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How Does AmeriSpeak Panel Recruit, Engage, and Retain Diverse and Hard-to-Recruit Segments of the U.S. Population?

2022 AAPOR Annual Conference

Creating and Maintaining Diverse and Inclusive Survey Panels: Challenges and Strategies

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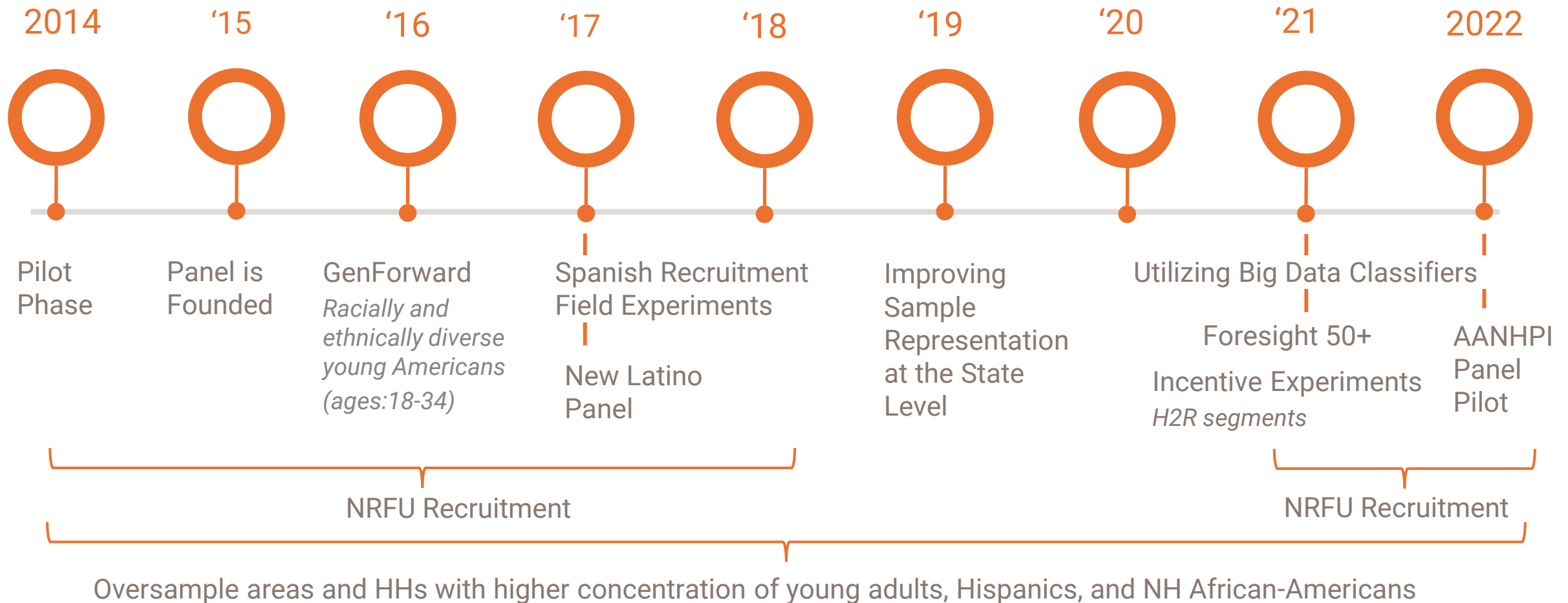


