

Transparency in Documentation for Statistical Surveys using a Probability Panel

2022 FCSM Research & Policy Conference

Session B-6: Leveraging Probability Panels for Federally Sponsored
Statistical Data Collections

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AmeriSpeak

AmeriSpeak is the first U.S. multi-client household panel to combine the speed and cost-effectiveness of panel surveys with enhanced representativeness of the U.S. population, an industry-leading response rate, and the NORC Card, an innovative sample quality report card.

By the Numbers (as of 10/1/2022)

50,000+

**Participating
Households**
(50 States + DC)

1.3K+

**Client Survey
Questionnaires
Fielded**
(Since June 2015)

2.4M

**Cum Client
Survey
Completions**

34%

**Recruitment
Response Rate**
(For recruitment
years with NRFU*)

See [AmeriSpeak.norc.org/research](https://www.AmeriSpeak.norc.org/research)

*NRFU: Nonresponse Follow-up (refusal conversion) using enhanced incentives, Fed Ex mailers, and contacts by face-to-face professional interviewers

U.S. Office of Management and Budget (OMB) Approved AmeriSpeak® Panel Information Collections (Updated July 11, 2022)

Project Name	Funding Agency / Sponsor	OMB Approval Number	OMB Approval Date
W&I Taxpayer Experience Survey (TES)	Internal Revenue Services, Wage and Investment Division (W&I)	1545-0525	5/2017
Test Predictability of Falls Screening Tools	Centers for Disease Control and Prevention, National Center for Injury Prevention and Control (NCIPC)	0920-1220	3/2018
2018 College Student and Recent Graduates' Knowledge of DoD Careers and Scholarship Opportunities Survey.	U.S. Department of Defense (DoD)	0704-0553	3/2018
Anchor It! Campaign Survey	U.S. Consumer Product Safety Commission (CPSC)	3041-0183	11/2019

U.S. Office of Management and Budget (OMB) Approved AmeriSpeak Panel Information Collections (continued)

Project Name	Funding Agency / Sponsor	OMB Approval Number	OMB Approval Date
Research and Development Survey (RANDS)	Centers for Disease Control and Prevention, National Center for Health Statistics (NCHS)	0902-1323	2/2019
Research and Development Survey (RANDS) during COVID19	Centers for Disease Control and Prevention, National Center for Health Statistics (NCHS)	0920-1298	5/2020
Customer Experience, Expectations, and Needs Survey (CEEN)	Internal Revenue Services, Small Business/Self-Employed Division (SB/SE)	1545-1432	3/2020
USAID Feed the Future Initiative: National Survey of U.S. Adults about Global Food Security	United States Agency for International Development (USAID)	0412-0607	8/2020

U.S. Office of Management and Budget (OMB) Approved AmeriSpeak Panel Information Collections (continued)

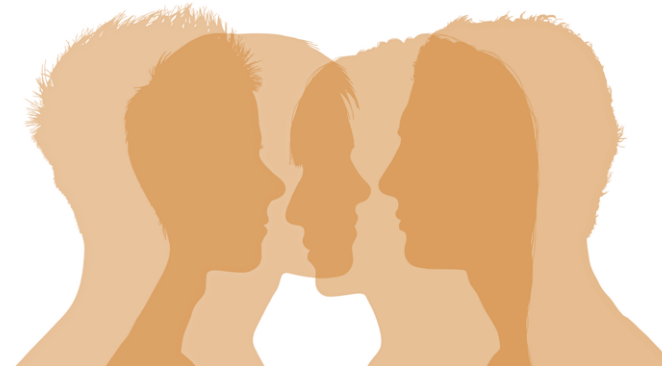
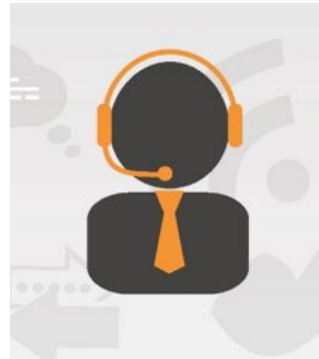
Project Name	Funding Agency / Sponsor	OMB Approval Number	OMB Approval Date
COVID-19 Attitudes and Beliefs Survey (CABS)	Department of Health and Human Services, Office of the Assistant Secretary for Public Affairs (ASPA)	0990-0475	7/2021
Office on Women's Health Post-Partum Depression	Department of Health and Human Services, Office on Women's Health and Family Services (OWHFS)	0990-0281	1/2021
Reducing the Illegal Passing of School Buses	Department of Transportation, National Highway Traffic Safety Administration (NHTSA)	2127-0755	12/2021
Teen and Parent Surveys of Health (TAPS)	Centers for Disease Control and Prevention (CDC)	0920-1362	10/2021

