



KFF

Can high-quality health policy data be collected using a probability panel sample?

Results from a National Bridge Study

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Federal Committee on
Statistical Methodology

Background

- Rising cost of telephone surveys driving move to less resource-intensive methods
- Probability-based online panel provides opportunity for:
 - Representative sample
 - Shorter field periods
 - Reduced Costs
 - Reach non-internet users with small sample reached by phone
- Augment with random-digit dial prepaid (PPD) cell phone sample to reach
 - Lower income
 - Less educational attainment
 - Lower English proficiency





- **Probability-based**
- **Nationally Representative of U.S. Adults 18 and Older**
- **Recruited via ABS**
- **Multi-mode Capability**
 - Internet respondents participate online.
 - Web-reluctant and non-internet respondents participate by phone.

GET MORE INFO

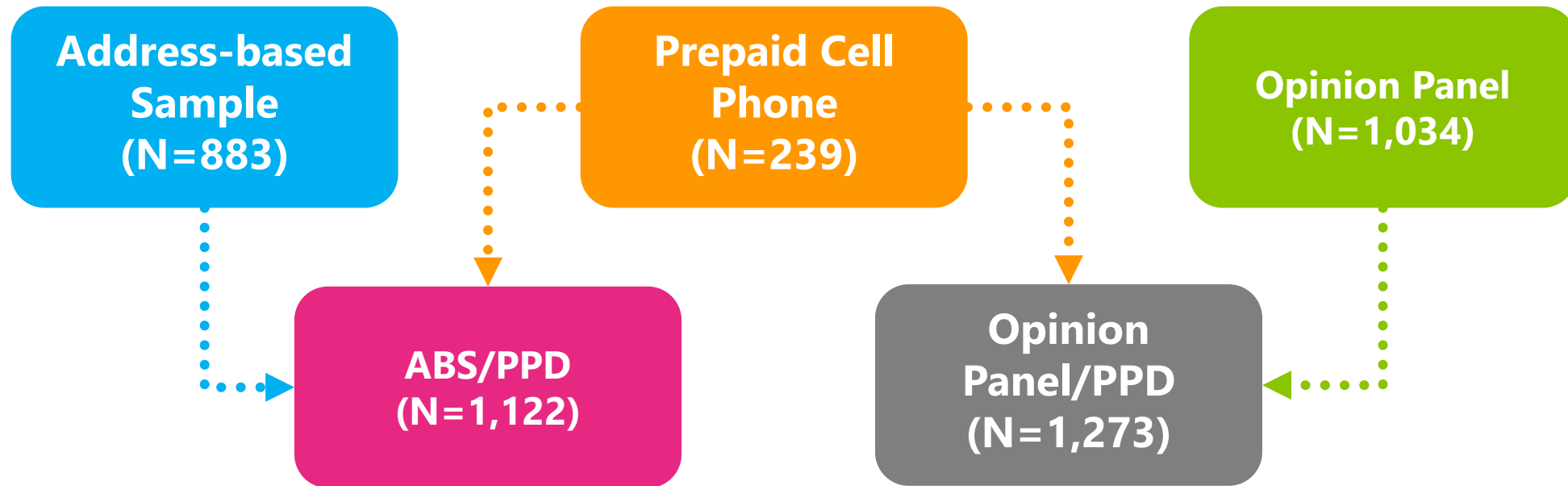
[SSRS.COM/OPINION-PANEL](https://ssrs.com/opinion-panel)

KFF Health Tracking Poll and COVID-19 Vaccine Monitor

- Monthly survey tracking public opinion and experiences on healthcare including favorability of ACA and other health policies among US adults since 2008
- Began monitoring COVID-19 vaccine uptake in December 2020
- Traditionally dual-frame RDD until March 2021
- Rising costs of RDD led KFF and SSRS to seek out other modes for data collection starting in 2021
- March 2022 experimented with same survey instrument on both ABS and the Opinion Panel along with supplement of PPD to compare data quality and trend