History of Innovations on AmeriSpeak

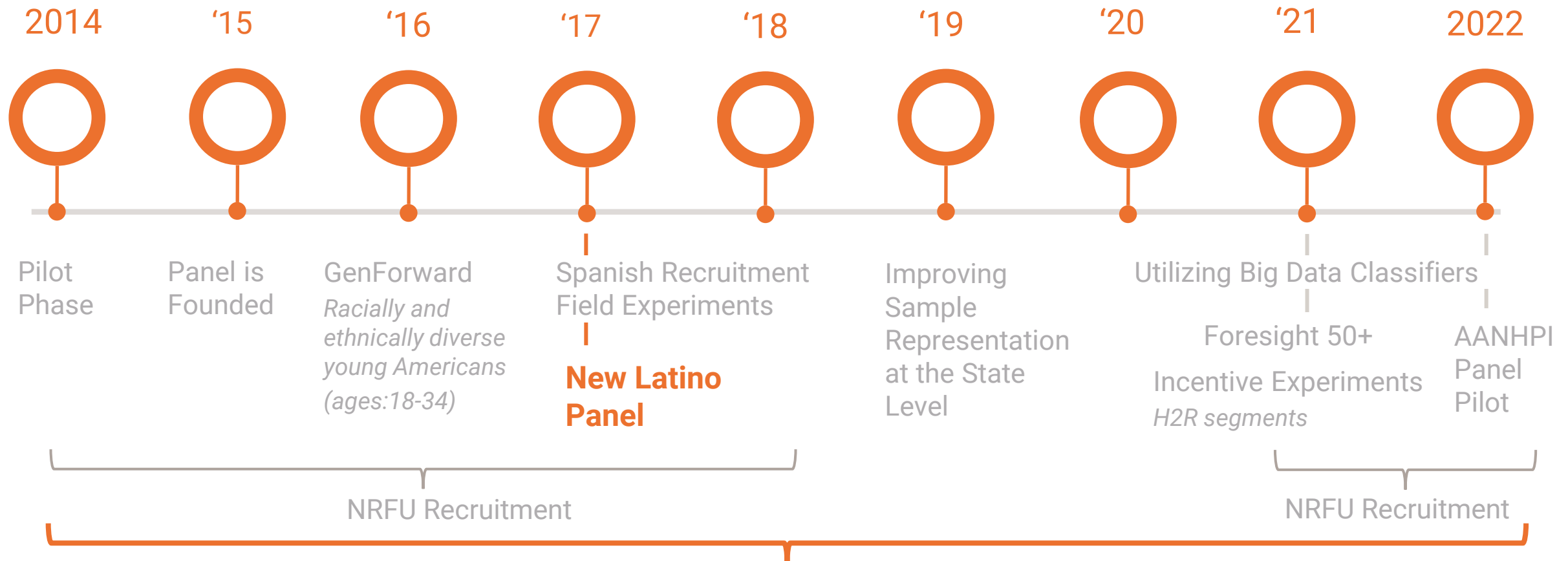
Creating and Maintaining Diverse and Inclusive Survey Panel



History of Innovations on AmeriSpeak Panel to Recruit, Engage, and Retain Diverse and Hard-to-Recruit (H2R) Segments of the U.S. Population



Panel Recruitment Oversampling Innovations for AmeriSpeak (2014–Present)



Oversample areas & HHs w/ higher concentration of young adults, Hispanics, and NH African-Americans

Oversample Census Tracts with 33%+ Hispanic and NH Black and 12%+ young adult share

