



Multi-Client Household Panel Quality

The Case of AmeriSpeak

Martin Barron & J. Michael Dennis

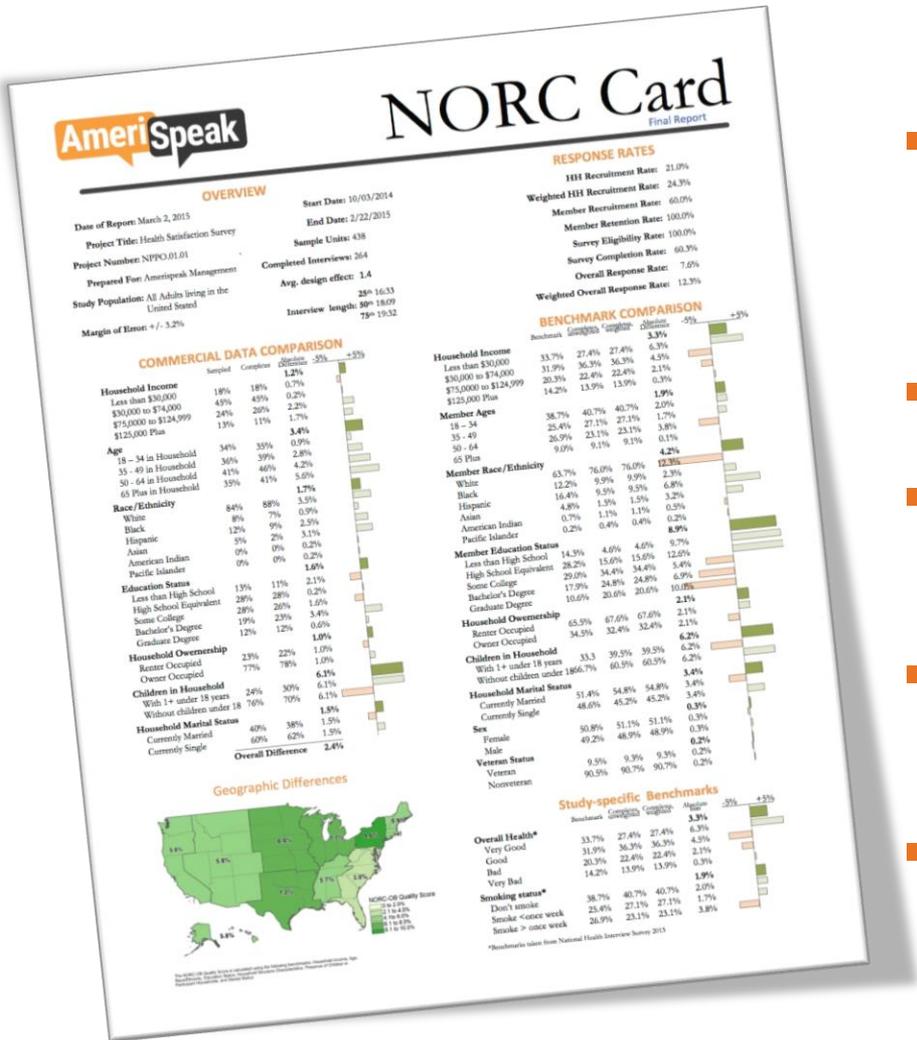
May 13, 2016

What is AmeriSpeak?



