



**GENFORWARD PANEL**  
**OCTOBER 2017 GENFORWARD**  
**UNIVERSITY OF CHICAGO**

**FIELD REPORT**

November 14, 2017

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## STUDY INTRODUCTION

NORC conducted the GenForward October 2017 survey for the Black Youth Project at the University of Chicago to capture the attitudes and opinions of young adults age 18-34, with special emphasis on African Americans, Latino/as, and Asian Americans.

### Study-specific details

#### Sampling

A sample of U.S. adults age 18 to 34 was selected from the GenForward Panel, a survey panel representing the racial and ethnic diversity of today's young adults from the Black Youth Project at The University of Chicago and NORC. The GenForward Panel is comprised of the BYP sample recruited by NORC and NORC's AmeriSpeak Panel.

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

### Gaining Respondent Cooperation and Data Collection Procedures

The study was in field from Thursday, October 26<sup>th</sup> through Friday, November 10<sup>th</sup>.

NORC took the following steps to notify and gain the cooperation of invited GenForward panelists for the October 2017 survey.

NORC sent invitation emails and SMS on Friday, October 27<sup>th</sup> as well as started calling phone-preference panelists.

During the field period, NORC sent emails and SMS texts every other day from October 26<sup>th</sup> through Friday, November 10<sup>th</sup>.

Phone-preference panelists made up 6.0% of the sampled and invited respondents. NORC telephone interviewers called the phone-preference panelists throughout the field period to encourage their study participation. For the telephone campaign, NORC gave the highest priority to dialing the Latino/a and African American respondents from the AmeriSpeak panel and then secondly the same segments from the BYP sample.

In addition, NORC telephone interviewers called web-preference panelists for whom NORC had a phone number to encourage response. These web panelists were allowed to complete the survey via phone if convenient.

White, Non-Hispanic respondents were offered the cash equivalent of \$3 for completing the survey. Asian, Non-Hispanic respondents and African Americans respondents from the youth sample were offered the cash equivalent of \$5 for completing the survey. Latino/a respondents from both sample sources and African American respondents from the AmeriSpeak sample were offered the cash equivalent of \$10 for completing the survey.

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

NORC sent bilingual Spanish/English email invitations and reminders to all Latino/a panelists. In addition all Latino/a respondents were asked at the start of the survey in which language they would prefer to

complete the survey. Seventy-eight Latino/a respondents took the Spanish language version of the August survey.

Interviewed respondents took 18 minutes (median) to complete the survey.

### Sample Performance Summary

The sample performance summary is below.

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

Demographic	BYP Sample Source		NORC AmeriSpeak Source		Total	
	N Interviews	Row %	N Interviews	Row %	N Interviews	Row %
Latino/as	114	22.4%	394	77.6%	508	100%
White, Non-Hispanic (incl. multi-White)	41	7.8%	486	92.2%	527	100%
African Americans, Non- Hispanic (incl. multi-Black)	249	54%	249	46%	541	100%
Asian Americans, Non- Hispanic (incl. multi-Asian, Asian- Black)	81	67.6%	81	32.4%	250	100%
Other, Non-Hispanic	10	20%	40	80%	50	100%
Total	626	33.4%	1250	66.6%	1876	100%

### Response Rate Reporting

Weighted AAPOR RR3 Recruitment rate: 21.3%

Weighted Household retention rate: 88.9%

Survey completion rate: 26.6%

Weighted AAPOR RR3 cumulative response rate: 5.0%

### Data Processing

NORC prepared and delivered to the University of Chicago (i) a fully labeled STATA data file of respondent survey data and demographic data, (ii) a Codebook in Excel format, and (iii) a topline report of the marginal frequencies.

NORC continued to use the cross-survey case identification number (first delivered in August 2016) that enables University of Chicago and NORC researchers to track the participation in GenForward surveys at the person level (for longitudinal analyses).

## Weighting

Panel weights for 18-34 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 18-34 year old adults.

Study-specific base sampling weights are derived using final panel weight 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 non-respondents.

The nonresponse adjusted weights for the study are further adjusted via a raking ratio method to age 18-34 population benchmarks within each of the following race/ethnicity groups:

- Hispanic
- Non-Hispanic Black
- Non-Hispanic Asian and Pacific Islanders (includes multi-race Asian and Pacific Islanders when both races are Asian and Pacific Islanders)
- Non-Hispanic White
- Non-Hispanic All Other (includes multi-race except when both races are Asian).