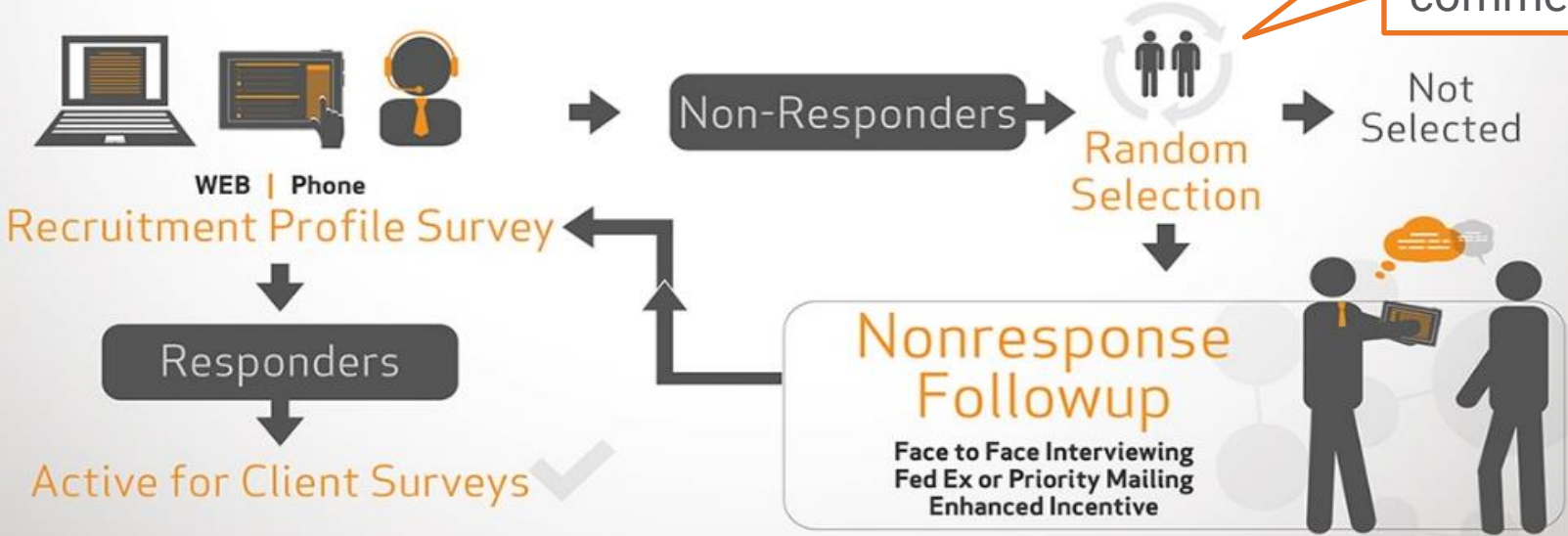
2017 ABS Frame Supplement:
Oversample HHs identified by commercial auxiliary data as likely Spanish-speaking HHs

Oversample Hispanics, NH Blacks, and young adults identified by commercial auxiliary data

