



Using Nonresponse Follow-up Recruitment to Help Build a Probability- Based Research Panel

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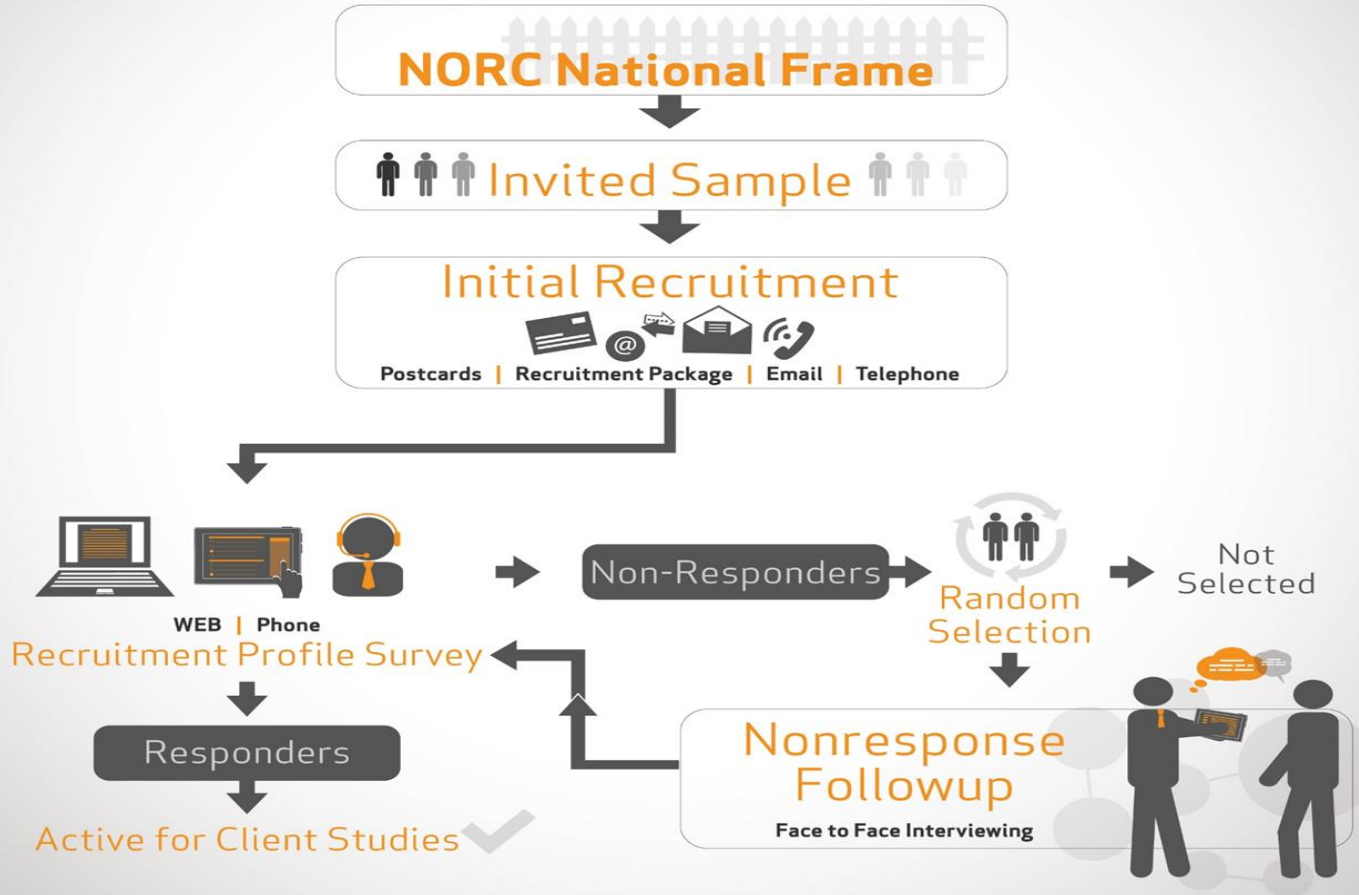
- AmeriSpeak recruitment methodology
- Comparison of initially recruited panelists vs non-response follow-up (NRFU) panelists
 - Sample distribution (fielded cases)
 - Interview distribution (completed cases)
 - Survey completion rate
 - Cumulative response rate
 - Design effect
 - Substantive survey estimates

