



GENFORWARD PANEL

JUNE 2016 GENFORWARD SURVEY

UNIVERSITY OF CHICAGO

FIELD REPORT

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STUDY INTRODUCTION

NORC conducted the GenForward June 2016 survey as a collaboration of the Black Youth Project at the University of Chicago and the Associated Press-NORC Center for Public Affairs Research to capture the attitudes and opinions of young adults age 18-30, with special emphasis on African Americans, Hispanics, and Asians. The survey used panelists from both a specially recruited youth sample funded by the Black Youth Project (henceforth “youth sample”) and NORC’s AmeriSpeak panel.

For more detailed information on the AmeriSpeak panel recruitment and management methodology, please see the Appendix (Technical Notes On AmeriSpeak Methodology) section attached to this AmeriSpeak Field Report.

STUDY-SPECIFIC DETAILS

Sampling

A sample of U.S. adults age 18 to 30 was selected from the youth sample and the NORC’s AmeriSpeak Panel for this study.

For technical information about the AmeriSpeak Panel, including recruitment process and panel management policies, please see the Appendix.

Field and Gaining Cooperation of Youth Sample and AmeriSpeak Panelists for the Study

NORC took the following steps to notify panelists of the first survey. As these panelists, newly recruited to the youth sample had contact with NORC only during the recruitment phase, NORC made additional contact efforts to boost interest in the upcoming survey.

NORC sent 6”x11” postcards on Tuesday June 7, 2016 to the entire sample to notify the panelists of the upcoming survey.

On Wednesday June 8, 2016, NORC called all the youth sample panelists and all the AmeriSpeak phone-preference panelists to notify the panelists of the upcoming survey.

NORC sent pre-notification emails to all the youth sample panelists and AmeriSpeak web-preference panelists on Friday June 10th and Monday June 13th.

NORC sent pre-notification text messages (SMS) to the sampled panelists (for whom consent had been obtained to receive such messages) on Friday June 10th and Monday June 13th.

On Tuesday June 14th the survey went “live.” That is, NORC started calling phone-preference panelists, and email invitations and SMS invitations were sent out to sampled panelists.

NORC closed the survey the morning of Monday June 27th.

During the field period, NORC sent emails and SMS on the following dates:

- Thursday June 16
- Saturday June 18
- Monday June 20
- Tuesday June 21

- NORC increased the incentive to \$10 for AmeriSpeak African-American and Hispanic non-respondents
- Wednesday June 22
 - NORC emailed the panelists' primary email as well as any secondary email address on file
- Thursday June 23
 - NORC increased the incentive to \$10 for youth sample Hispanic non-respondents
- Friday June 24 – through June 26: NORC emailed reminders, sent SMS, and made phone prompting calls to the non-responders from the AmeriSpeak African American group and Hispanics from both sample sources.

Phone-preference panelists made up 6% of the sampled respondents. Phone-preference respondents were dialed on average 4.2 times during the field period. Starting on Thursday June 16, web-preference panelists for whom NORC had a phone number were also called to encourage response. These web panelists were allowed to complete the survey via phone if convenient.

Respondents were offered the cash equivalent of \$5 for completing the survey. Toward the end of the field period, the incentive was increased to the cash equivalent of \$10 to boost cooperation, as documented in the above timeline.

This study was offered in English and Spanish and via phone and web modes.

Sample Performance Summary and Data processing

Distribution of Completed Interviews in Delivered Analysis File
by Sample Source and Race/Ethnicity (Unweighted)

Demographic	Youth Sample Source		AmeriSpeak Source		Total	
	N Interviews	Row %	N Interviews	Row %	N Interviews	Row %
Hispanic	324	63%	187	37%	511	100%
White, Non-Hispanic (incl. multi-White)	135	23%	464	77%	599	100%
Black, Non-Hispanic (incl. multi-Black)	329	65%	181	35%	510	100%
Asian, Non-Hispanic (incl. multi-Asian, Asian-Black)	280	87%	41	13%	321	100%
Other, Non-Hispanic	8	33%	16	67%	24	100%
Total	1076	55%	889	45%	1965	100%

Weighted AAPOR RR3 Recruitment rate: 8.9%

Weighted Household retention rate: 91.5%

Survey completion rate: 45.9%

Weighted AAPOR RR3 cumulative response rate: 3.7%

Respondents took 18 minutes (median) to complete the survey.

NORC prepared a fully labeled data file of respondent survey data and demographic data for the University of Chicago.

Weighting

Panel weights for 18-30 year old adults are derived by incorporating both the youth sample and the AmeriSpeak Panel. Final panel weights incorporate the appropriate probability of selection for the youth sample and AmeriSpeak sample, nonresponse adjustments, and also, raking ratio adjustments to population benchmarks for 18-30 year old adults.