NORC National Frame

Invited Sample

Initial Recruitment
Postcards | Recruitment Package | Telephone



WEB | Phone Recruitment Profile Survey

Responders

Active for Client Surveys

Non-Responders

Random Selection

Not Selected

Nonresponse Followup

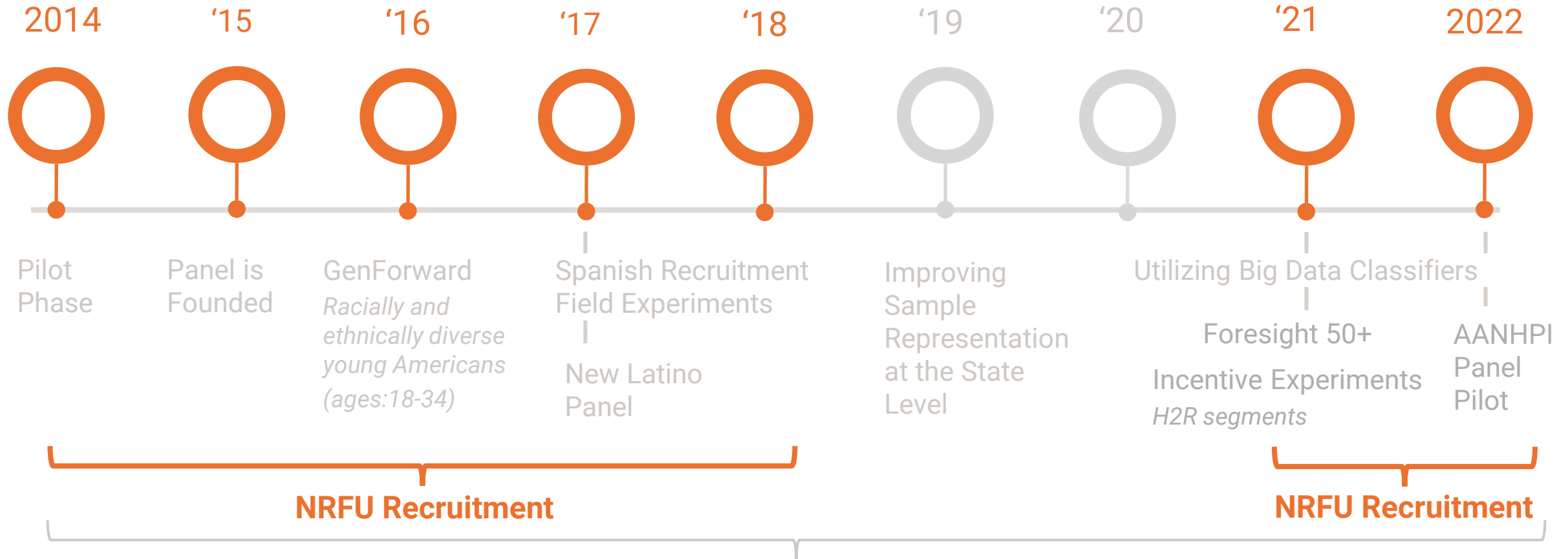
Face to Face Interviewing
Fed Ex or Priority Mailing
Enhanced Incentive

In order to obtain sufficient sample sizes for surveys of the targeted racial or ethnic groups, the approach here is to change the panel design itself while keeping the sample frame constant.

The use case is NORC's construction of AmeriSpeak Latino to support surveys of representative samples of US adult and teen Hispanics.

AmeriSpeak Latino is a subset of NORC's AmeriSpeak Panel. This subset includes 5,400 panelists of a representative sample of U.S. Latinos, 24% of those panelists being Spanish-language dominant.

Nonresponse Follow-Up (2014–2018 and 2021–Present)



Oversample areas and HHs with higher concentration of young adults, Hispanics, and NH African-Americans

~ 1 in 5 non-respondents are subsampled for NRFU during recruitment

- Federal Express study brochure and enhanced incentives
- In-person recruitment and enhanced incentives

We use consumer vendor data to target and oversample HHs that are likely to have

- Young adults (18-34 years)
- Hispanic, non-Hispanic Black

Benefits:

- Significantly improves our recruitment rate; from 6% to 33-35%
- Brings in younger, Hispanic & NH-Black, High school or less panelists

