Get Your Research Right: An AmeriSpeak Breakfast Event

September 18, 2018
Washington, DC
### Get Your Research Right

#### Today’s Speakers
- Ipek Bilgen, Sr. Methodologist
- Trevor Tompson, Vice President

#### NORC Experts in Attendance
- **Ken Copeland**, SVP, Statistics & Methodology
- **Dan Costanzo**, Manager, AmeriSpeak Business Development
- **Mark Watts**, Director, AmeriSpeak Client Services
- **Michael Yang**, Senior Statistician
- **Eric Young**, Senior External Affairs Manager
Where Does AmeriSpeak Fit in the Industry’s Tool Kit?

- Higher Quality → Higher Costs
- NORC’s AmeriSpeak Panel
- Telephone (RDD)
- In-Person (ABS)
- Lower Costs ← Lower Quality
- Mall Intercepts
- Opt-In Internet Panels & River Samples
- Low Response Rate
- Probability-based web panels
AmeriSpeak By the Numbers

Number of Participating Households ➔
(50 States + DC) ➔ 30K

Client Surveys Completed ➔
(Since June 2015) ➔ 250+

Panel Recruitment Response Rate ➔
(AAPOR RR3) ➔ 34%
Are polls broken? Democrats' unforeseen wins pose urgent question

Polling underestimated the strengths of certain Democratic candidates in a number of primaries this year - inaccuracies that could affect the midterm elections in November.

“The 2016 presidential election was a jarring event for polling in the United States. Pre-election polls fueled high-profile predictions that Hillary Clinton’s likelihood of winning the presidency was about 90 percent …There was (and continues to be) widespread consensus that the polls failed.” AAPOR Ad Hoc Committee on 2016 Election Polls in the U.S.
Can we still trust polls?

By Courtney Kennedy

Can We Still Trust Polls?

This is one of an occasional series of posts on polling.

Donald Trump’s victory in the 2016 U.S. presidential election, as well as the UK’s decision to leave the European Union through “Brexit,” rattled public confidence in polls. Since these two major world events occurred, we have been asked the same question when giving...
HOW DOES AMERISPEAK ADDRESS THE CHALLENGE OF REPRESENTING ALL OF THE POPULATION?

2–STAGE RECRUITMENT

Mail/Phone Contacting → Face-to-Face (F2F) Contacting
DOES F2F RECRUITMENT MAKE A DIFFERENCE FOR THE MEASUREMENT OF ATTITUDES AND OPINIONS?
Does Face-to-Face Recruitment Make a Difference in the Measurement of Attitudes and Opinions?

By Ipek Bilgen, NORC

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Based on Research by
Bilgen, Ganesh & Dennis

“Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness”

“The Undercounted: Measuring the Impact of ‘Nonresponse Follow-up’ on Research Data”
AmeriSpeak Survey Data Sources: Evaluating the Impact of Face-to-Face Panel Recruitment on the Measurement of Attitudes and Opinions

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

All analyses are conducted with weighted data reflecting the probabilities of selection and post-stratification weighting
How interested are you in current news events?

- **Very interested**
- **Moderately interested**
- **Not at all interested**

Mail/Phone recruits tend to be more interested in current events. Fewer F2F recruits ‘very interested’ in news.

**Source:** University of Michigan “NASA Scientific Literacy Study” (Weighted)  
**p = 0.003**
Science and technology are making our lives healthier, easier, and more comfortable.

Mail/Phone recruits tend to be more pro-science, compared to F2F recruits.

Source: University of Michigan “NASA Scientific Literacy Study” (Weighted)
Favor or oppose the proposal: “Prohibiting a person convicted of drunk and disorderly conduct to carry a loaded gun in public”

- Strongly oppose
- Somewhat oppose
- Neither favor nor oppose
- Somewhat favor
- Strongly favor
- Don't know/skip

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

* p = 0.049

F2F recruits more strongly opposed to gun violence prevention policy

F2F recruits provide middle-of-the-road views
To what extent do you think people like you are treated fairly in the civil legal system? [Asked of Low-Income Households]

- Not at all & Rarely
- Some of the time
- Most of the time & All of the time
- Don’t know

Mail/Phone recruits more likely to perceive institutional unfairness

Source: Legal Services Corporation “Justice Gap’ Study” (Weighted)
Do you consider yourself to be . . .

- Democrat
- Independent
- Republican
- Something else
- Don't know/skip

Mail/Phone recruits more likely identify as Democrats

F2F recruits more likely identify as Republicans & “Something else”

Source: AARP Retirement Survey (Weighted), Working adults age 18-64 in private sector

*** p < 0.0001
When it comes to politics, do you usually think of yourself as…

- Extremely Liberal
- Liberal
- Slightly Liberal
- Moderate
- Slightly Conservative
- Conservative
- Extremely Conservative
- Haven't thought much about it

Mail/Phone recruits more likely report a political ideology, whether Liberal or Conservative.

F2F Recruits – “Haven’t thought much about it”

Source: AmeriSpeak Panel Recruitment Survey (Weighted)

*** p < 0.0001
Improving and protecting the nation’s health
Social security
Highways and bridges
Improving and protecting the environment
Solving the problems of the big cities
Improving the conditions of blacks
Mass transportation
Supporting scientific research

F2F Recruits Trend Towards Conservative Positions on Government Spending

Mail/Phone % - F2F % > 4pp

Source: AmeriSpeak Panel 2016 General Social Survey (Weighted)
SUMMARY – IS FACE TO FACE RECRUITMENT MAKING A DIFFERENCE?

Mail/Phone panelists – recruited with less effort – more prone to being very interested in news, pro-science, and liberal policy positions.

F2F panelists – recruited after greater effort – less prone to being very interested in the news and more likely to report conservative policy positions.
BEYOND EXIT POLLS

AP VoteCast: Achieving the Accuracy of Probability Sampling with the Scale of Online Polling
Why a need for AP VoteCast?

- Increasing dissatisfaction with the accuracy of the national media exit poll

- Clear need to overhaul the methodology to make it better suited to the demographics of the modern U.S. electorate

- Need to adapt to changes in the way people vote and in the way people respond to surveys
Leveraging Accuracy of Probability Sampling and the Scale of Non-Probability Sample

- Combines probability-based telephone surveys of registered voters with non-probability interviews of registered voters from online panels

- Will use a CALIBRATION approach to adjust the online interviews to benchmarks drawn from the probability samples

- Will use a SMALL AREA ESTIMATION approach to make adjustments to the results at a fine geographic level, removing a key source of bias in exit polls and many election surveys

- For November 2018 we will conduct about 120,000 interviews, including 85,000 with likely voters
  - About 28,000 probability based interviews and 95,000 non-probability interviews
Testing the new methodology

End result of more than a decade of experimentation and exploration

AP and NORC, in collaboration with Fox News Network, completed very successful full scale tests of the methodology in the 2017 statewide elections in New Jersey, Virginia and in Alabama.
Extensions of AP VoteCast Methodology

- AP VoteCast is designed to be a more accurate, more sustainable methodology that AP and NORC are committed to evolve and improve over time.

- Election surveys allow us to observe the accuracy of our methods and thus make improvements that we can apply to other domains.

- Opportunity to take the calibration and small area estimation methodologies and apply it to other domains:
  - State and local level estimates
  - Small or rare groups
Discussion and Questions

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Thank You!
# Questions & Discussion

## AmeriSpeak Solution

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