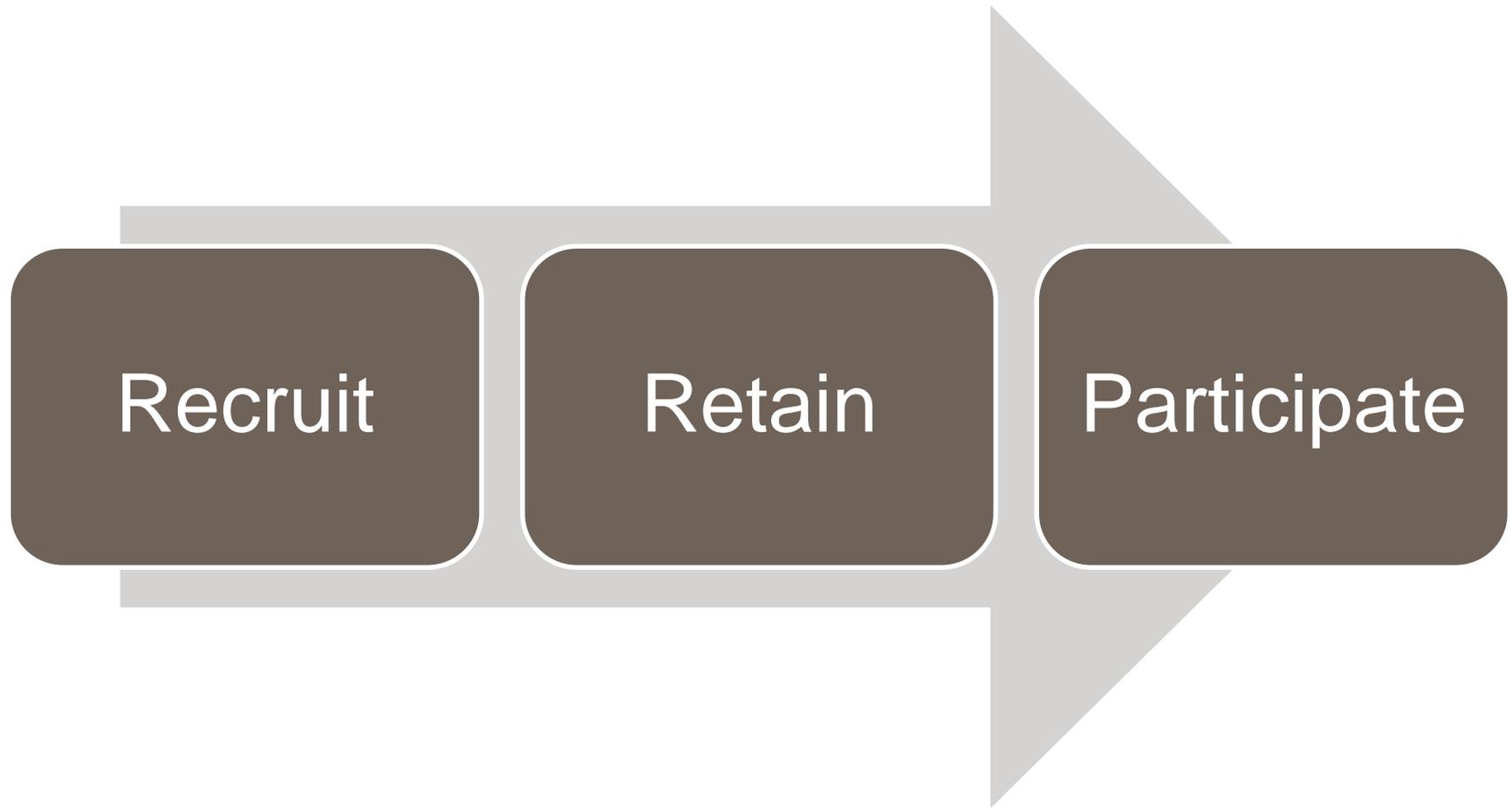
- NORC's AmeriSpeak is a household, multi-client panel
- Households selected from NORC's National Probability Frame are invited to join AmeriSpeak by telephone or web

Overview of NORC Card



- Objective of NORC Card is to provide clients quantitative metrics on sample and data quality
- Highly graphical
- Introduces new measures of sample representativeness
- Satisfy some of requirements of AAPOR's Transparency initiative
- Adaptable based on requirements of specific surveys

- AmeriSpeak Omnibus is available to clients
- For 2016 recruitment: Spanish language recruitment 2016 and ABS sample supplement
- Panelist age range of 13 and over
- Multiple HH members per HH recruited
- Panel Expansion Plans
 - To 20K general population HHs in 2016
 - Teen panel and young adult expansion in 2016 & 2017
- Passive digital measurement test for Spring 2016



Recruitment

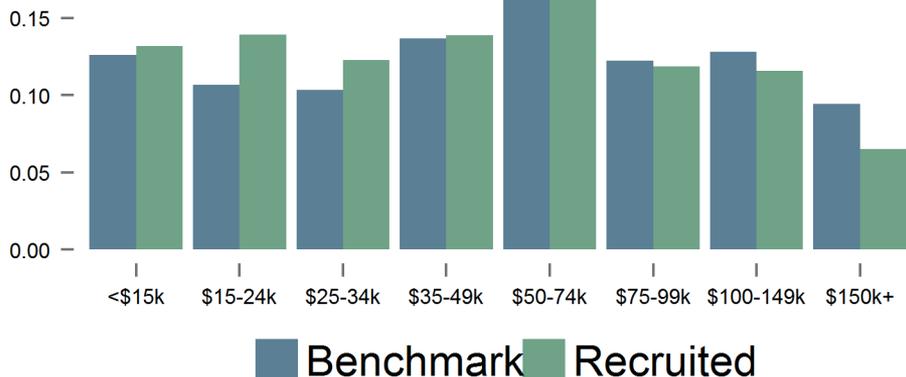


Key Indicators for Sept. 2014 through Aug. 2015		Statistics
Number of Recruits		406
Panel Recruitment Rate (AAPOR RR3, weighted)		36.6%
AAPOR RR 3 for Client Studies		~20%
Recruitment Stage - % of Recruited HH	Initial Recruitment	52%
	NRFU	48%
Mode Preference - % of Recruited HH	Web	76%
	CATI	24%