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

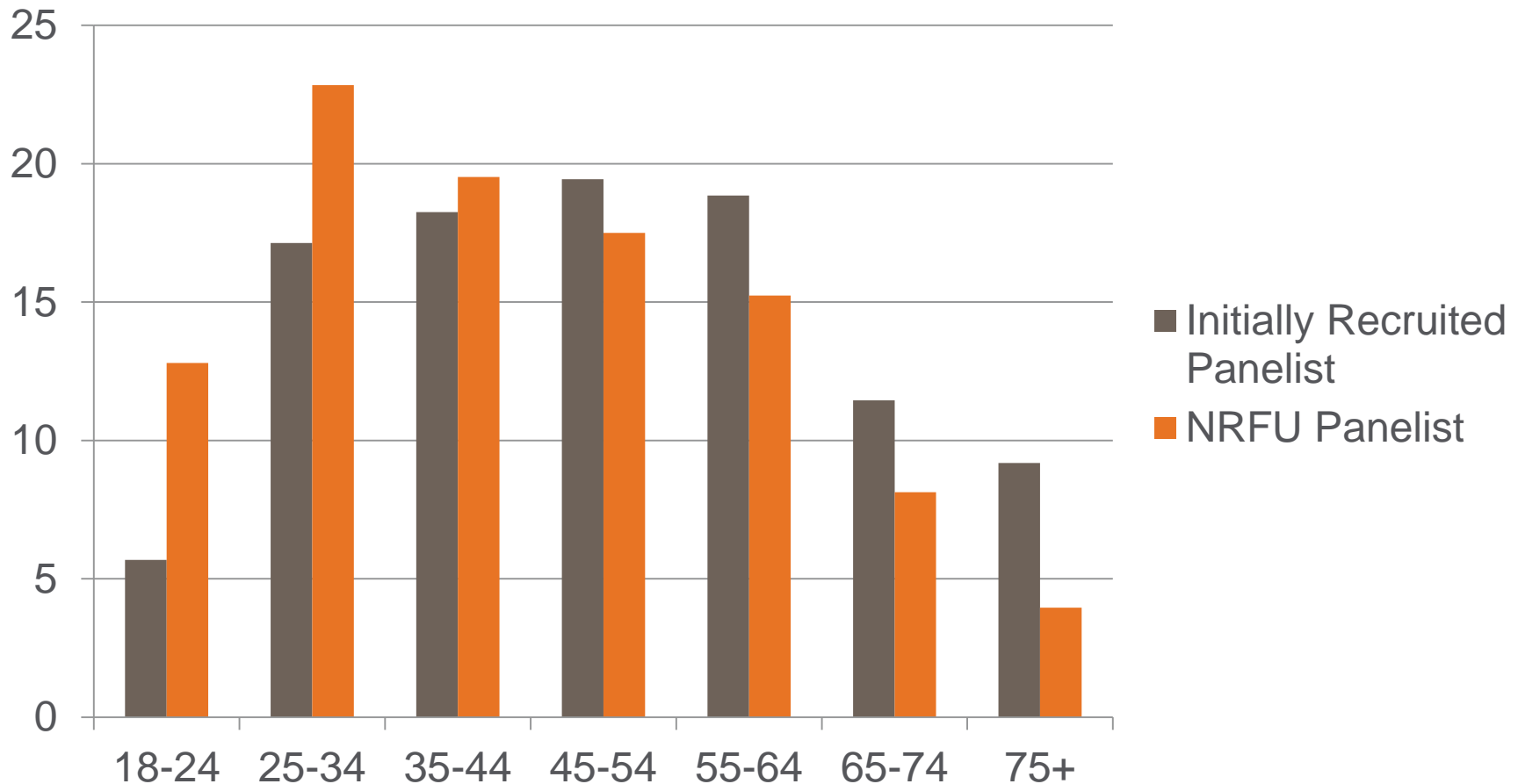
AmeriSpeak Recruitment Methodology



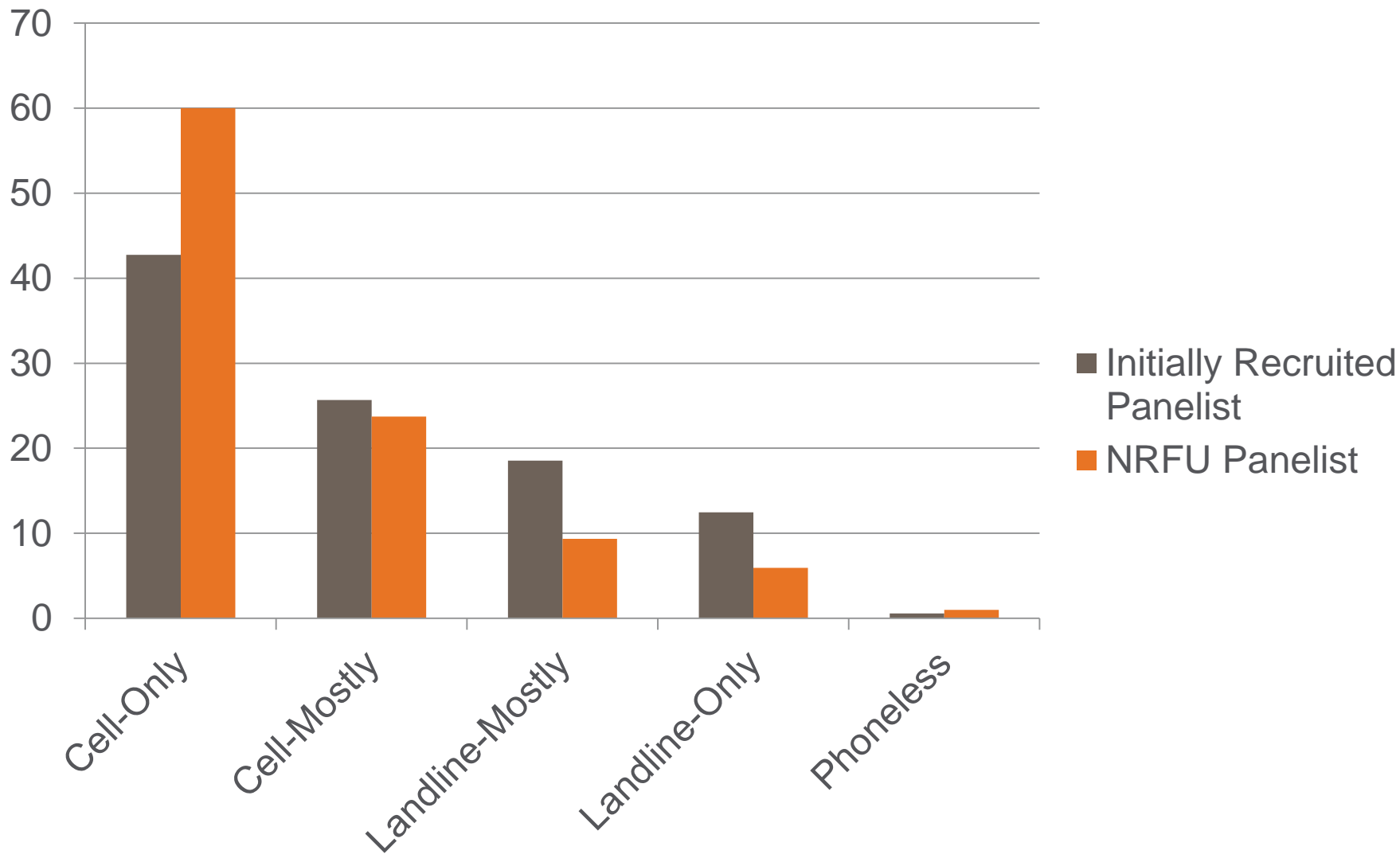
- General population study of adults 18+ years
- 5,518 AmeriSpeak panelists were sampled; 2,834 completes (survey completion rate 51.4%)