Study Design



Study Design

ABS

- Random stratified sample of US residential addresses from USPS database
- Oversampling areas with higher incidence of Hispanic and Black residents as well as those with lower levels of education
- Initial invitation letter, postcard, final reminder letter
- Push to web and phone (toll-free number)
- Outbound dialing to non-responders with appended phone number



Prepaid Cell

- Stratified random sample of cell phone numbers flagged as prepaid or pay-as-go
- Oversampling phone numbers in areas with higher incidence Hispanic and Black residents
- Multiple call attempts varying time of day



Opinion Panel

- Random sample of previously recruited panelists
- Email invitation and reminders to web panelists
- Multiple dial attempts to non-internet users

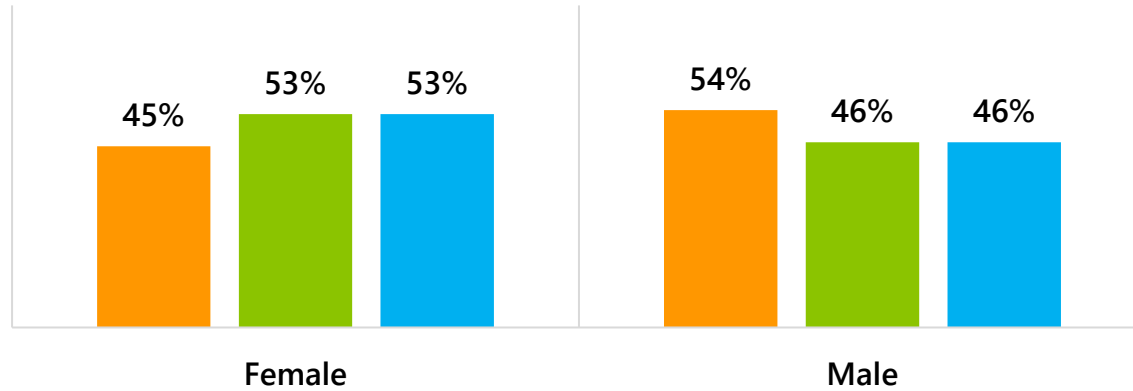


ssrs