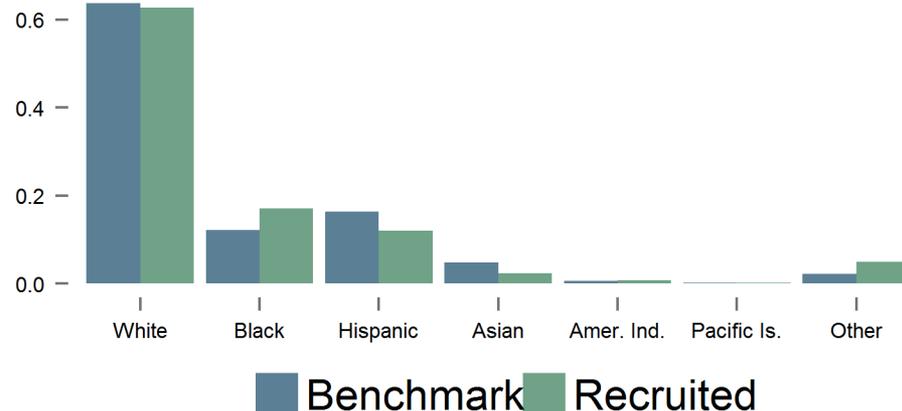
Recruitment vs. ACS Benchmarks



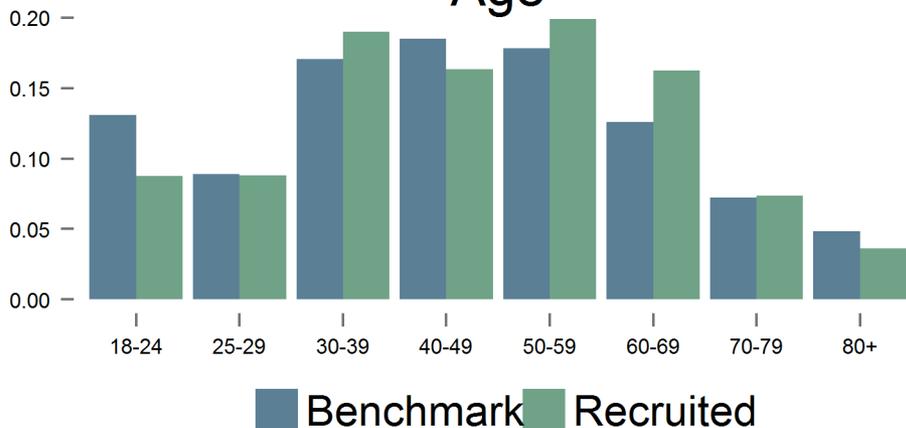
Income



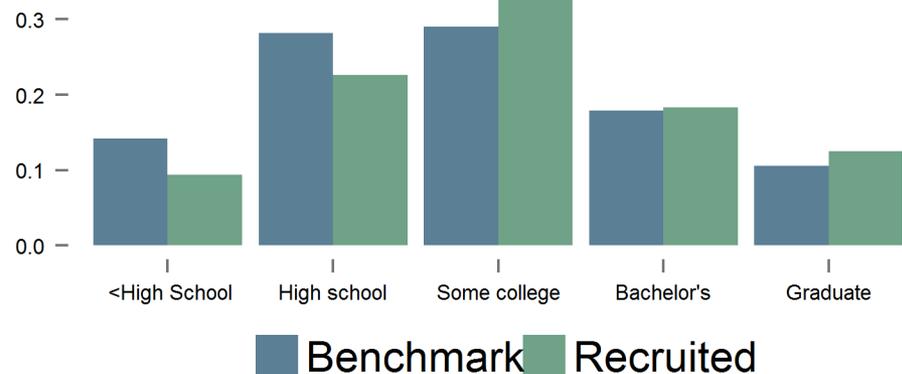
Race



Age



Education



Data weighted for design and NRFU
Recruitment through Aug. 2015

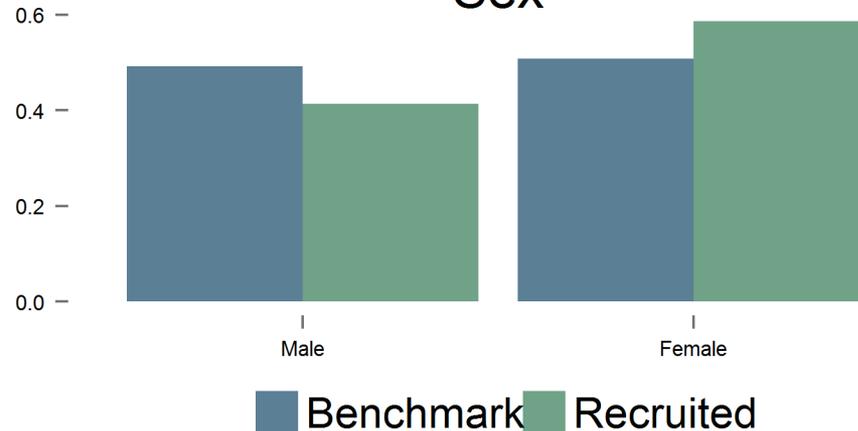
Recruitment vs. ACS Benchmarks



Marital Status



Sex



Children in HH



Own or Rent



Data weighted for design and NRFU
Recruitment through Aug. 2015

Mean Absolute Differences: Recruitment vs. Benchmark

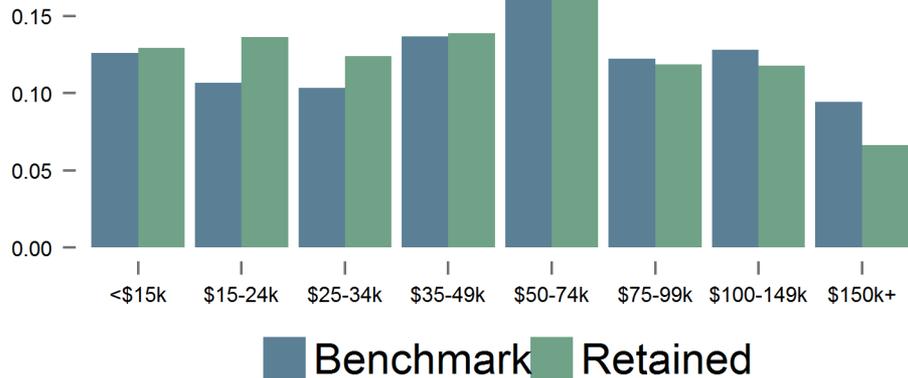


Variable	Recruited
Income	0.015
Race	0.022
Age	0.020
Education	0.042
Marital	0.105
Gender	0.078
Children in HH	0.051
Own/Rent	0.044
Average	0.047