Study-specific base sampling weights are derived using a combination of the final panel weight and the probability of selection associated with the sampled panel member. Since not all sampled panel members respond to the interview, an adjustment is needed to account for and adjust for survey non-respondents. This adjustment decreases potential nonresponse bias associated with sampled panel members who did not respond to the interview for the study. A weighting class approach is used to adjust the weights for survey respondents to represent nonrespondents.

The nonresponse adjusted weights for the study are further adjusted via a raking ratio method to age 18-30 population benchmarks within each of the following race/ethnicity groups:

- Hispanic
- Non-Hispanic Black (includes multi-race Black)
- Non-Hispanic Asian (includes multi-race Asian)
- Non-Hispanic White (includes multi-race White) and non-Hispanic All Other.

Within each of the previously mentioned race/ethnicity groups, final survey weights are raked separately for each race/ethnicity group to the following socio-demographic characteristics: age, sex, education, and Census Region. For Hispanics, weights are raked to an additional raking dimension that incorporates language proficiency (English-dominant, bilingual/Spanish-dominant).

At this stage of weighting, any extreme weights were trimmed, and then, weights re-raked to the same population totals.

Study design effect: 2.95

Study margin of error: +/- 3.80%

Margin of error for Hispanic: +/- 6.54%

Margin of error for NH Black (includes multi-race Black): +/- 6.41%

Margin of error for NH Asian (includes multi-race Asian): +/- 8.76%

Margin of error for NH White (includes multi-race White) and non-Hispanic All Other: +/- 5.82%

Deliverables

The following files were created for University of Chicago as part of the study deliverables:

- Data file in SAS
- Codebook in Excel format
- Final programming questionnaire in Word document
- Field report
- Topline report

TECHNICAL NOTES ON AMERISPEAK METHODOLOGY

Target Population

AmeriSpeak provides a representative panel of civilian, non-institutional adults (age 18 and over) living in the United States.

Sample Frame

In order to provide a nationally representative sample, AmeriSpeak leverages the NORC National Sample Frame, constructed by NORC to cover over 99 percent of U.S. households. The 2010 National Frame used a two-stage probability sample design to select a representative sample of households in the United States. The first stage—the sampling unit—is a National Frame Area (NFA), which is either an entire metropolitan area (made up of one or more counties) or a county (some counties were combined so that each NFA contains a population of at least 10,000). The largest NFAs with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population) were selected with certainty; these areas have a high-population density, and are dominated by tracts with street-style addresses. These areas contain 56 percent of the population within 8 percent of the geographic area of the United States. The remaining areas were stratified into areas where street-style addresses predominate, and the remaining areas, which are less likely to have street-style addresses. The latter stratum (“rural” areas) comprises 81 percent of the geographic area, but only 14 percent of the population.

Within the selected NFAs, the second stage sampling unit is a segment, defined either in terms of Census tracts or block groups, containing at least 300 housing units according to the 2010 Census. A stratified probability sample of 1,514 segments was selected with probability proportional to size. For most of the 1,514 segments, the USPS DSF provided over 90 percent coverage of the segment in terms of city-style addresses that are geocodeable. For the 123 segments where the DSF provided insufficient coverage, we enhanced the DSF address list with in-person listing. The National Sample Frame contains almost 3 million households, including over 80,000 rural households added through the in-person listing.

Sample Selection for Panel Recruitment

The 2015 AmeriSpeak panel sample consists of nationally representative housing units drawn from the 2010 NORC National Sample Frame. The panel sample of households includes an oversample of housing units in segments (Census tracts or block groups) higher in young adults and/or Hispanics and non-Hispanic African-Americans.

Recruitment Methodology

The recruitment process for AmeriSpeak occurs in two stages: 1) initial recruitment and 2) nonresponse follow-up recruitment (NRFUR).

Sampled households are mailed a 6”x11” pre-notification postcard alerting the household of their selection for AmeriSpeak. Approximately a week later, the sampled household receives a USPS recruitment package in a large 9”x12” envelope with a cover letter, a summary of the privacy policy and FAQs, and a study brochure. Afterwards, there are two reminder postcards (measuring at least 6”x9”) and email campaigns. In addition to the USPS mailings, NORC telephone interviewers call sampled households where a residential and/or cell phone number can be matched to the sampled address.

Beginning with the recruitment package, sampled households are provided the information necessary to register online at the AmeriSpeak panel portal or by calling the study's toll-free telephone number for phone-based registration.