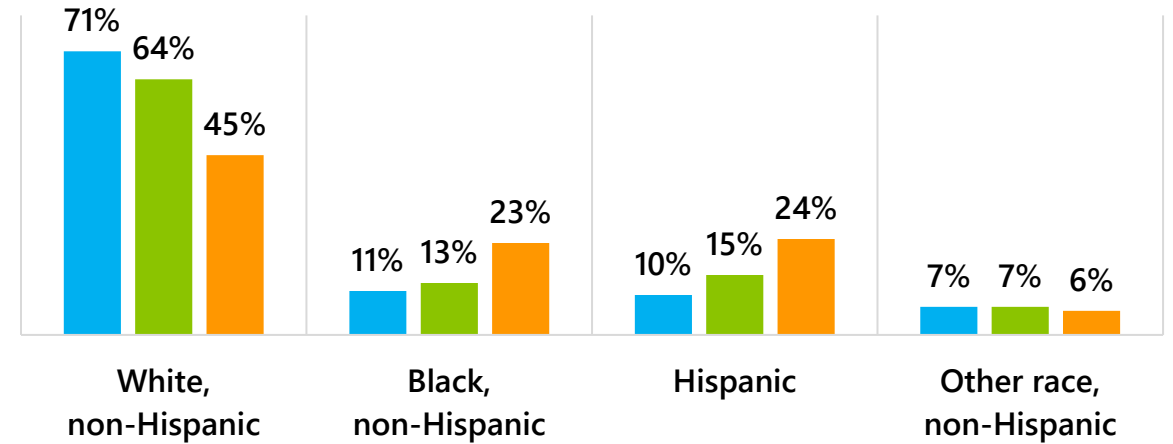
Key Demographics

■ ABS ■ Opinion Panel ■ Prepaid Cell

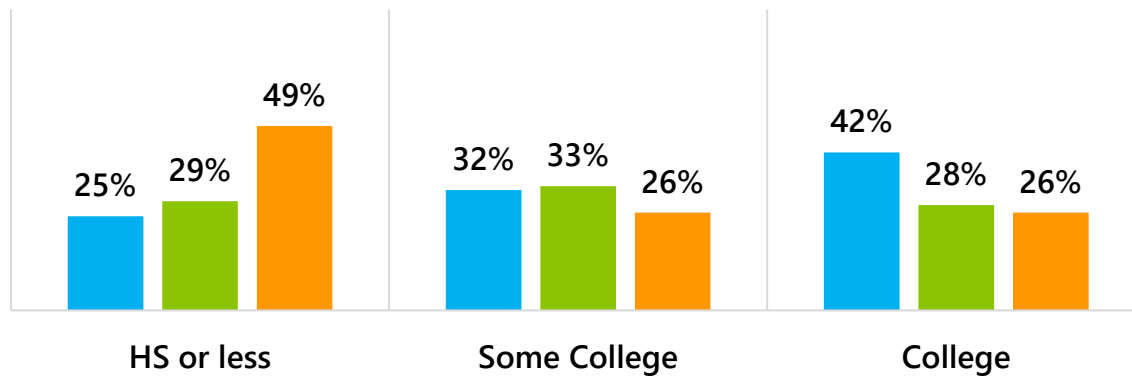
GENDER



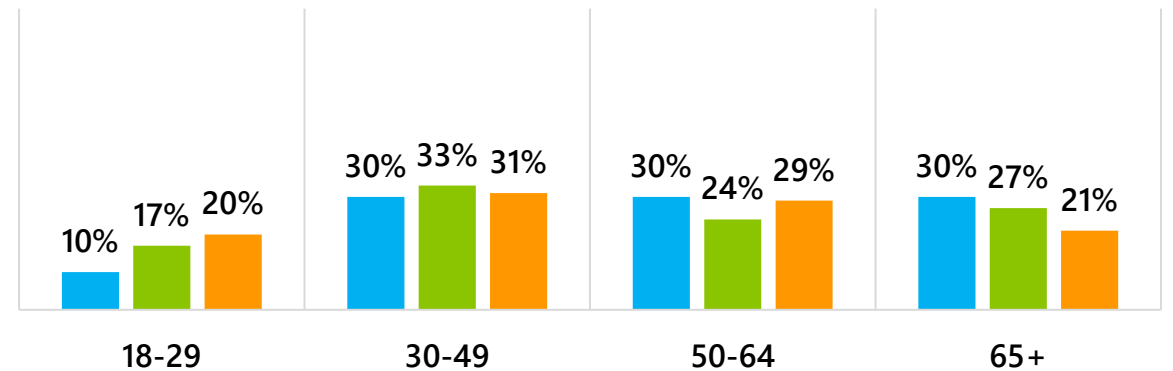
RACE/ETHNICITY



EDUCATION



AGE



Weighting

ABS/PPD

- Base weight to adjust for probability of selection
- Post-stratification/Raking to:
 - Gender, education, age, race/ethnicity and region from 2021 CPS
 - Population density from CPDB
 - Internet Frequency from NPORS for Pew Research Center

Opinion Panel/PPD

- Base weight adjusted for probability of selection and recruitment into the Opinion Panel
- Post-stratification/Raking to:
 - Gender, education, age, race/ethnicity and region from 2021 CPS
 - Population density from CPDB
 - Internet Frequency from NPORS for Pew Research Center
 - Civic engagement from Sept 2017 CPS Volunteering and Public Life Supplement