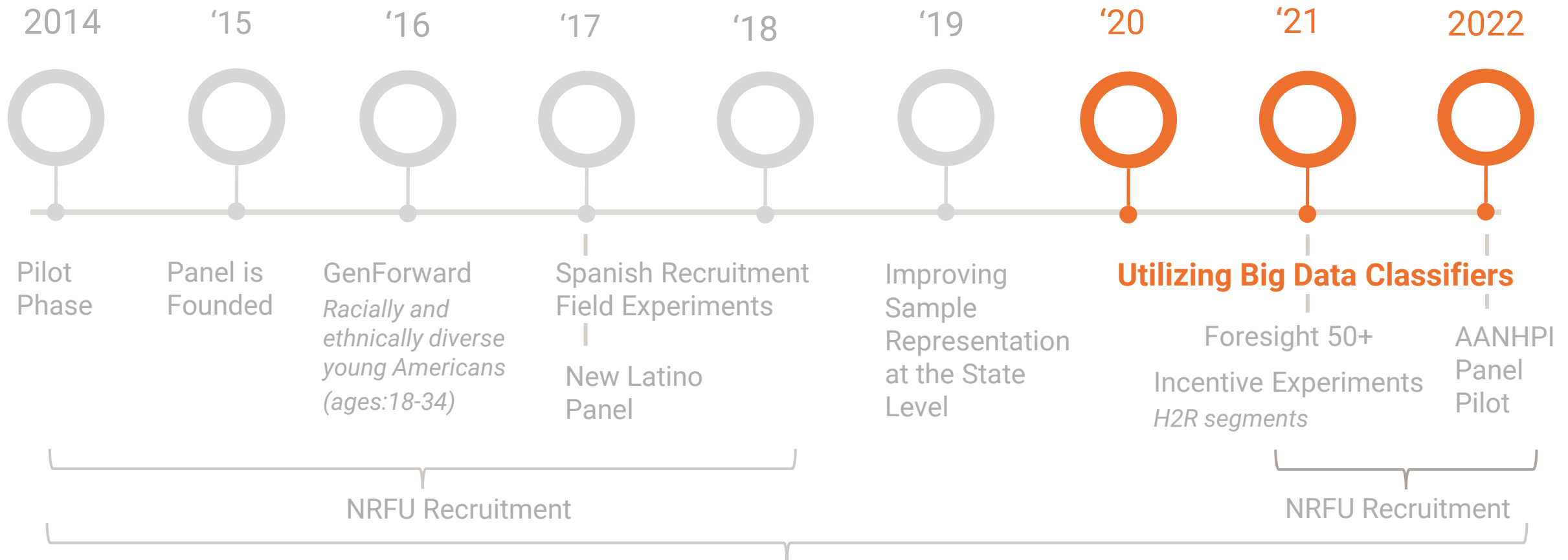
Cost:

- Each NRFU recruit is ~1.5x more costly than an initial recruit
- Slightly increases the design effect

**38% of
AmeriSpeak
recruited via
NRFU**

Big Data Classifiers (2020–Present)

2020 (small pilot) and 2021--present (full implementation)



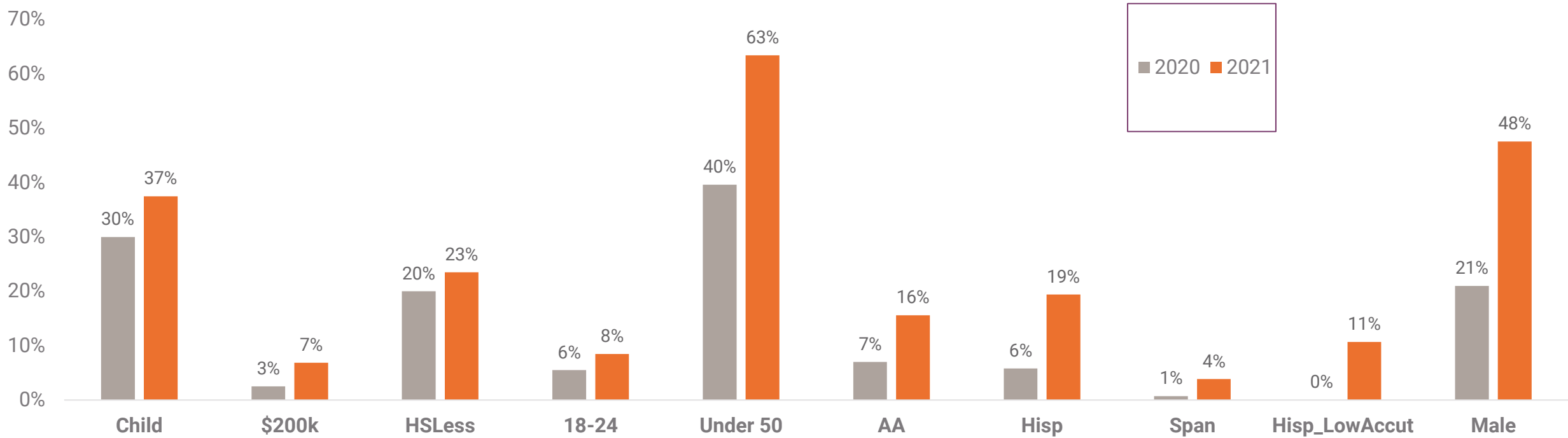
Oversample areas and HHs with higher concentration of young adults, Hispanics, and NH African-Americans