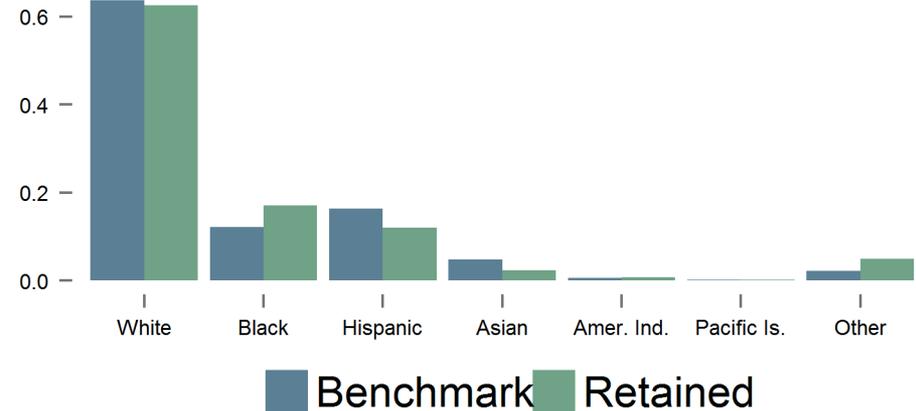
Panel Attrition



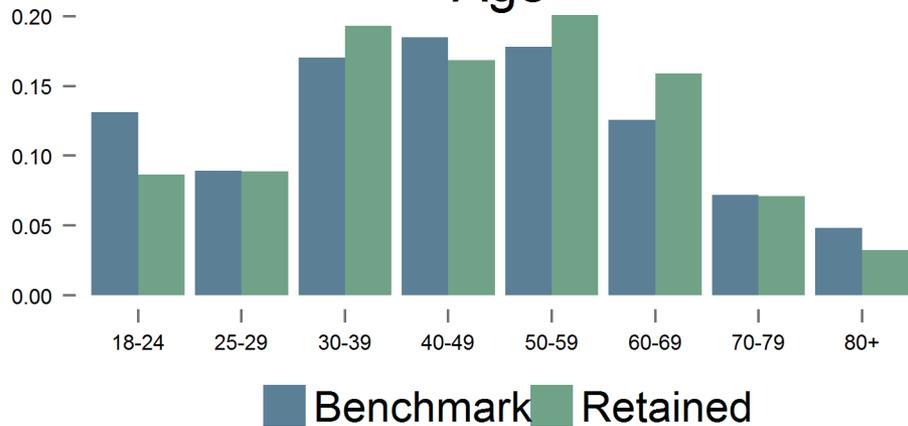
Income



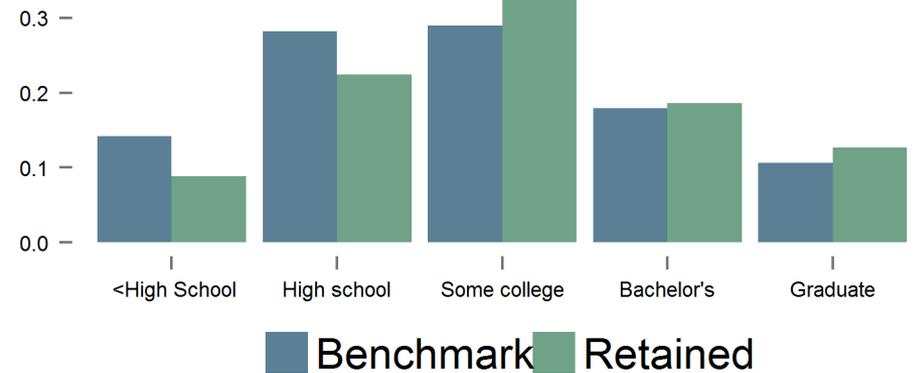
Race



Age



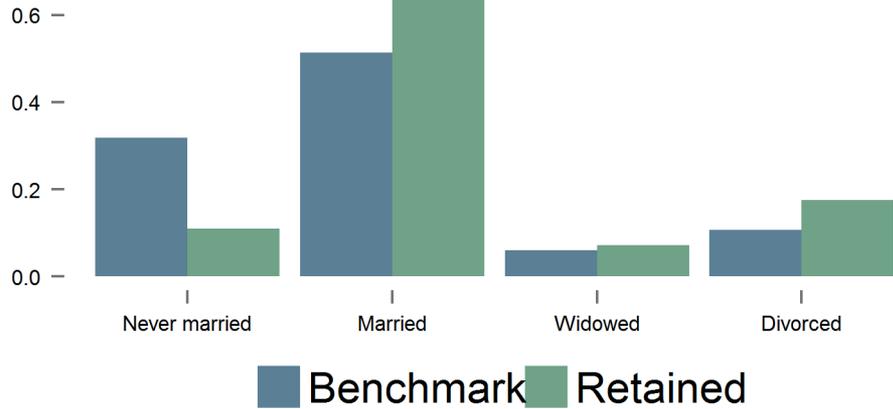
Education



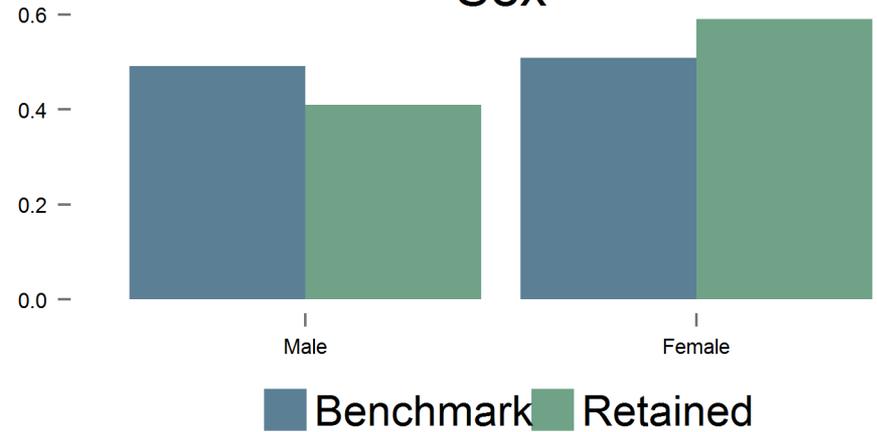
Data weighted for design and NRFU
Retention through April 2015