How Does AmeriSpeak Address the Challenge of Representing All of the U.S. Population?

2-STAGE RECRUITMENT

Mail/Phone Contacting

Face-to-Face (F2F) Contacting



What is the AAPOR Transparency Initiative (TI)?

- TI members commit to routinely disclosing the research methods associated with their studies
 - Disclosure can be to clients or publicly when NORC is releasing the study
 - Includes 11 disclosure elements for immediate release
 - Additional elements that should be released upon request within 30 days

The Transparency Initiative at NORC

- NORC is a charter member (joined 2015)
- AmeriSpeak's positioning is to be "all-in" on Transparency
- NORC research staff trained on TI requirements every 2 years



TI Compliance Checklist
(revised April 2021)

Required Disclosure Elements for Immediate Release	Does My Methodology Statement Include:
1. Data Collection Strategy: Describe the data collection strategies employed (e.g. surveys, focus groups, content analyses).	
2. Who Sponsored the Research and Who Conducted It. Name the sponsor of the research and the party(ies) who conducted it. If the original source of funding is different than the sponsor, this source will also be disclosed.	
3. Measurement Tools/Instruments. Measurement tools include questionnaires with survey questions and response options, show cards, vignettes, or scripts used to guide discussions or interviews. The exact wording and presentation of any measurement tool from which results are reported as well as any preceding contextual information that might reasonably be expected to influence responses to the reported results and instructions to respondents or interviewers should be included. Also included are scripts used to guide discussions and semi-structured interviews and any instructions to researchers, interviewers, moderators, and participants in the research. Content analyses and ethnographic research will provide the scheme or guide used to categorize the data; researchers will also disclose if no formal scheme was used.	
4. Population Under Study. Survey and public opinion research can be conducted with many different populations including, but not limited to, the general public, voters, people working in particular sectors, blog postings, news broadcasts, an elected official's social media feed. Researchers will be specific about the decision rules used to define the population when describing the study population, including location, age, other social or demographic characteristics (e.g., persons who access the internet), time (e.g., immigrants entering the US between 2015 and 2019). Content analyses will also include the unit of analysis (e.g., news article, social media post) and the source of the data (e.g., Twitter, Lexis-Nexis).	
5. Method Used to Generate and Recruit the Sample. The description of the methods of sampling includes the sample design and methods used to contact or recruit research participants or collect units of analysis (content analysis).	



**NORC
CARD**

Final Report

RANDS COVID-19 Survey 1

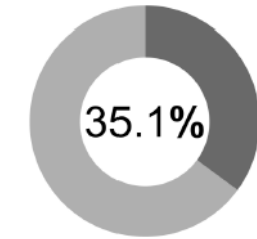
July 14, 2020

Survey Overview

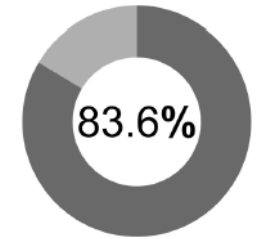
Study Population: 18+ General Population
 Sample Units: 8663
 Completed Units: 6800
 Expected Eligibility Rate: 100.0%
 Observed Eligibility Rate: 100.0%
 Margin of Error: ±1.74 percentage points (pp)
 Avg. Design Effect: 2.15
 Survey Field Period: June 9, 2020 - July 6, 2020
 Median Duration (minutes): 12 minutes
 Prepared for: NCHS