 - 1,567 completes among initially recruited panelists
 - 1,267 completes among non-response follow-up (NRFU) panelists
- AAPOR Cumulative Response Rate 18.5%

Sample Distribution (Unweighted) by Panelist Type & Age

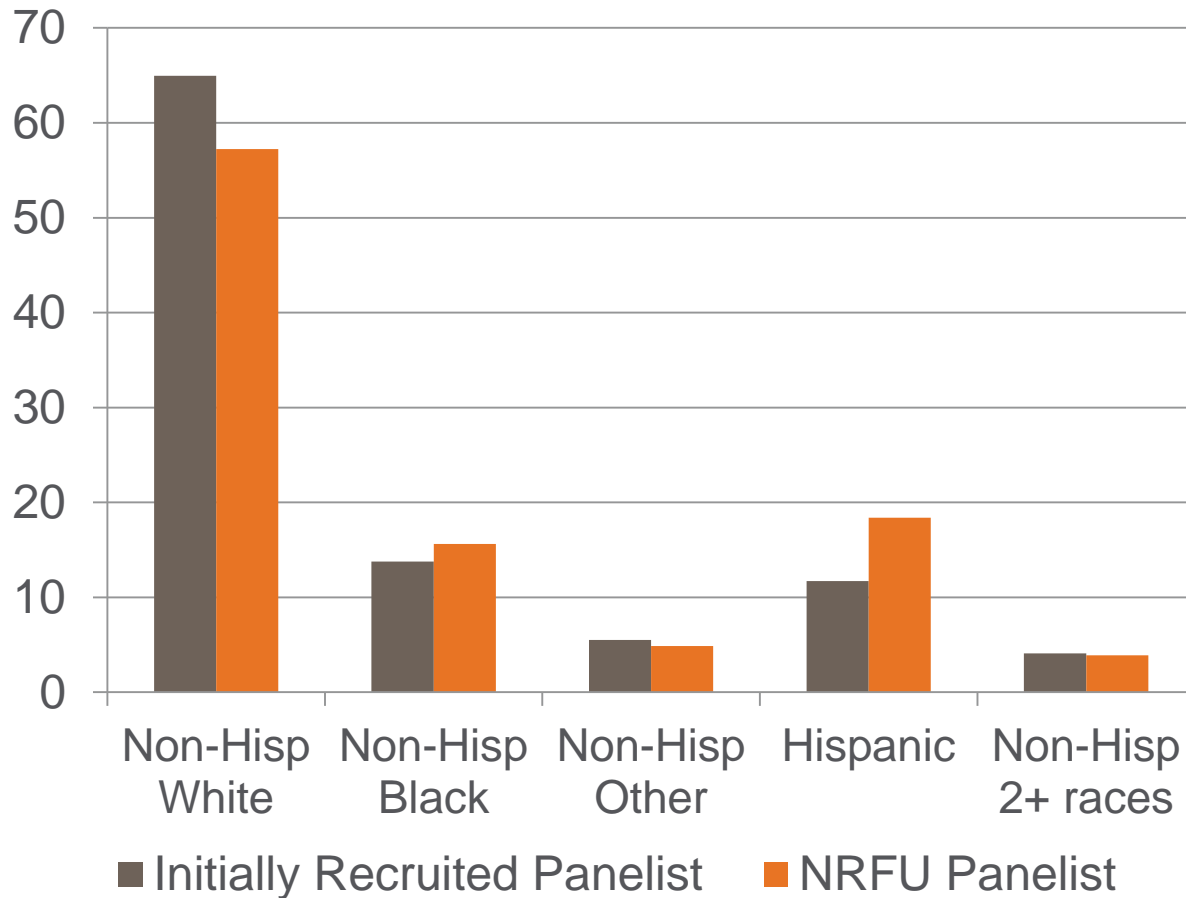
Comparison of **sample** distribution for study by initially recruited panelists and NRFU panelists