Panel Attrition

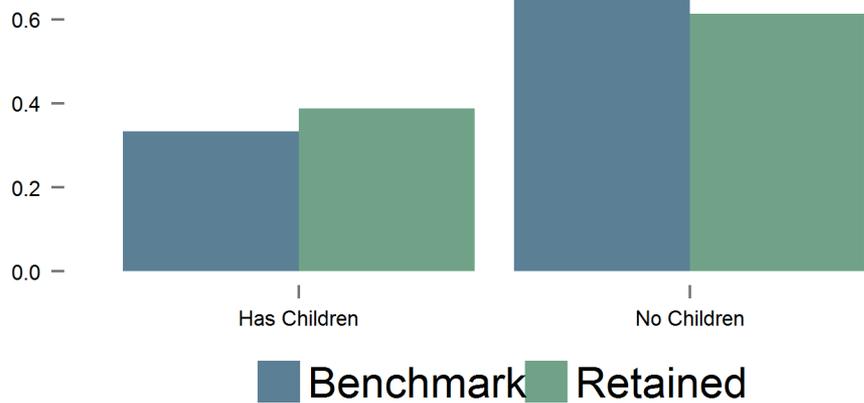
Marital Status



Sex



Children in HH



Own or Rent



Data weighted for design and NRFU
Retention through April 2015

Change from Recruitment to Retention



Mean Absolute Difference

Variable	Recruited	Retained	Difference
Income	0.015	0.014	0.001
Race	0.022	0.022	0.000
Age	0.020	0.019	0.000
Education	0.042	0.045	-0.003
Marital	0.105	0.104	0.000
Gender	0.078	0.082	-0.004
Children in HH	0.051	0.054	-0.003
Own/Rent	0.044	0.044	0.000
Average	0.047	0.048	-

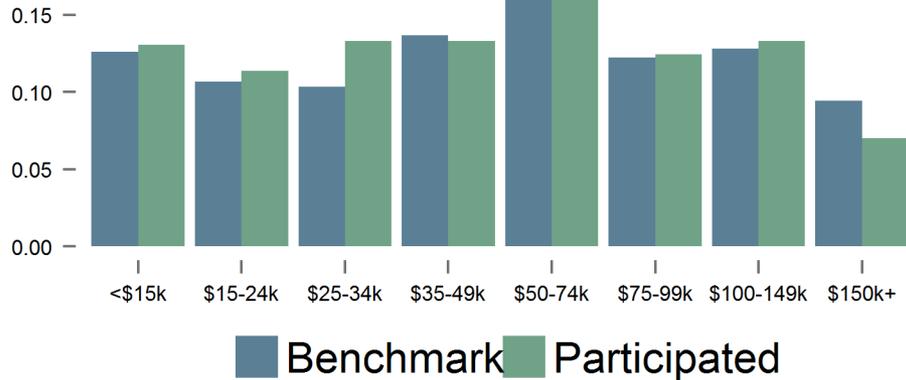
Negative differences indicate movement away from benchmark

- Based on a typical AmeriSpeak Survey
- Conducted in January 2016
- 3,785 Completed Interviews
- Survey Completion Rate of 53.3
- Weighted Response Rate of 19.4