Key Outcomes



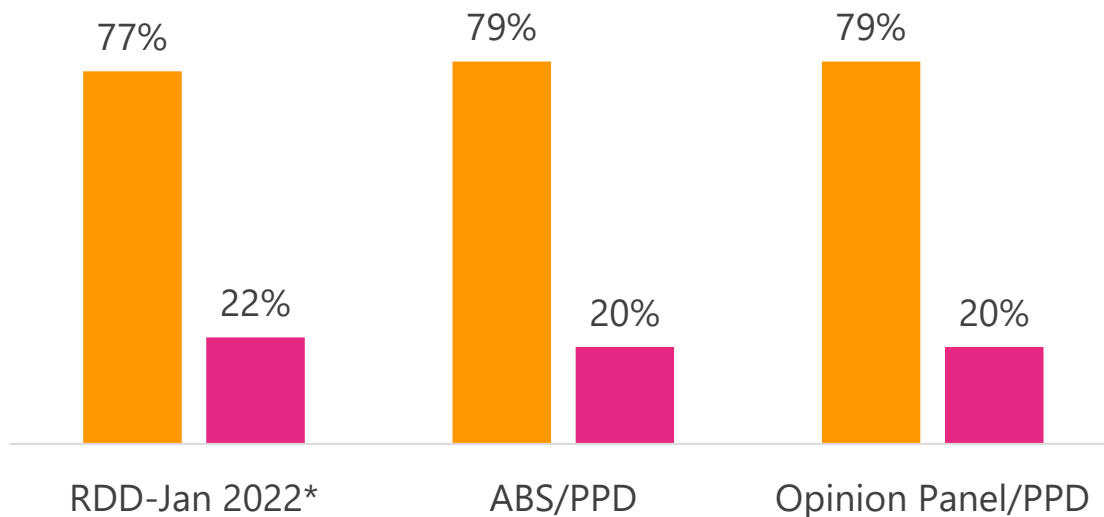
2023 Research and Policy Conference



Vaccine Uptake

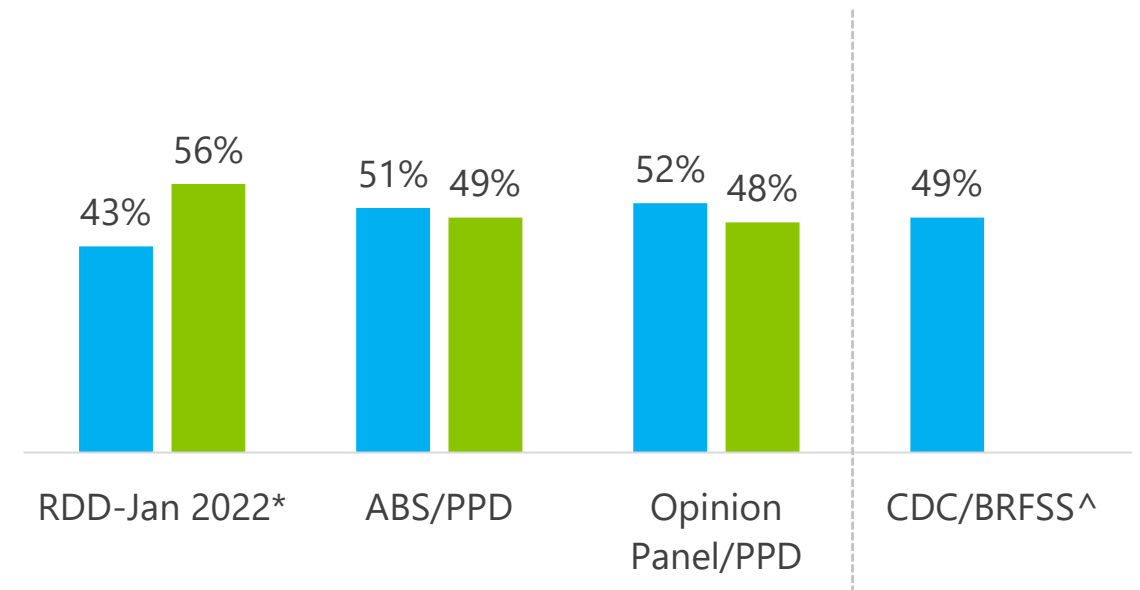
COVID-19 VACCINE

■ Received at least one dose ■ Not vaccinated



FLU VACCINE

■ Got Flu Vaccine ■ Did not get

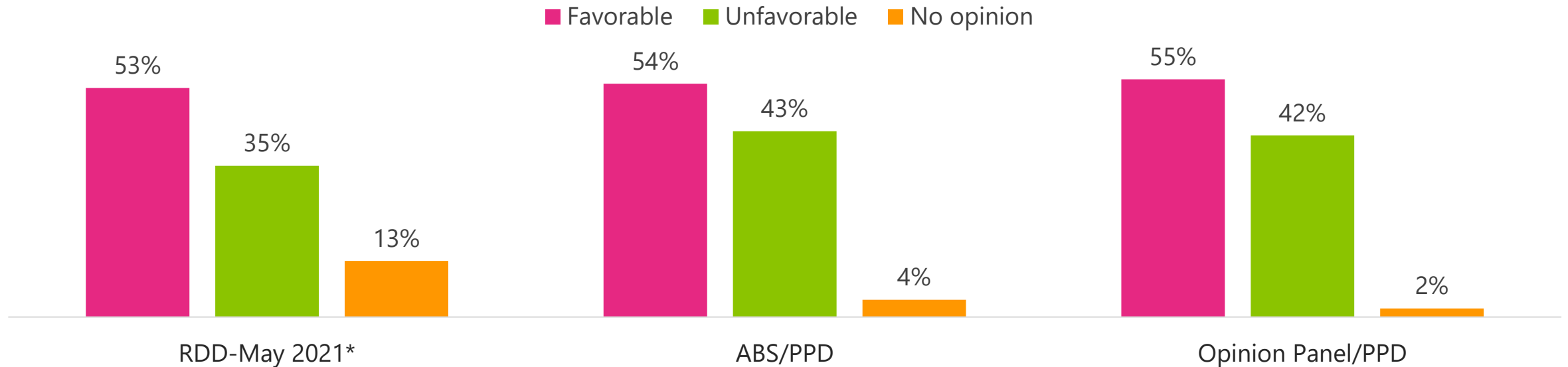


*RDD – Jan 2022: Shown for reference. Dual frame RDD sample of N=1,536 US adults.