Please note that the race/ethnicity definition for purposes of weighting is different from the race/ethnicity definition for data collection and achieving the required number of completes. Since population control totals cannot be derived to include “closest” race, for purposes of weighting, multi-race adults (except when both races are Asian) are included with non-Hispanic All Other. Please see the Appendix “Documentation on Coding Rules for Race/Ethnicity” for more specific information on coding rules for data collection.

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).

In addition, NORC continued the use of a “country of origin” raking variable for the Hispanic interviewed respondents, operationalized as USA/non-USA. Adding this raking variable helped to align the weighted interview sample of Hispanics to approximate the population benchmark of 67% USA origins / 33% non-USA origins.

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

## Design Effect and Sampling Margin of Error Calculations

Study design effect: 3.01

Study margin of error: +/- 3.92%

Margin of error for Hispanic: +/- 7.05%

Margin of error for NH Black (includes multi-race Black): +/- 5.85%

Margin of error for NH Asian (includes multi-race Asian): +/- 8.75%

Margin of error for NH White (includes multi-race White): +/- 5.85%

Margin of error for NH All Other: +/- 11.60%

## Deliverables

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

- Data file in STATA
- Codebook in Excel format
- Final programmed questionnaire in Word document
- Field report

# TECHNICAL OVERVIEW OF THE AMERISPEAK® PANEL NORC'S PROBABILITY-BASED RESEARCH PANEL

Updated December 14, 2016

Prepared by J. Michael Dennis, Ph.D.

## Overview.

Funded and operated by NORC at the University of Chicago, AmeriSpeak® is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled with a known, non-zero probability of selection from the NORC National Frame, and then contacted by US mail, telephone interviewers, overnight express mailers, and field interviewers (face to face). AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of NORC's clients.

In 2016, the AmeriSpeak Panel is expanding to 20,000 households, with a large oversample of young African-American, Hispanic, and Asian adults (age 18 to 34). AmeriSpeak will expand further in 2017 by creating new panels specific to Latino and teen research.

## Sample Frame

In order to provide a nationally representative sample, AmeriSpeak leverages the NORC National Sample Frame, constructed by NORC to cover over 97 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 geo-codeable. 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.

The National Frame involves addresses in almost every state. For the remaining states, AmeriSpeak added some address-based sampling (ABS) addresses in 2016 from the USPS DSF to assure AmeriSpeak sample representation for all US States. As of October 2016, 0.9% of AmeriSpeak Panel recruited adults were sourced from the ABS (99.1% from the National Frame). Proper weights allow the full use of the combined sample.

### **Sample Selection for Panel Recruitment**

The 2014-2016 AmeriSpeak Panel sample consists of nationally representative housing units drawn from the 2010 NORC National Sample Frame and less than 1% from address-based sampling. The 2010 NORC National Sample Frame is stratified based on segment (Census tract or Census block group) characteristics such as age and race/ethnicity composition of the segment, and then, a stratified simple random sample of housing units is selected. Specifically, based on Census tract-level data, segments were classified as having a higher concentration of 18-24 year old adults or not, and a higher concentration of Hispanics, non-Hispanic African Americans, and other. Based on these strata definitions, 6 strata (2 based on age times 3 based on race/ethnicity) were used to oversample housing units in segments higher in young adults and/or Hispanics and non-Hispanic African-Americans. This is referred to as the initial sample or first stage of panel recruitment.

In the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU). At this stage, consumer vendor data are matched to housing units, and housing units that are flagged (based on consumer vendor data) as having a young adult or minority (Hispanic and non-Hispanic African American) are oversampled for the nonresponse follow-up. Overall, approximately one in five initially nonresponding housing units are subsampled for NRFU. However, as mentioned previously, selection of housing units for NRFU is a stratified simple random sample based on consumer vendor data. Due to NRFU, these initially nonresponding housing units have a much higher selection probability compared to the housing units that were recruited during the first stage of panel recruitment. Note that a small fraction of initially nonresponding housing units are not eligible for NRFU due to these housing units being classified as “hard refusals” or having an appointment for a call back from NORC.

In summary, there are two reasons why the sampling design for AmeriSpeak Panel recruitment deviates from EPSEM sampling: (a) oversampling of housing units in segments with a higher concentration of young adults and minorities results in the sample selection probabilities being higher for housing units in these segments; and (b) the nonresponse follow-up effort results in initially nonresponding housing units having a much higher selection probability. Furthermore, oversampling associated with NRFU results in higher selection probabilities for initially nonresponding housing units that are flagged (based on consumer vendor data) as having a young adult or minority.