Sample Distribution (Unweighted) by Panelist Type & Phone Status



Sample Distribution (Unweighted) by Panelist Type & Race/Ethnicity



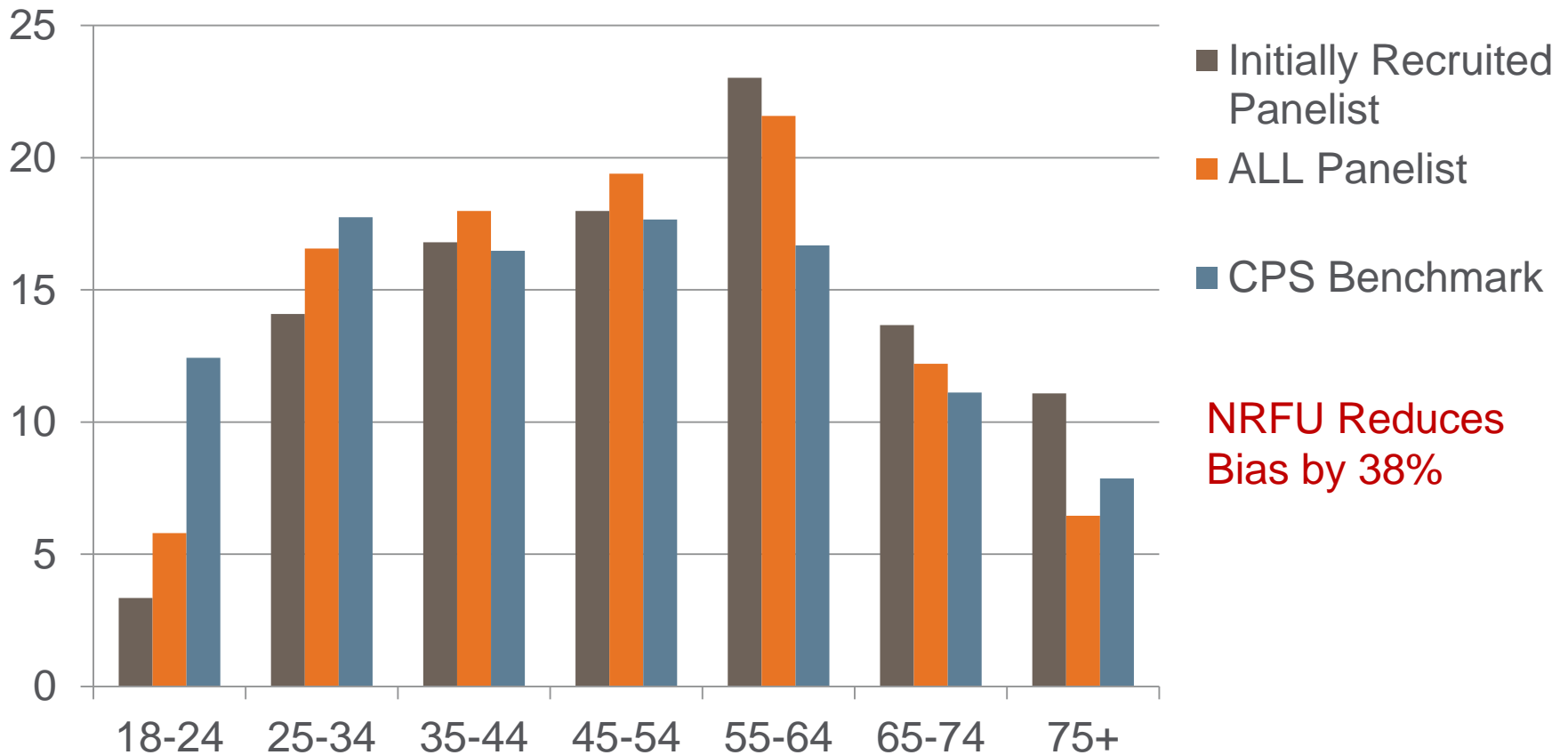
Sampling NRFU panelists brought in more...

