

# A Test of a “Federal” Approach to Increase Survey Response and Fit-for-purpose of Probability Panels for Federal Data Collection

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Session A-1: Leveraging Probability Panels for Federally Sponsored Statistical Data Collections

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## Why an AmeriSpeak Federal?

AmeriSpeak Federal is a new NORC panel with features designed to better fit expectations within Federal clients with regard to response rate and data quality. Its main differentiators to AmeriSpeak “main” are:

- A modified sampling geared more toward NRFU, and
- Greater effort in fielding
- BOTH are meant to secure higher response rates

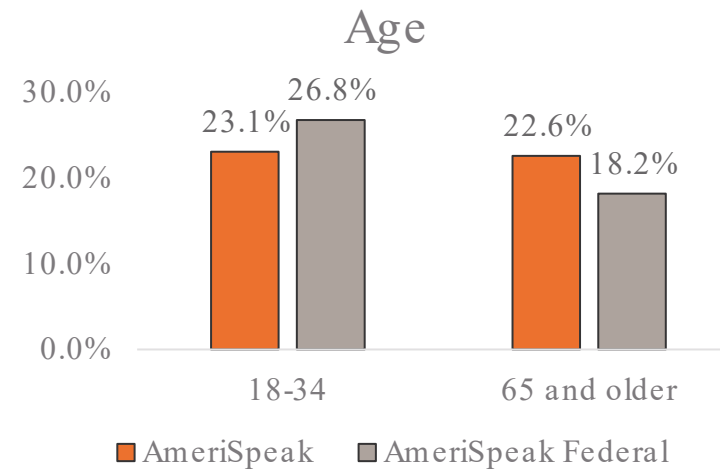
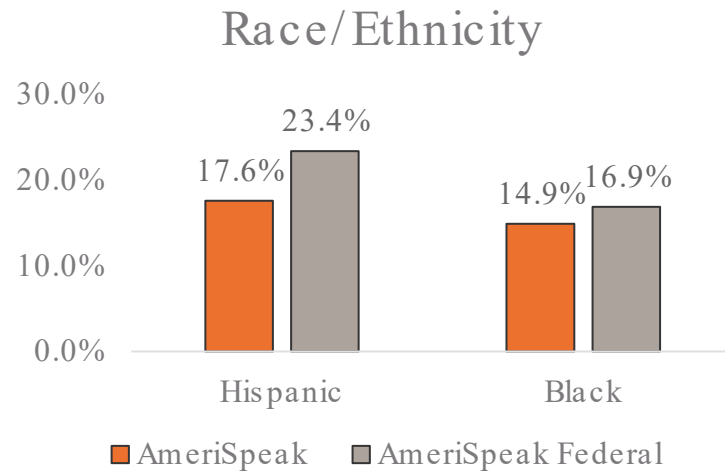
	AmeriSpeak	AmeriSpeak Federal Panel
AAPOR Recr Hous ehold Recruitment Rate	22%	32%
<b>Estimated Cooperation Rate</b>	25%	32%
<b><i>Estimated AAPOR Response Rate</i></b>	5.5%	10.2%
<b>Estimated Retention Rate</b>	80%	80%
<b><i>Estimated NORC AAPOR Response Rate</i></b>	4.4%	8.2%

## Methodological and Operational Contrasts

	Standard	Federal
Main Recruiting	4 mailings, phone	4 mailings, phone
NRFU	Fed Ex, in person	Fed Ex, in person
NRFU Sampling Rate	20%	40%
Standard Study Sample	Full panel	6-month Active Panelists
Study Incentive	Standard	Double
Study Contacts	Email for CAWI Phone for CATI	Email for CAWI Phone for CATI (2 add'l call attempts) Prenote PC for lowest 50% CR Nonresponse PCs
Data Collection Field	2 weeks	4 weeks

# Sample makeup and cost

Some modest differences in panelists:



Cost: Approximately 26% more than a comparable AmeriSpeak quote

## Research Questions

- In practice, what is the relative difference in response rates?
- In practice, what is the relative difference in statistical power
  - Given a) larger NRFU sampling fraction and b) demographics closer to benchmarks, Federal should have a lower design effect and therefore a lower margin of error
- Are there significant differences in interviewee demographics (unweighted)
- Are there significant differences in weighted point estimates?