### **AmeriSpeak Panel Recruitment Procedures.**

Recruitment is a two-stage process: initial recruitment using less expensive methods and then non-response follow-up using personal interviewers. For the initial recruitment, sample units are invited to join AmeriSpeak online by visiting the panel website [AmeriSpeak.org](http://AmeriSpeak.org) or by telephone (in-bound/outbound supported). English and Spanish language are supported for both online and telephone recruitment. Study invitations are communicated via an over-sized pre-notification postcard, a USPS recruitment package in a 9”x12” envelope (containing a cover letter, a summary of the privacy policy, FAQs, and a study brochure), two follow-up post cards, and also follow-up by NORC’s telephone research center for matched sample units.

The second-stage non-response follow-up targets a stratified random sub-sample of the non-responders from the initial recruitment. Stratification is based on consumer vendor data and stratification variables from the initial recruitment stage in order to increase sample representation of young adults, non-Hispanic African Americans, and Hispanics. Units sampled for the non-response follow-up are sent by Federal Express a new recruitment package with an enhanced incentive offer. NORC field interviewers then make personal, face-to-face visits to the respondents’ homes to encourage participation. NORC field interviewers administer the recruitment survey in-person using CAPI or else encourage the respondents to register at [AmeriSpeak.org](http://AmeriSpeak.org) or call the toll-free AmeriSpeak telephone number to register.

### **Recruiting Non-Internet and “Net Averse” Households.**

Under certain conditions, AmeriSpeak gives respondents a choice regarding their preferred mode for future participation in AmeriSpeak surveys. For the 2014-2016 recruitment, 79% of the recruited panelists were enrolled in AmeriSpeak to receive online surveys, while 21% of the recruited adults agreed to participate in AmeriSpeak telephone mode surveys. For the 2016 recruitment, respondents provided an option of online or telephone modes include: persons without internet access, persons whose only internet access is via a smartphone, and persons with internet access but unwilling to share an email address. A recruited household can consist of both web-mode and phone-mode panelists residing in the same household.

### **Impact of Non-Response Follow-up.**

The non-response follow-up improves the representativeness of the AmeriSpeak sample with respect to certain demographic segments, including but not limited to rural and/or lower income households, cell-phone only households, persons age 18 to 34, African Americans, Hispanics, and persons without a high school degree or have only a high school degree (no college). Compared to panelists recruited in the initial stage, panelists recruited via the non-response follow-up campaign are more politically conservative, are less knowledgeable about science, report less interest in current events and topics in the news (such as climate change), and are less likely to read a print newspaper.

### **AmeriSpeak Panel Recruitment Response Rate and Other Sample Metrics.**

Between October 2014 and October 2016, 20,939 households were recruited to the AmeriSpeak Panel. The AAPOR RR3 (response rate) for the panel recruitment during this time frame is 34.3% (weighted to take into account selection probabilities).<sup>1</sup> The estimated cumulative AAPOR RR3 for client surveys is 10% to 20% (varying according to study parameters and taking into account all sources of non-response including panel recruitment, panel household attrition, and survey participation).<sup>2</sup> NORC documented the AAPOR response rate calculation methodology for 2014-2015 recruitment.<sup>3</sup>

Key statistics with respect to the 2014-2016 recruited households are as follows: 51% recruited via the non-response follow-up recruitment using overnight Federal Express mailers and face-to-face methodology (with NORC field staff visiting households); 21% indicated a preference for the telephone mode of data collection for participating in AmeriSpeak studies; 25% of the recruited households are non-Internet; 71% are cell-phone only or cell-phone mostly; 18% are African-American and 15% Hispanic; and 33% have household income below \$30,000 (compared to ACS benchmark of 29%).

### **Mixed-Mode Data Collection.**

Panelists may participate in 2 to 3 AmeriSpeak Panel studies per month via online (computer, tablet, or smartphones) or by CATI phone. CATI phone mode respondents represent a population currently under-represented in web panels that exclude non-internet households or “net averse” persons. NORC’s telephone interviewers administer the phone mode of survey questionnaires using a data collection system supporting both the CATI phone and web modes of data collection, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode AmeriSpeak surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users. For general population client studies, approximately 20% of the completed interviews are completed by the telephone mode.

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<sup>1</sup> The response rate calculation incorporates the selection probabilities of the samples for the initial recruitment and non-response follow-up stages, as calculated by the US Bureau of the Census for the American Community Survey.