- Non-Hispanic Blacks
- Hispanics
- 18-34 years
- HS graduate or less
- never married
- employed
- renters
- cell-only households
- household size > 2

Interview Distribution* by Panelist Type & Age



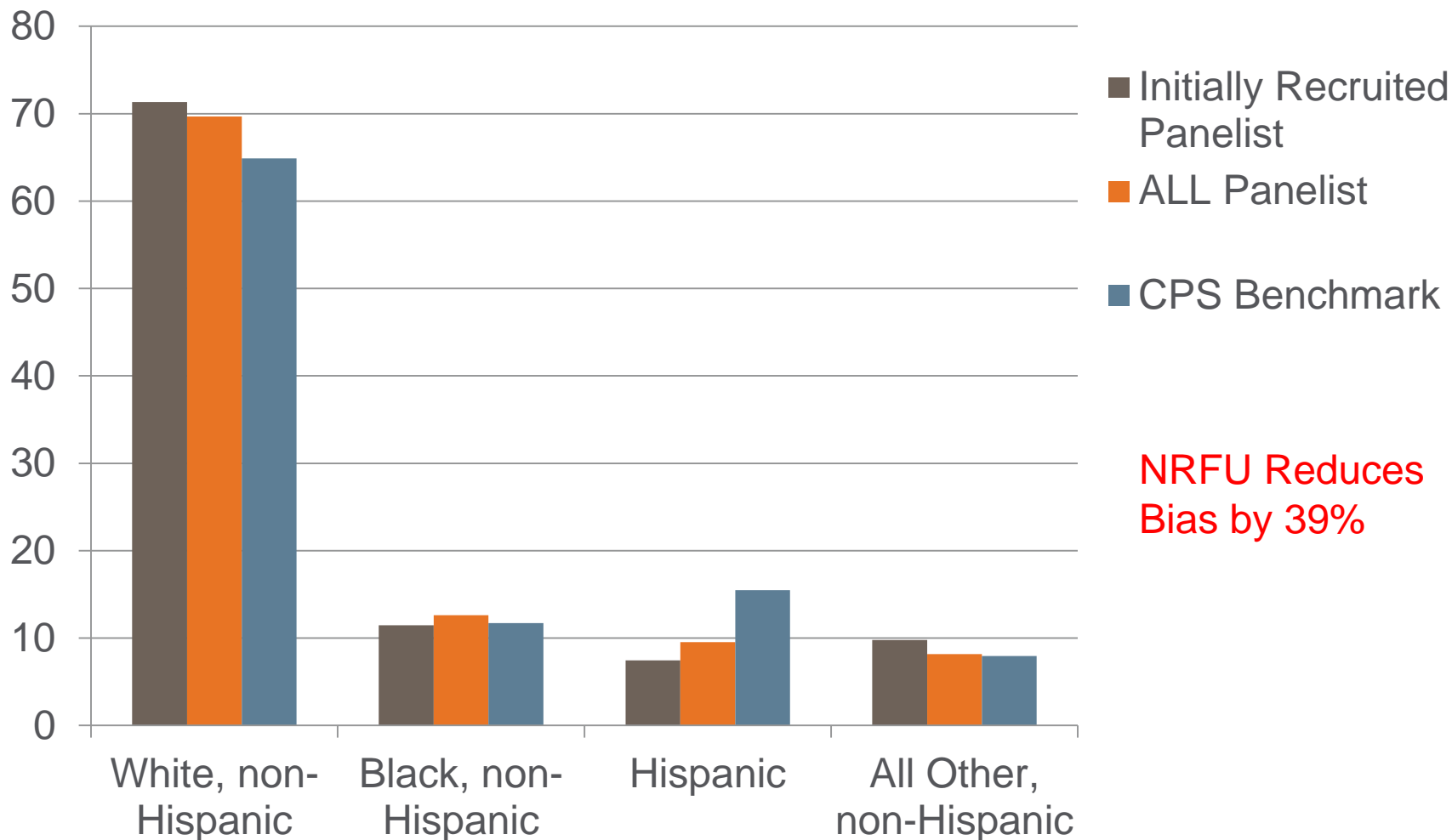
Comparison of **interview** distribution for study by initially recruited panelists and ALL panelists