Process:

1. Analyze “effective” panelists to understand where there are gaps in representation
2. Develop a recruiting strategy to fill in these gaps
3. Utilize Big Data Classifiers to predict household/person attributes that are gap-specific
4. Strategically invite the person BY NAME that will fill the gap

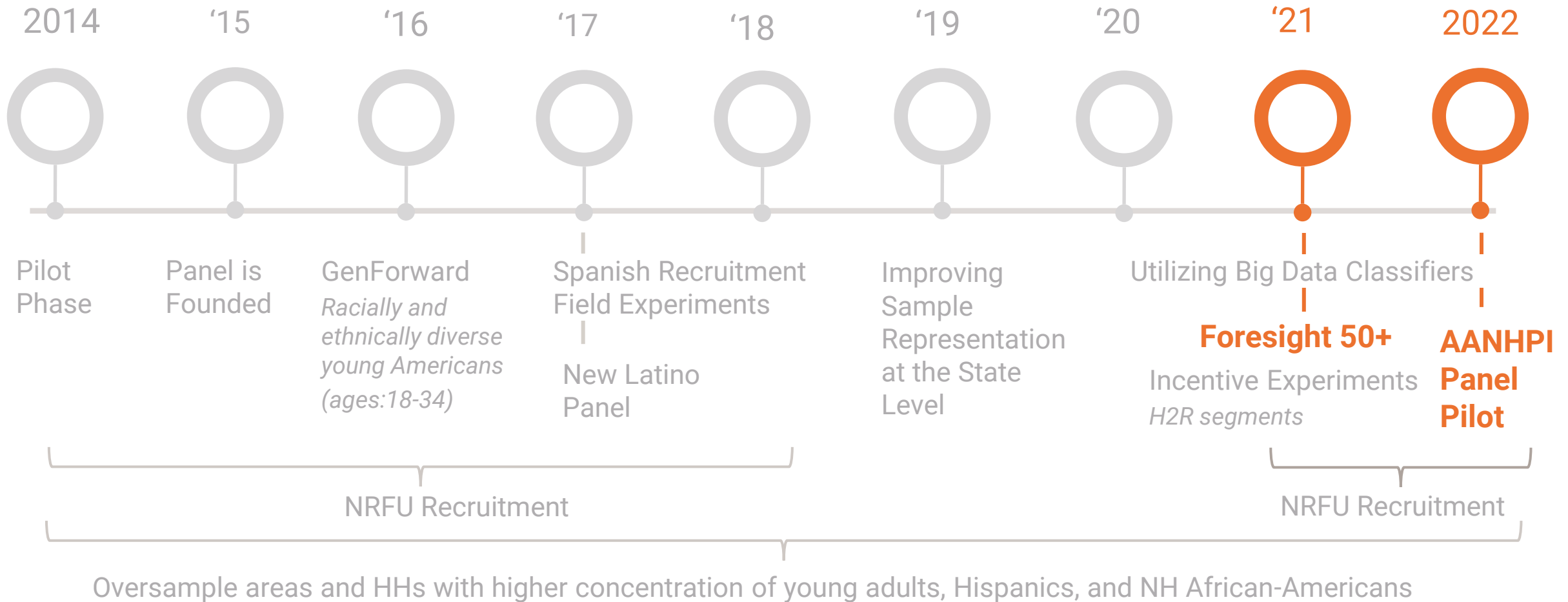
AmeriSpeak Initial Recruitment*

2020 (w/out) versus 2021 (w/ utilization of big data classifiers)



**Does not include NRFU recruits*

Foresight 50+ and Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Panel



Questions?



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Thank you.

Get Your Research Right