^ CDC/BRFSS: Result from CDC analysis of BRFSS data among adults 18+: <https://www.cdc.gov/flu/fluview/coverage-2022estimates.htm>

ACA Favorability

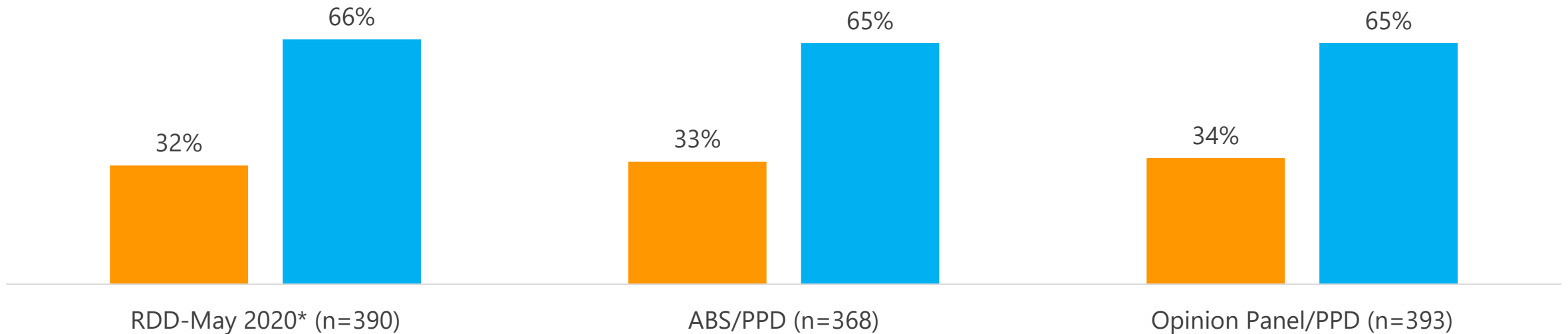
As you may know a health reform bill was signed into law in 2010, known commonly as the Affordable Care Act or Obamacare. Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?