## Data and Method

- AmeriSpeak Omnibus test with two independent samples (standard and Federal)
  - Field in September 2023, N = 1,518
  - Each condition weighted identically and to the same sum of weights (1,000)

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# Results



## Response Rates and Design Effect

**Federal attains response rates over double AmeriSpeak standard; 25% of completes come in “overtime”**

- Recruitment rate is 60% higher
- Cooperation rate is 30% higher in full sample (notably, despite a higher proportion of less active panelists)
- Design effect is 15% lower

	Standard	Federal
Main Field	538	731
Extra 2 Weeks	0	249
Total	538	980

### Full Sample

	Standard	Federal
Recr	21.1%	33.8%
Comr	18.3%	23.8%
Cumr	3.9%	8.0%
Deff	1.85	1.60
MoE (n=1,000)	4.2%	3.9%

### Active Sample

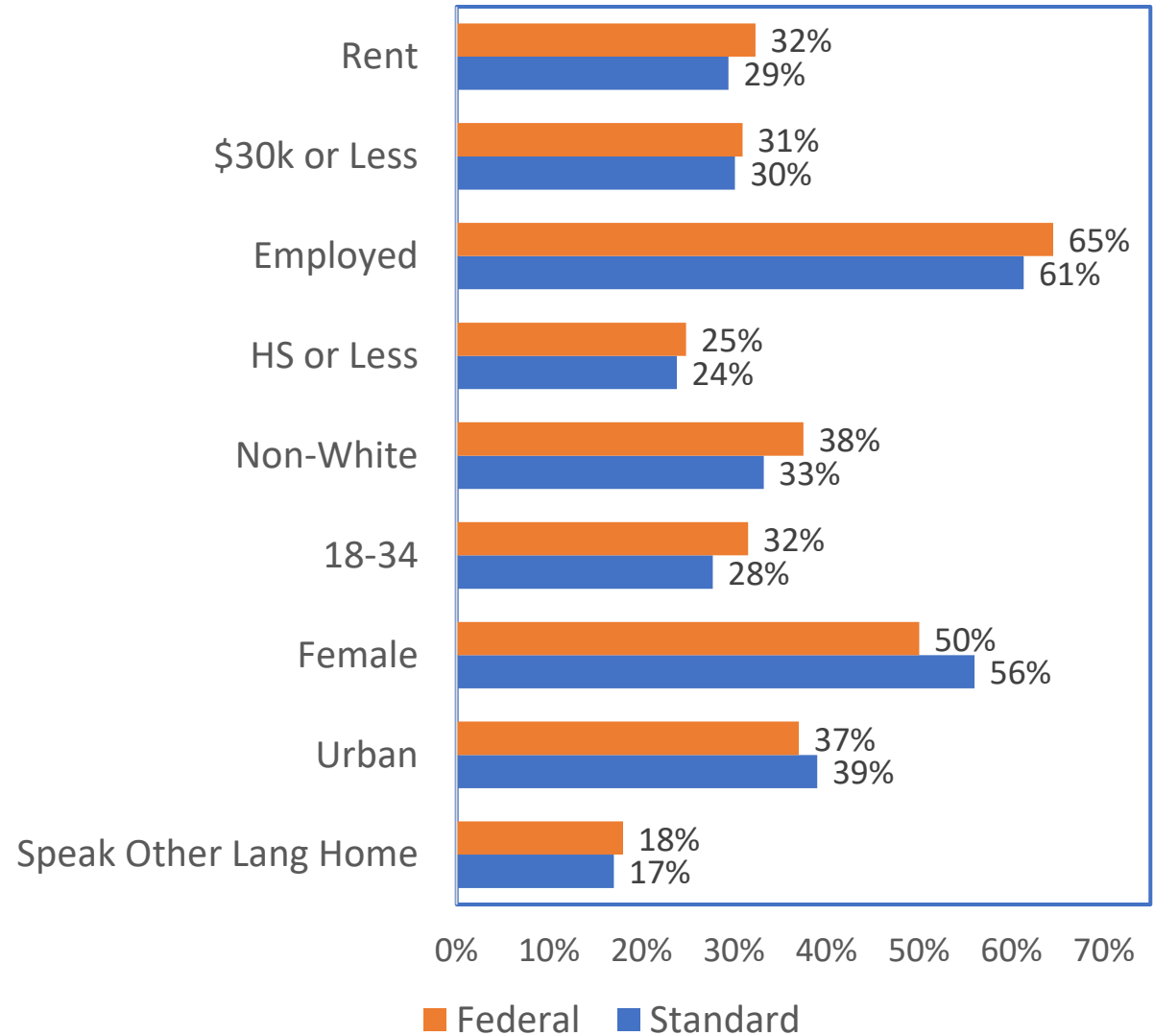
	Standard	Federal
Recr	21.1%	33.8%
Comr	49.6%	72.9%
Cumr/NORC RR	10.5%	24.6%