NRFU Reduces Bias by 38%

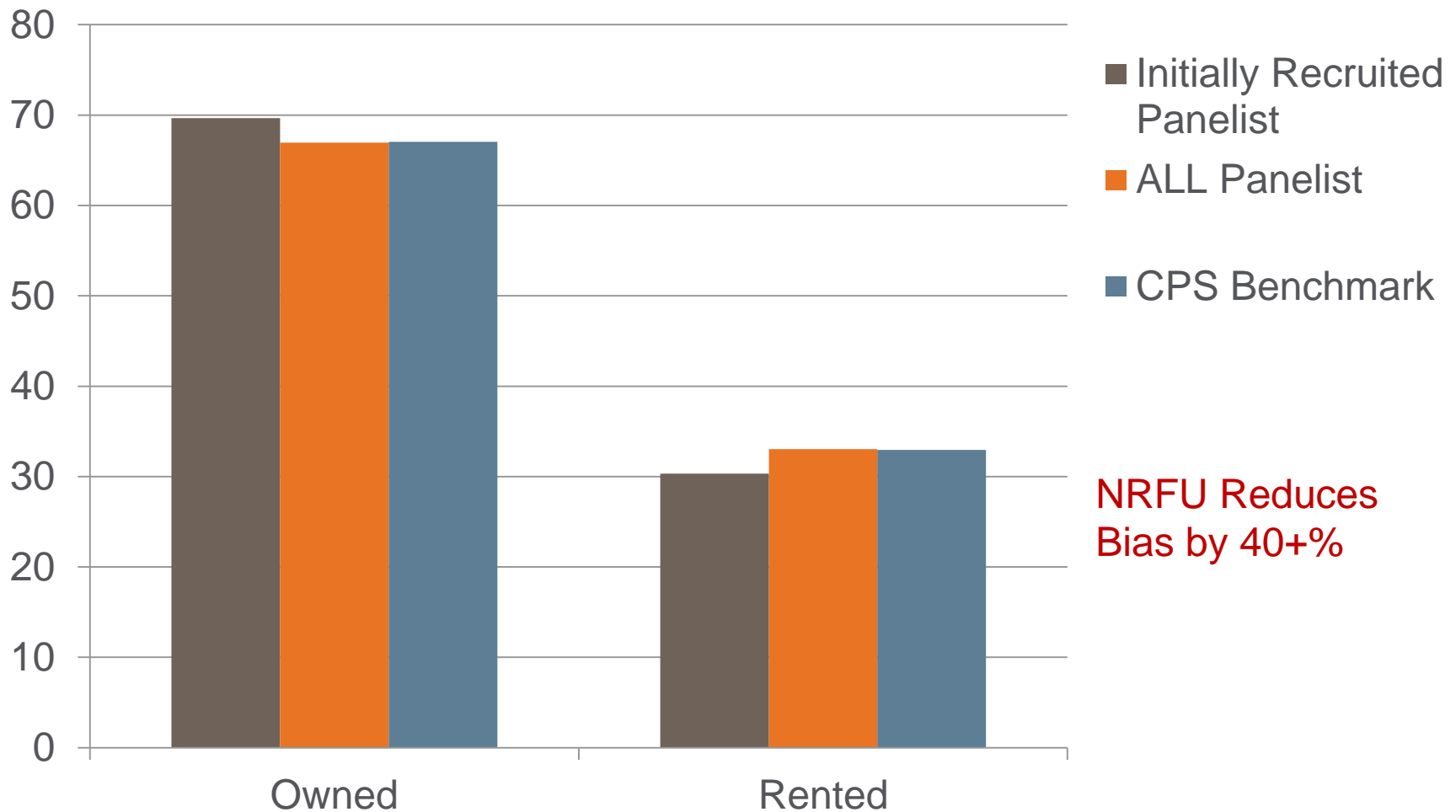
*Weighted to account for probability of selection and NRFU

Interview Distribution* by Panelist Type & Race/Ethnicity



*Weighted to account for probability of selection and NRFU

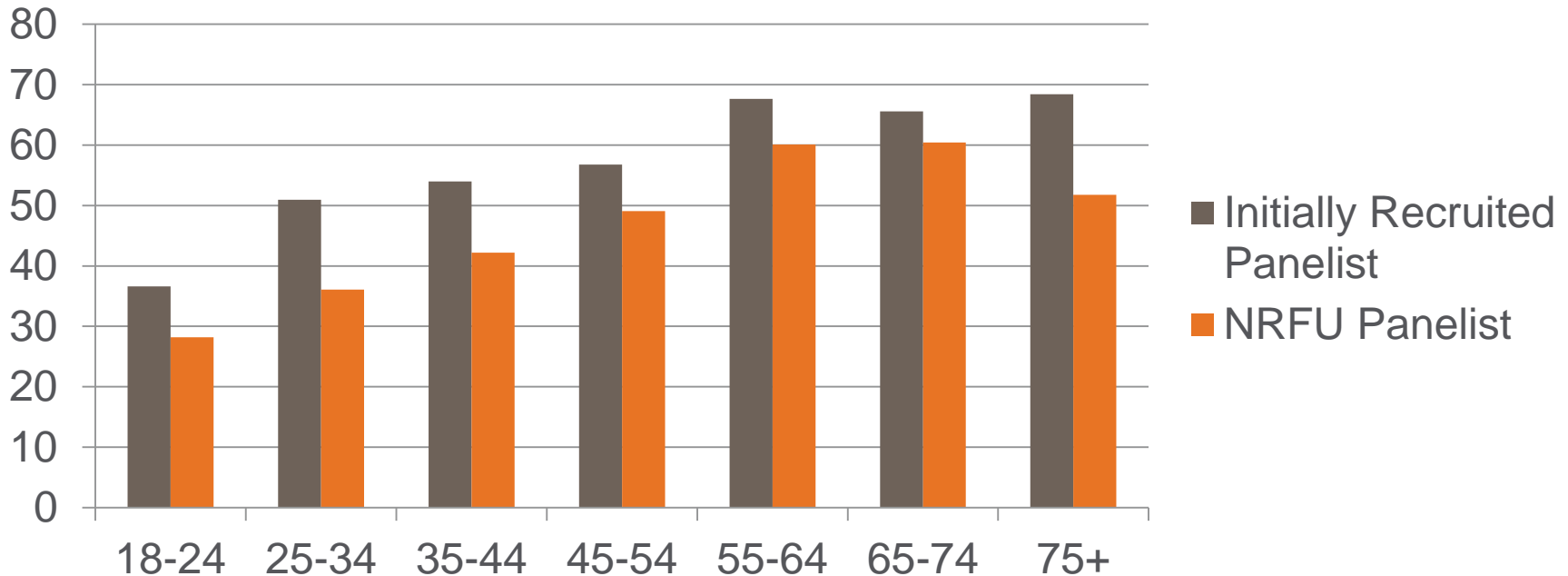
Interview Distribution* by Panelist Type & Housing Tenure