Medicaid Expansion

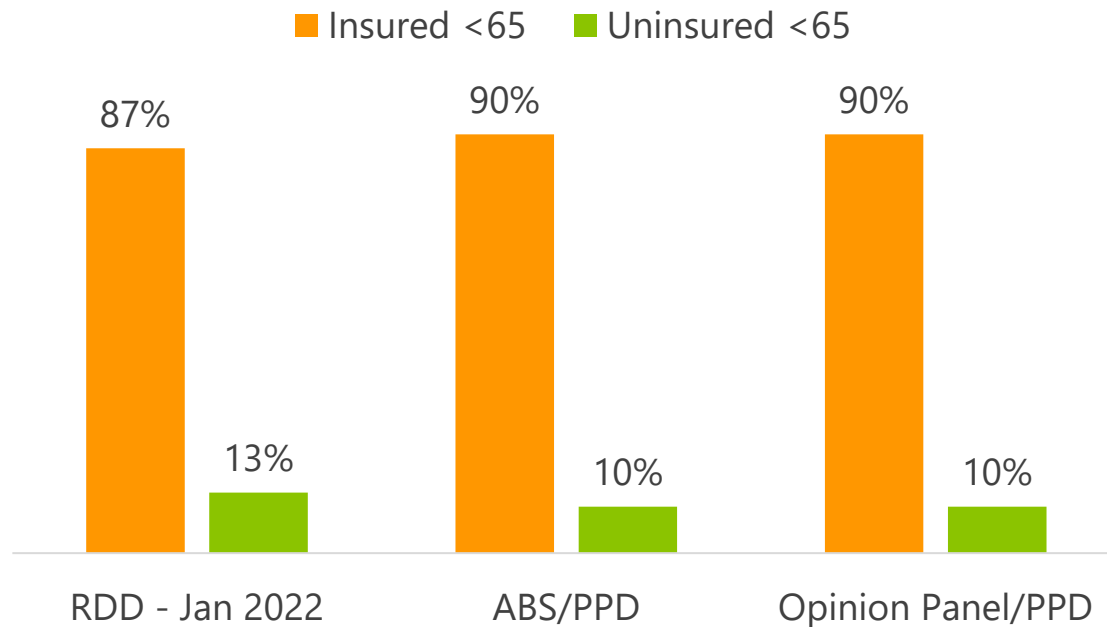
Asked of those who live in states that have not expanded Medicaid:
 “Do you think your state should keep Medicaid as it is today or expand Medicaid to cover more low-income uninsured people?”