Panel Outcomes

Weighted HH
Recruitment Rate

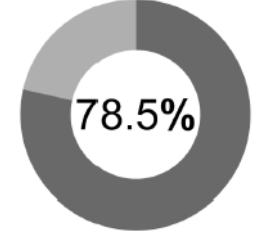


Weighted HH
Retention Rate

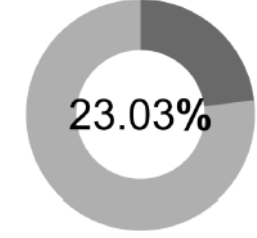


Survey Outcomes

Survey
Completion Rate



Weighted Cumulative
Response Rate



The glossary on the back panel defines all terms. AAPOR RR III formula used for HH recruitment rate.

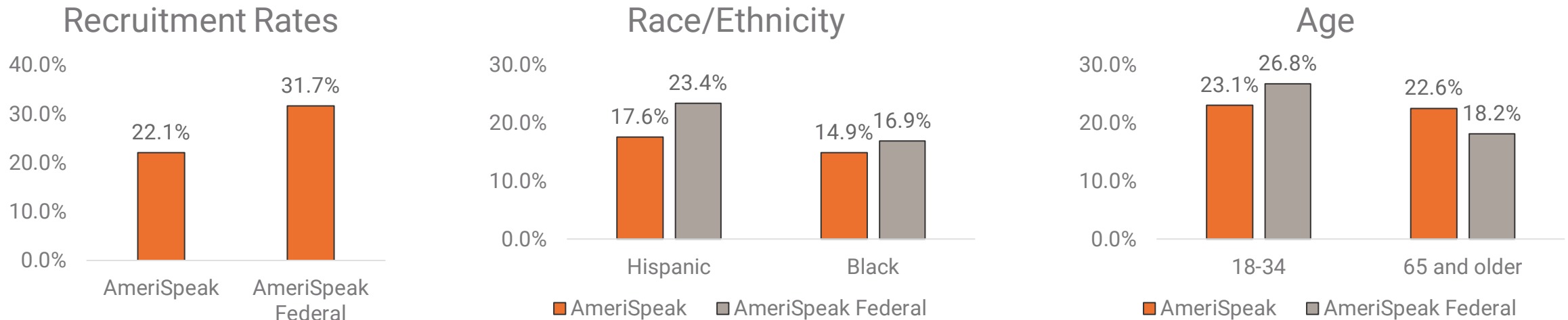
Standard Disclosure in Project Reports

- ✓ Rights of Human Subjects Documentation
- ✓ Panel Construction Protocol
- ✓ Within-Panel/Study-Specific Sampling Protocol
- ✓ Gaining Cooperation Protocol
 - ✓ Schedule of Email/SMS texting/Outbound Phone Outreach
 - ✓ Respondent Incentives
- ✓ Data Quality Inspection Reviews
- ✓ Response Rate Reporting by Component (using AAPOR Standard Definitions)
- ✓ Weighting Complete Documentation
 - ✓ Base weighting
 - ✓ Post-stratification weighting
 - ✓ Trimming rules
 - ✓ Control totals and benchmarking sources

AmeriSpeak Federal

AmeriSpeak Federal is a new NORC panel with features designed to even further maximize data quality and response rates:

- 40 percent of invited HH sample is assigned NRFU status and receives extra Federal Express mailings and in-person recruiting
- Higher recruitment rates and modest differences in panelist demographics



See [AmeriSpeak.norc.org/research](https://www.amerispeak.norc.umd.edu/research)

Thank you.

Get Your Research Right