*Weighted to account for probability of selection and NRFU

Survey Completion Rate (Unweighted) by Panelist Type & Age

Comparison of survey completion rate by initially recruited panelist and NRFU panelist



- NRFU panelists have lower survey completion rates for the same demographic group

- AAPOR Cumulative Response Rate (CRR) =
(Weighted Panel Recruitment Rate) *
(Weighted Panel Retention Rate) *
(Survey Completion Rate)
- Compared CRR for this study with a hypothetical CRR for a study if we only had a panel of initial recruits

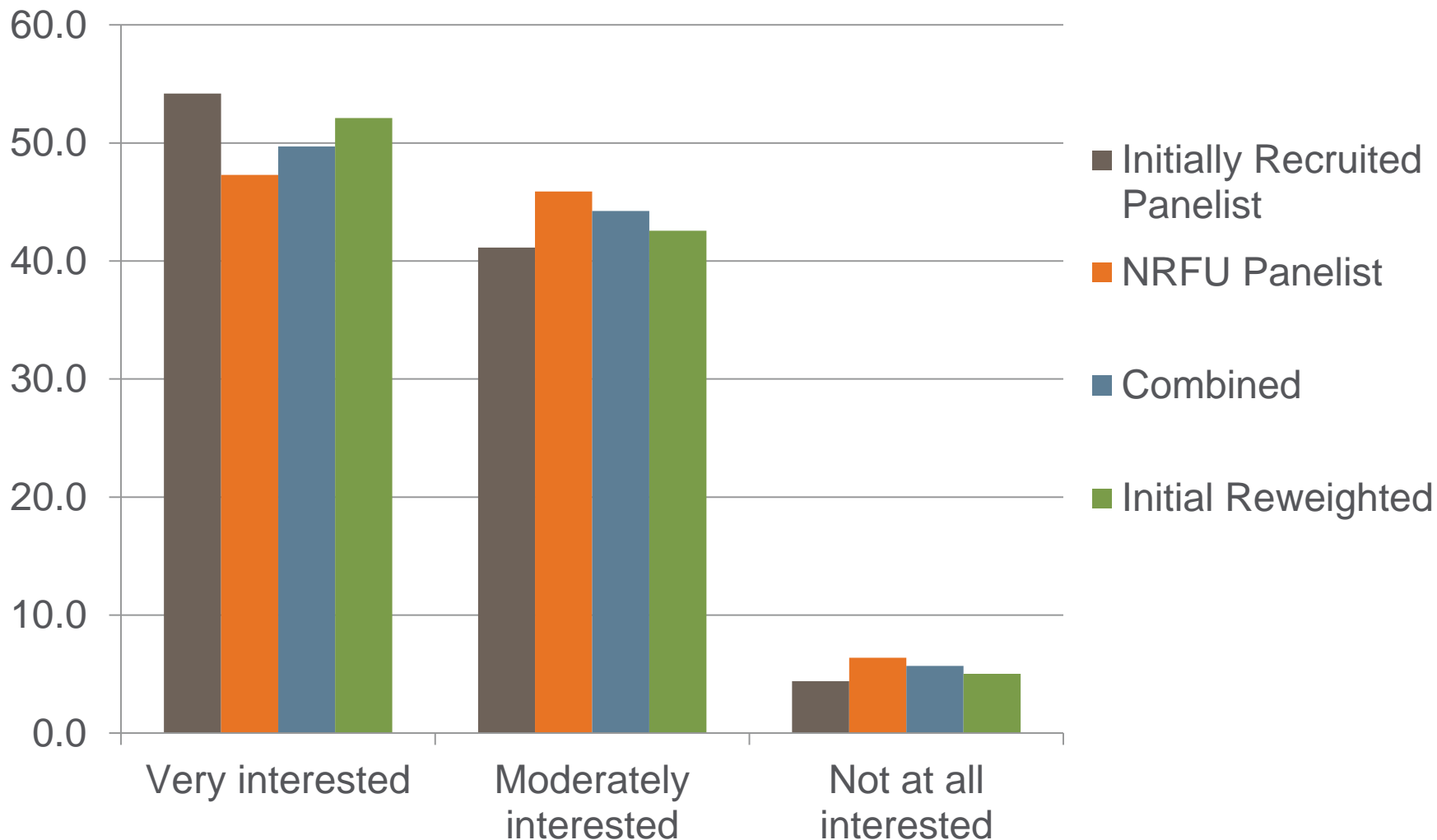
	Panel of Initial Recruits	AmeriSpeak Panel
Panel weighted recruitment rate	6.7%	36.9%
Panel weighted retention rate	96.3%	97.7%
Survey completion rate	58.3%	51.4%
Cumulative response rate	3.8%	18.5%