## Demographic Differences

### In a Word: Small

- AS Federal slightly more likely to acquire “hard to reach” respondents
  - Non-white
  - Young
  - Male
  - Renters
- Differences are minor

### Unweighted Demographics

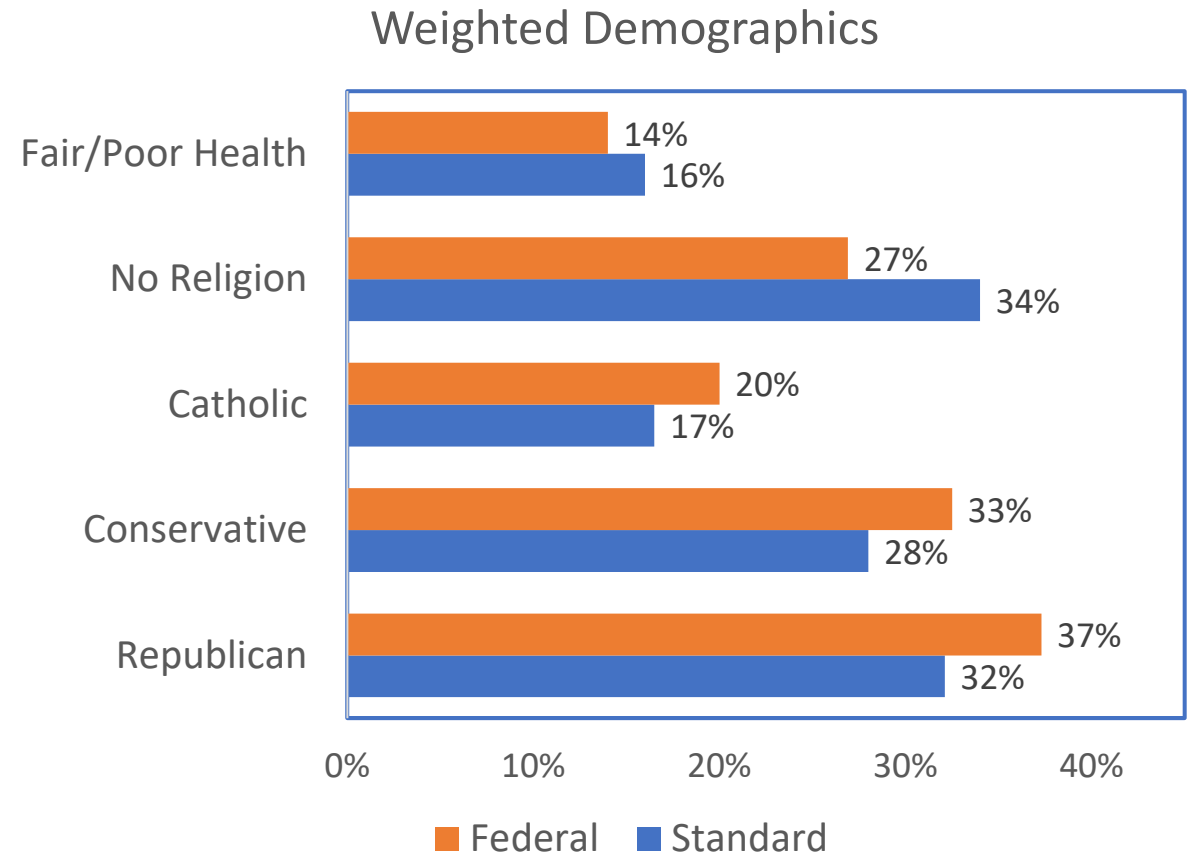




## Additional Demographic Differences

### Some political and religious differences

- AS Federal leans more right
  - More republican
  - More conservative
- Religious differences
  - More Catholic
  - Less “Nones”