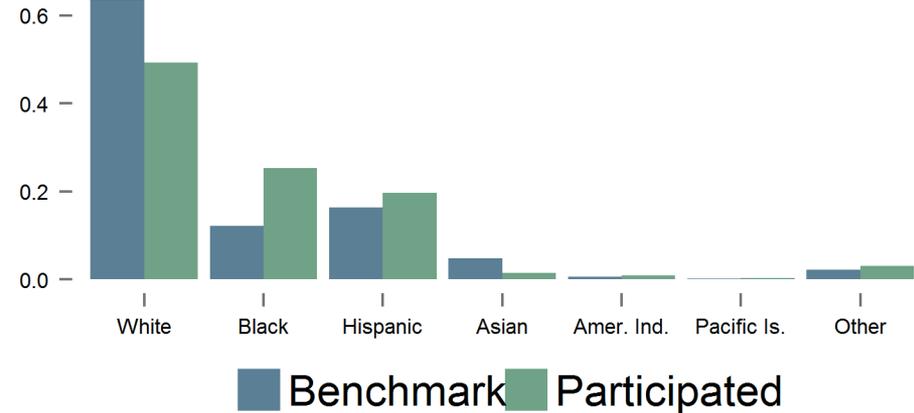
Participation



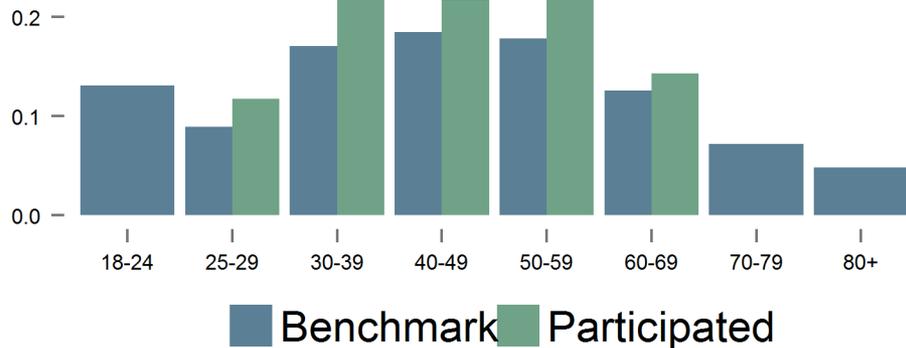
Income



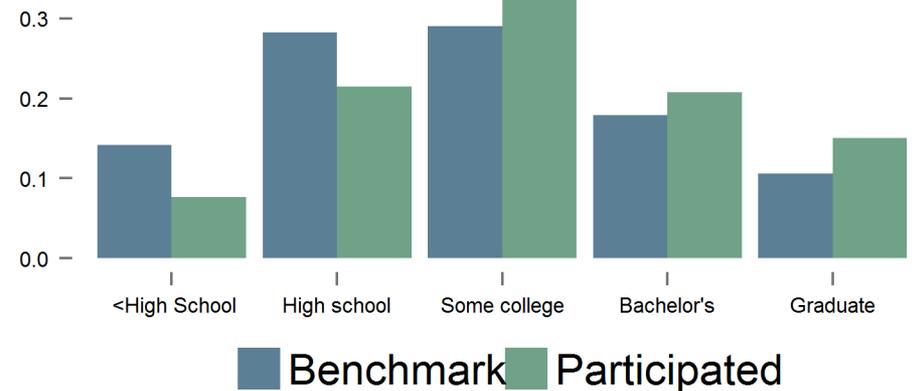
Race



Age



Education

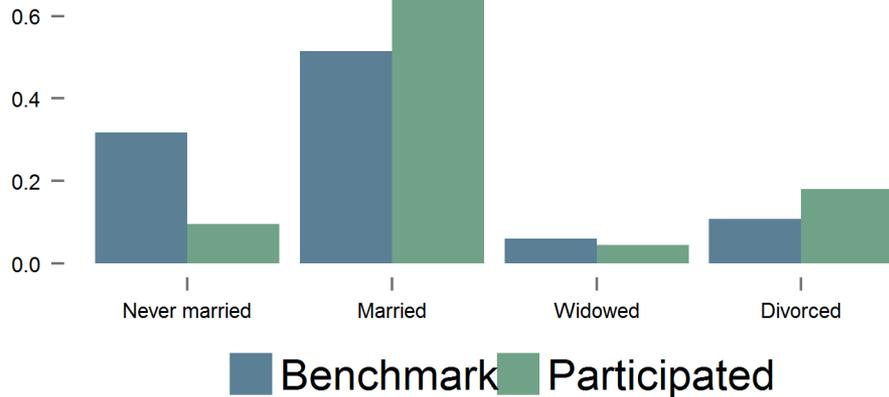


Data weighted for design and NRFU
 Participation in typical AmeriSpeak Survey

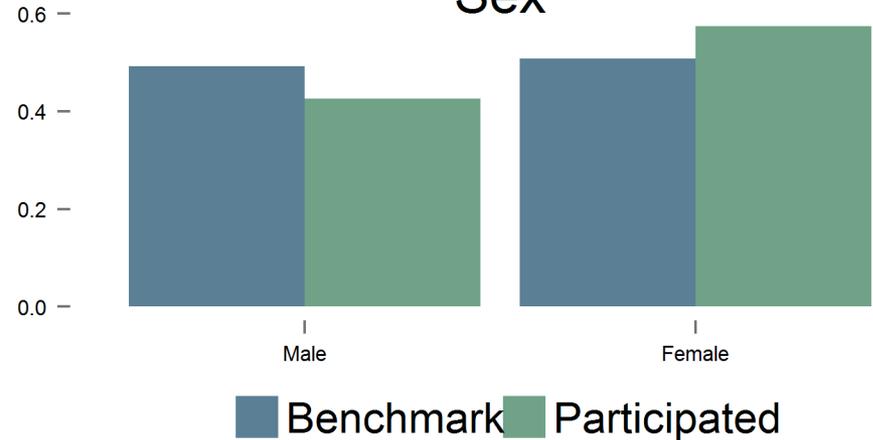
Participation



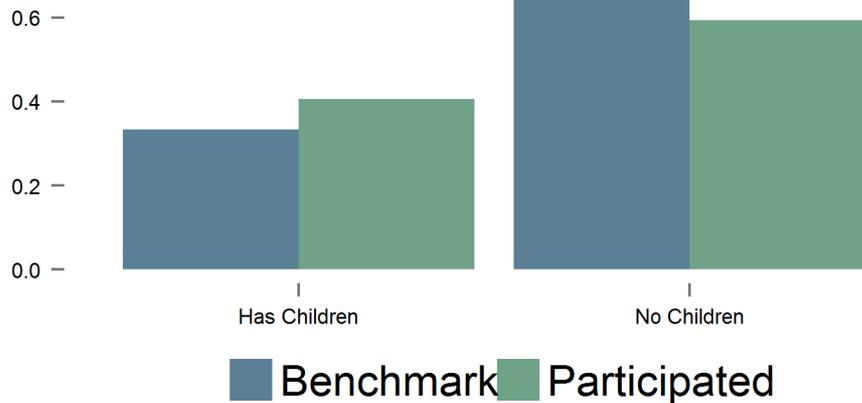
Marital Status



Sex



Children in HH