<sup>2</sup> A properly calculated AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process. A common misapplication of the term “response rate” in online panel surveys is representing the survey-specific cooperation rate as the “survey response rate.”

<sup>3</sup> See “Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak” authored by Robert Montgomery, J. Michael Dennis, Nada Ganesh. The paper is available at [amerispeak.norc.org](http://amerispeak.norc.org) on the “research” page.

### **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.

### **ADDITIONAL RESOURCES**

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at [AmeriSpeak-BD@norc.org](mailto:AmeriSpeak-BD@norc.org). Information about AmeriSpeak capabilities and research papers are available online at [AmeriSpeak.NORC.org](http://AmeriSpeak.NORC.org).

## APPENDIX: DOCUMENTATION ON CODING RULES FOR RACE/ETHNICITY

With the approval of the University of Chicago, NORC created a derived variable for race/ethnicity that was implemented in GenForward Panel surveys starting with the July, 2016 survey. Below is the documentation for the coding rules and the survey questions from the recruitment survey. The derived race/ethnicity variable has five categories: Hispanics, African Americans, Asian Americans, Whites, and other. In addition, we have created a binary variable that flags respondents who are multi race.

### Coding Rules

- Hispanics are those who said yes to the HISPAN question.
- African Americans are those who selected “BLACK OR AFRICAN AMERICAN” for the RACE\_1 question and those who identified as multi-racial but selected “BLACK OR AFRICAN AMERICAN” for the RACE\_2 question.
- Asian Americans are those who selected an Asian race (options 4-14) for the RACE\_1 question, those who identified as multi-racial but selected an Asian race (options 4-14) for the RACE\_2 question, and those who identified multiple Asian races for RACE\_1 (but no other races) and did not record a preference a race for RACE\_2.
- Whites are those who selected “WHITE” for the RACE\_1 question and those who identified as multi-racial but selected WHITE” for the RACE\_2 question.
- Other are those who selected “SOME OTHER RACE” for the RACE\_1 question, those who identified as multi-racial but selected “SOME OTHER RACE” for the RACE\_2 question, and those who identified as multi-racial but did not specify one race for the RACE\_2 question.

### Recruitment Survey Questions

#### **HISPAN**

We ask questions about race and ethnicity now so that we will not have to ask you these questions on this topic after each survey.

This is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent?

1. No, I am not
2. Yes, Mexican, Mexican-American, Chicano
3. Yes, Puerto Rican
4. Yes, Cuban
5. Yes, Central American
6. Yes, South American
7. Yes, Caribbean
8. Yes, Other Spanish/Hispanic/Latino

**RACE\_1**

Please check one or more categories below to indicate what race or races you consider yourself to be.

1. WHITE
2. BLACK OR AFRICAN AMERICAN
3. AMERICAN INDIAN OR ALASKA NATIVE – TYPE IN NAME OF ENROLLED OR PRINCIPAL TRIBE. [TEXT BOX]
  
4. ASIAN INDIAN
5. CHINESE
6. FILIPINO
7. JAPANESE
8. KOREAN
9. VIETNAMESE
10. OTHER ASIAN – TYPE IN RACE [TEXT BOX]
  
11. NATIVE HAWAIIAN
12. GUAMANIAN OR CHAMORRO
13. SAMOAN
14. OTHER PACIFIC ISLANDER – TYPE IN RACE [TEXT BOX]
  
15. SOME OTHER RACE – TYPE IN RACE [TEXT BOX]

**[IF 2 OR MORE RACES CHECKED IN RACE\_1]****RACE\_2**

Which of these races do you identify with most closely? Please select one.

Which of the following races do you identify with most closely? Please only tell me one option.

1. WHITE
2. BLACK OR AFRICAN AMERICAN
3. AMERICAN INDIAN OR ALASKA NATIVE – TYPE IN NAME OF ENROLLED OR PRINCIPAL TRIBE. [TEXT BOX]
  
4. ASIAN INDIAN
5. CHINESE
6. FILIPINO
7. JAPANESE
8. KOREAN
9. VIETNAMESE
10. OTHER ASIAN – TYPE IN RACE [TEXT BOX]
  
11. NATIVE HAWAIIAN
12. GUAMANIAN OR CHAMORRO
13. SAMOAN
14. OTHER PACIFIC ISLANDER – TYPE IN RACE [TEXT BOX]
  
15. SOME OTHER RACE – TYPE IN RACE [TEXT BOX]