## Substantive Differences

### Small and generally infrequent

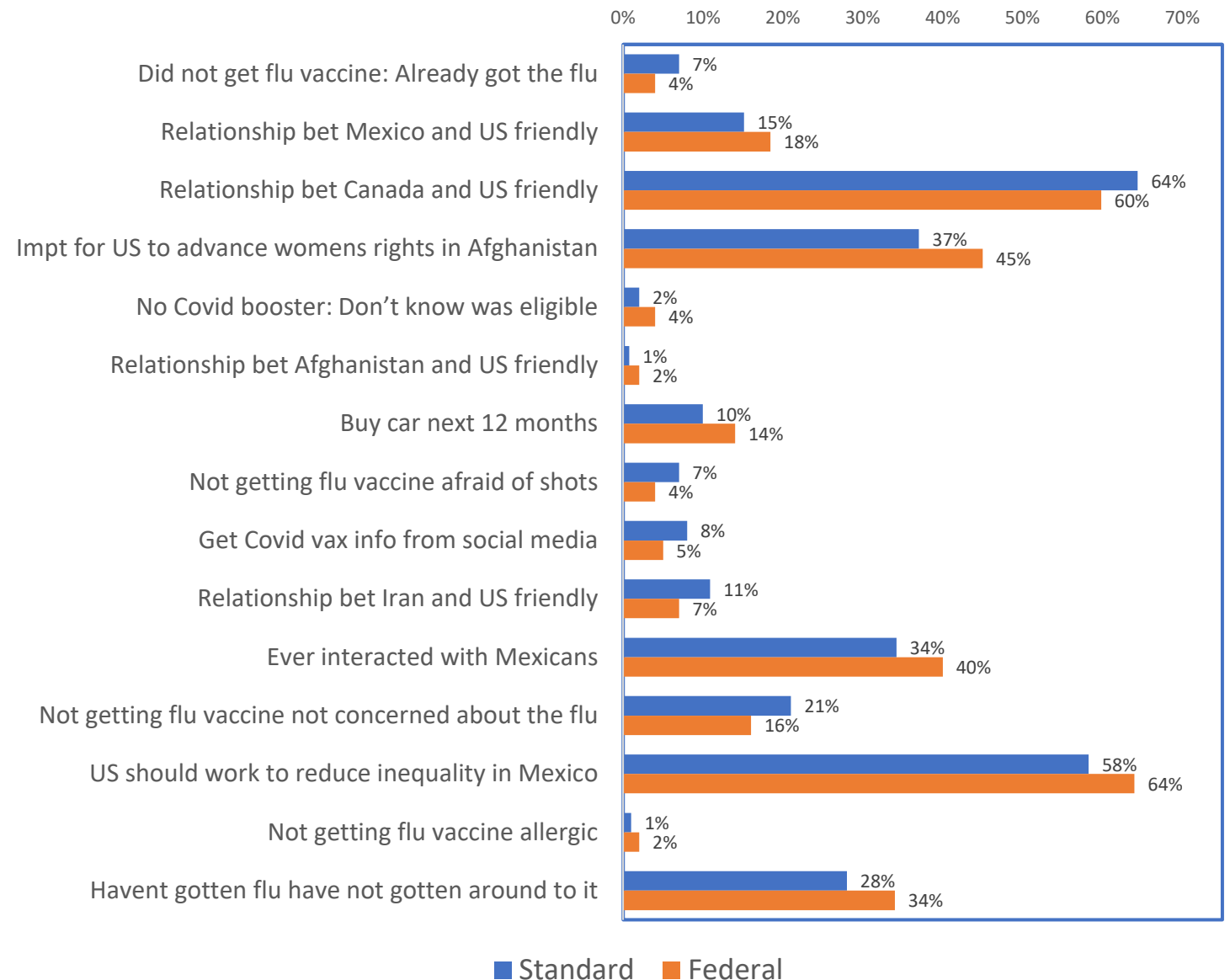
– 141 variables dichotomous variables tested (t-tests)

- Vaccine behavior and attitudes
- Travel/Int'l relations
- Reading behavior
- Car purchase intent

– 28 significant differences (19%)

- $P < .001$ : 4
- $P = .001$  thru  $.01$ : 9
- $P = .01$  thru  $.05$ : 15

### Substantive Differences: Top 15



# Thank you.

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Get Your Research Right

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