- Re-weighted the survey by only considering completes among “initially recruited panelists” as being a complete.
- This replicates a panel of only initially recruited panelists (and no NRFU panelists).
- Re-weighted sample had a design effect of **1.9** while original set of completes (that includes the completes among NRFU panelists) had a design effect of **1.9**

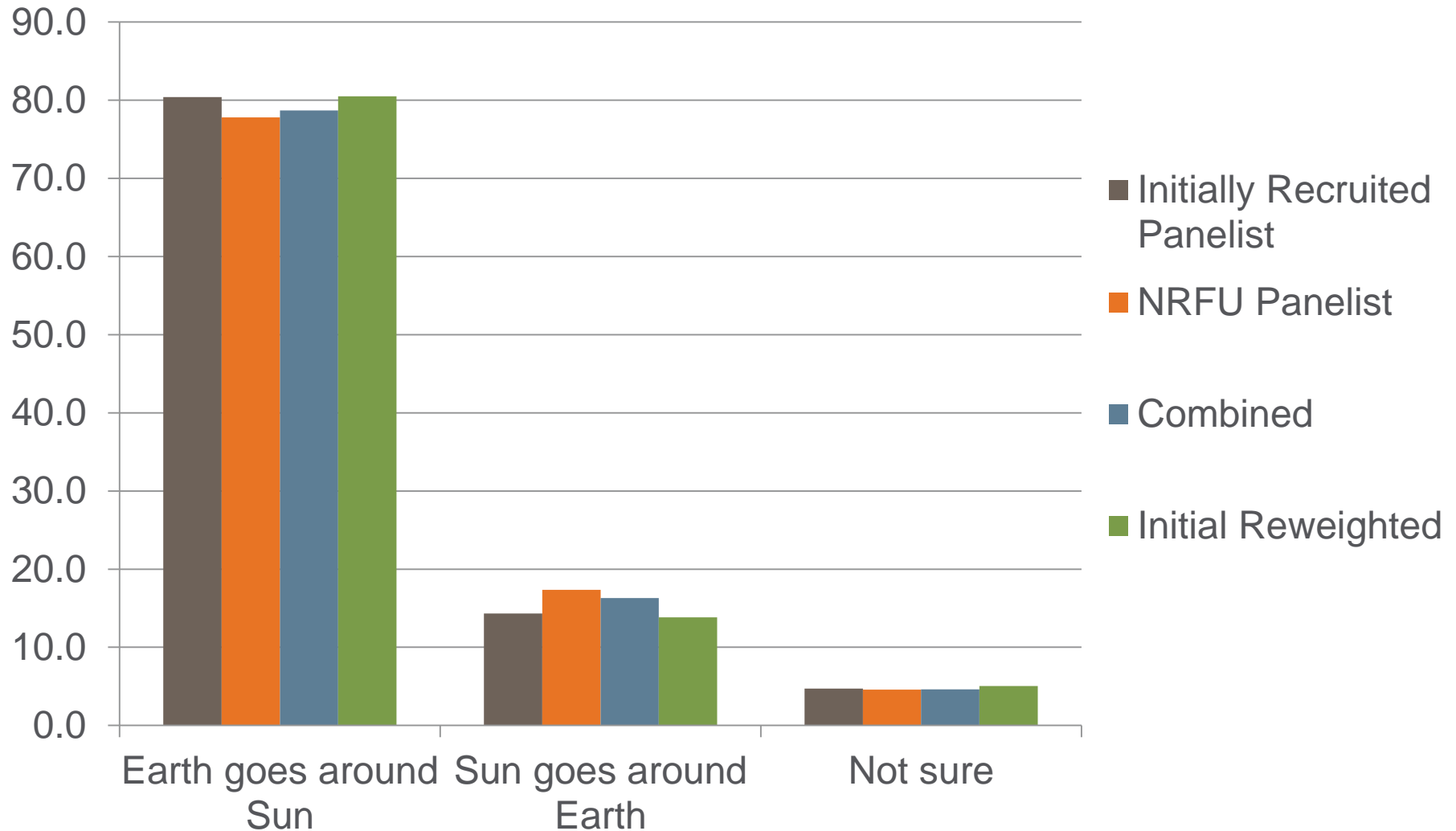
Compared to initially recruited panelists, NRFU panelists are:

- LESS interested in current events, issues such as climate change, energy
- LESS likely to read a print newspaper
- MORE likely to read the news online, use Facebook, YouTube, obtain weather info online, pay bills online
- MORE likely to attend church, sports event, watch a movie in a theatre, eat at a fast food restaurant

How interested are you in current news events?



Does the Earth go around the Sun, or does the Sun go around the Earth?



- **Sample distribution:** NRFU panelists are MORE likely to be younger, minority, and have high school degree or less
- **Interview distribution:** NRFU potentially reduces bias by ~40%
- **Survey completion rate:** NRFU panelists are less likely to complete surveys
- **Cumulative response rate:** NRFU has a 5x factor in improving the cumulative response rate
- **Design effect:** Relative to a panel without NRFU, NRFU does not adversely affect the design effect
- **Substantive survey estimates:** NRFU panelists make the findings of any AmeriSpeak study more accurate

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Thank You!



AmeriSpeak