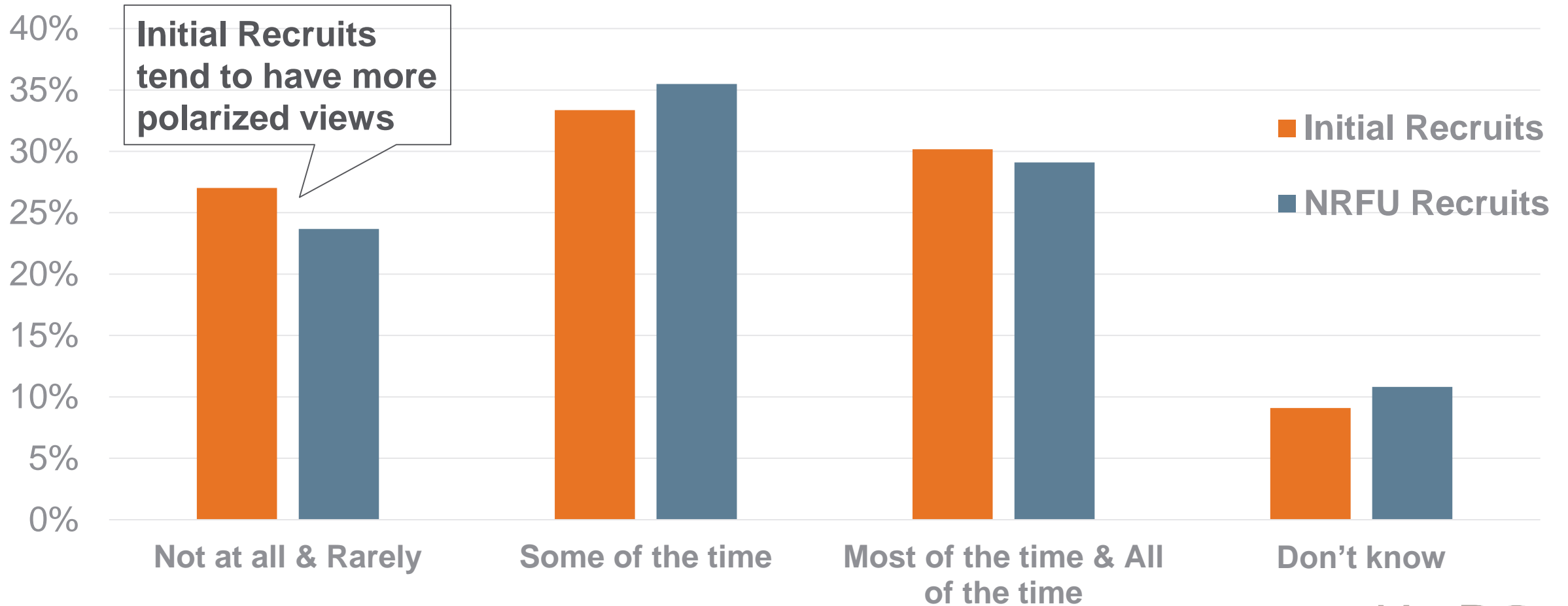
How would you characterize your political views?



NS;  $p = 0.181$

# Justice Gap Study: Survey Results Differences (Weighted)

To what extent do you think people like you are treated fairly in the civil legal system?



\*\*\*  $p < 0.0001$

# Conclusion and Discussion (I)

- **F2F NRFU** effort during panel recruitment pays off ...  
NRFU improves:
  - AAPOR panel recruitment response rate by 5.8 times
  - Panel sample representation improves for groups traditionally more reluctant to respond to surveys
    - Younger individuals (persons age 18 to 34)
    - Hispanics
    - High school degree or less
- AmeriSpeak Panel members recruited through **F2F NRFU** have a tendency to report
  - More moderate views towards policy attitudes
  - Somewhat more conservative strains of political views

# Conclusion and Discussion (II)

- **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!**