Own or Rent



Data weighted for design and NRFU
Participation in typical AmeriSpeak Survey

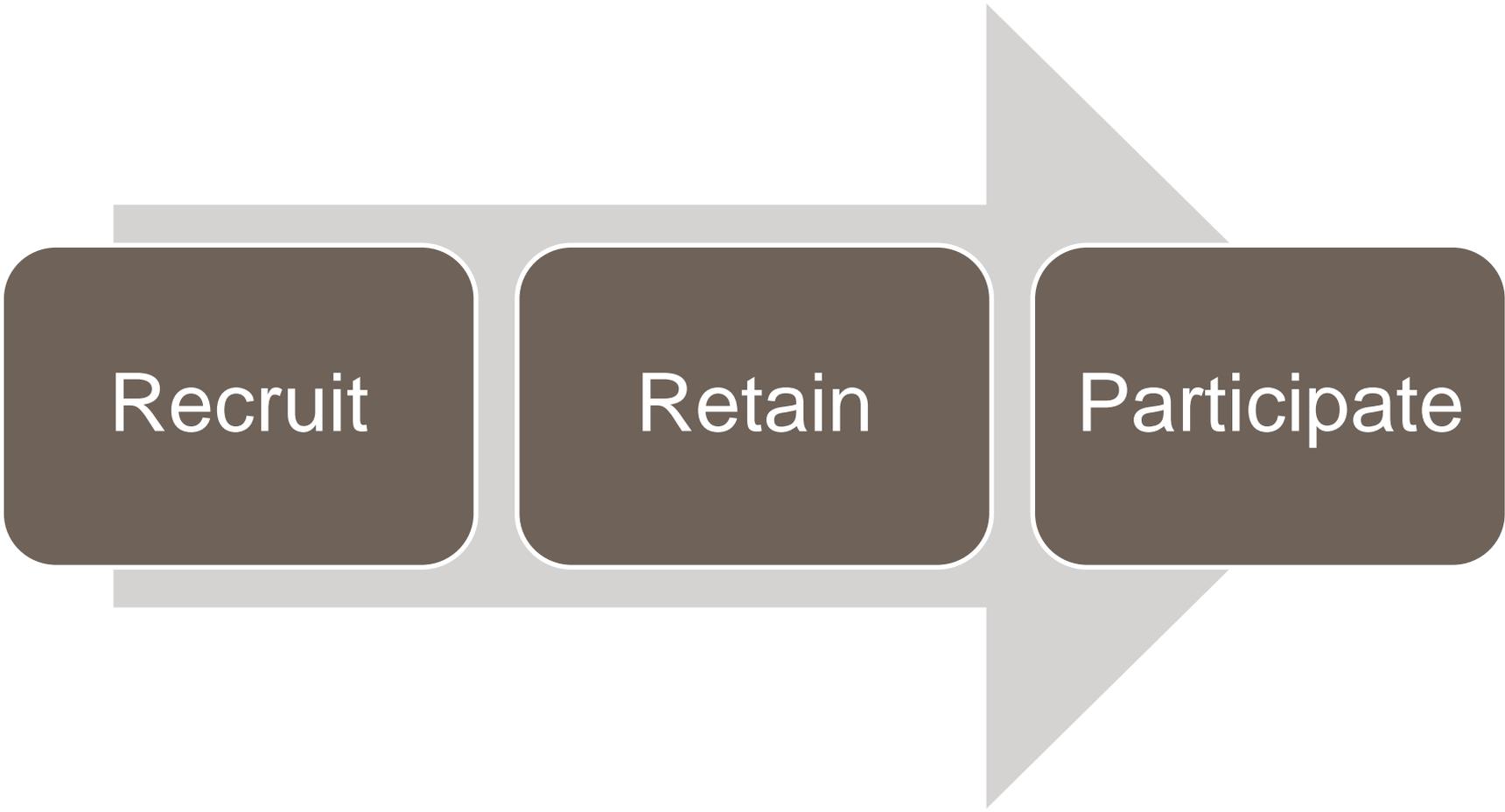
Change from Retention through Participation



Mean Absolute Difference

Variable	Retained	Participated	Difference
Income	0.014	0.013	0.001
Race	0.022	0.027	-0.005
Age	0.019	0.029	-0.009
Education	0.045	0.073	-0.028
Marital	0.104	0.117	-0.013
Gender	0.082	0.095	-0.013
Children in HH	0.054	0.005	0.049
Own/Rent	0.044	0.015	0.029
Average	0.048	0.047	

Negative differences indicate movement away from benchmark

A large, light gray arrow points from left to right across the center of the slide. Three dark gray rounded rectangular boxes are positioned along the arrow's path, each containing a step of a process: "Recruit", "Retain", and "Participate".

Recruit

Retain

Participate

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Thank You!



AmeriSpeak