Keep as it is Expand

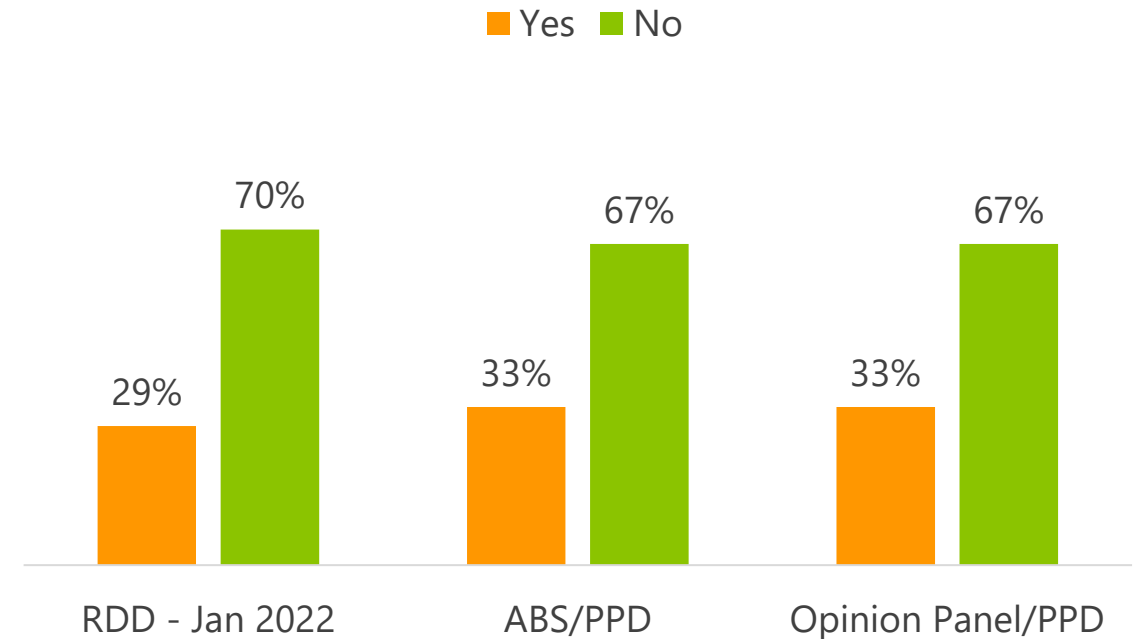


Insurance Status & Chronic Health Conditions

INSURANCE STATUS AMONG ADULTS 18-64



HAS A CHRONIC HEALTH CONDITION



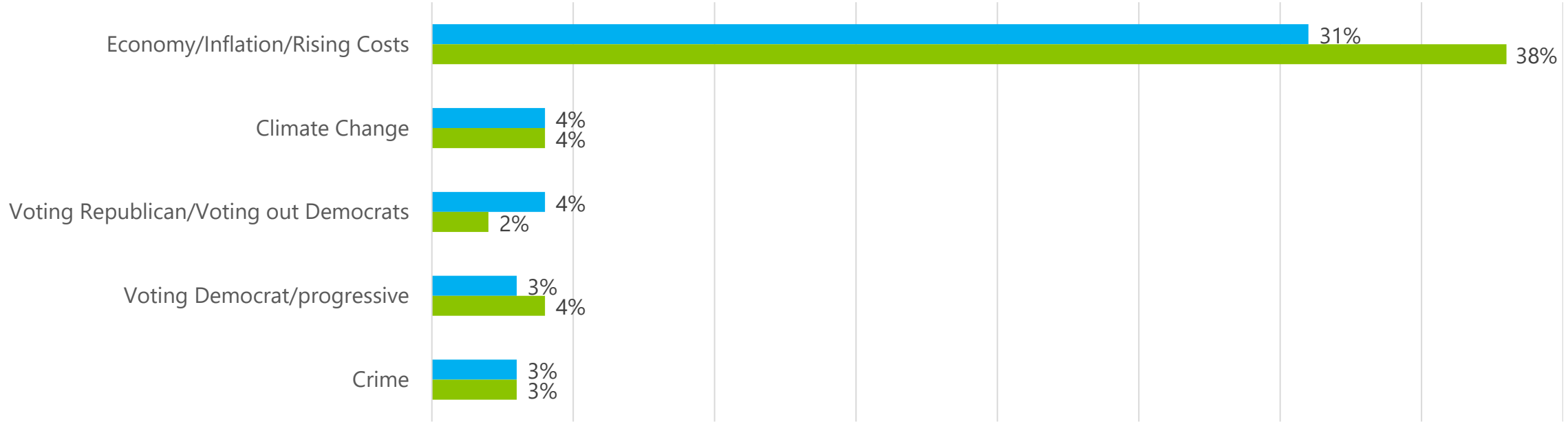
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Dual frame RDD sample of N=1,536 US adults.



MOST IMPORTANT ISSUE FOR 2022 CONGRESSIONAL ELECTION VOTE

Among Registered Voters

■ ABS/PPD ■ Opinion Panel

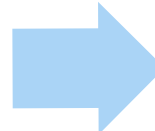


Other Considerations:

**Quicker Turnaround
for Panel and Phone
Samples**



**Less Time Intensive
Pre-field Preparation**



**Prepaid Cell
Addresses
Nonresponse Bias**

6 days for
Opinion Panel
VS.
16 days for ABS

ABS Materials
Must be Created,
Proofed, Printed
and Mailed
VS.
Email Invites and
Reminders Sent

Reaches
respondents with
different
demographic
characteristics





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THANK YOU

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