The initial recruitment stage lasts approximately 10 weeks. At its conclusion, the nonresponders to the initial recruitment are identified and randomly subsampled for the next and final stage of the recruitment process, the NRFU. Sample units selected for the NRFU are sent a new recruitment package by express mail, with an enhanced incentive offer for joining AmeriSpeak. NORC field interviewers then make personal visits to the respondent's homes to encourage participation in AmeriSpeak. NORC field interviewers, during their personal visits, answer any questions about study participation and provide assistance as needed (e.g., provide log-in instructions to the AmeriSpeak panel web portal, the toll-free AmeriSpeak phone number, etc.).

Key Indicators for AmeriSpeak as of September 10, 2015		Statistics
No. Recruited HHs	Q4/2014 Pilot	406
	2015	7,346
	Total	7,752
Panel Recruit Response Rate (AAPOR RR3, weighted)		36.6%
Recruitment Stage – % of Recruited HHs	Initial Recruitment	52%
	Non-Response FU	48%
Recruitment Mode – % of Recruited HHs	CATI	46%
	Web	54%
Mode Preference by Panelists - % of Recruited HHs	CATI	24%
	Web	76%
HH Internet Status – % of Recruited HHs	Non-Net	22%
	Internet	78%

Consenting and Initial Profiling

NORC obtains and documents informed consent and agreement to the study's Privacy Policy and Terms and Conditions during the registration process. After registration is completed, AmeriSpeak panel members first complete an introduction survey of about 15 minutes by web or by telephone asking questions about the household's composition and the person's background and interests. The introduction survey provides an initial profile of the panelist and the household. Upon completion of the registration process and introduction survey, the respondent is an active AmeriSpeak panel member eligible for client studies and additional profile surveys.

After one adult in the household becomes an active AmeriSpeak panel member, other adults in the household are invited to join AmeriSpeak. These additional adults are required to complete the same registration and introduction survey before becoming an active AmeriSpeak panel member.

During the initial profiling, some new panelists are offered the option to participate in future AmeriSpeak studies by the telephone mode of data collection instead of online. Therefore, once the initial profiling is completed, each panelist is enrolled in either the online or telephone modes of data collection for future AmeriSpeak studies. The phone mode panelists, in general, consist of persons who do not have conventional internet access, have internet access only via their smartphones, or joined AmeriSpeak by calling the toll-free telephone number for panel recruitment. Demographically, the phone mode panelists are disproportionately low income (less than \$25K annual household income) and have no college education (high school graduates or less).

After the initial profiling is completed via the introduction survey, subsequent NORC surveys invite the panelist to provide additional background information about public affairs, health services, health conditions, financial services, and computer and internet usage (among other topics).

Panel Member Study Participation

AmeriSpeak panel members typically participate in AmeriSpeak web-based or phone-based studies two to three times a month. Surveys are usually 10 to 20 minutes in length; however, longer surveys are permitted with the allowance for additional incentives to recognize the time spent by AmeriSpeak panelists.

AmeriSpeak panelists are enrolled in either the online or telephone modes of data collection for future AmeriSpeak studies, depending upon their responses to our initial profile questionnaire. Depending upon the study population and specific design of any given study, approximately 85% of AmeriSpeak panel interviews are administered online and approximately 15% by telephone. For the phone-mode panelists, NORC's telephone interviewers administer the phone mode of survey questionnaires using a data collection system supporting both the phone and web modes of data collection, providing an integrated sample management and data collection platform. For phone-mode panelists selected for studies requiring the web mode of data collection, such panel members are permitted to use their smartphones for web-mode surveys. For panelists using smartphones for web-mode AmeriSpeak surveys, the survey system renders an optimized presentation of the survey questions for these mobile users.

Panel Management Policies

NORC maintains strict rules to limit respondent burden and reduce the risk of panel fatigue. On average, AmeriSpeak panel members typically participate in AmeriSpeak web-based or phone-based studies two to three times a month.

Because the risk of panel attrition increases with the fielding of poorly constructed survey questionnaires, the AmeriSpeak team works with NORC clients to create surveys that provide an appropriate user experience for

AmeriSpeak panelists. AmeriSpeak will not field surveys that in our professional opinion will result in a poor user experience for our panelists and in panel attrition.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

As one of the world's foremost independent research institutions, NORC at the University of Chicago delivers objective data and meaningful analysis to help decision-makers and leading organizations make informed choices and identify new opportunities. Since 1941, NORC has applied sophisticated methods and tools, innovative and cost-effective solutions, and the highest standards of scientific integrity and quality to conduct and advance research on critical issues. Today, NORC expands on this tradition by partnering with government, business, and nonprofit clients to create deep insight across a broad range of topics and to disseminate useful knowledge throughout society.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, and San Francisco.