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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

- 2014: Pilot Phase
- Panel is Founded
- 2015
- 2016: GenForward Racially and ethnically diverse young Americans (ages:18-34)
- 2017: Spanish Recruitment Field Experiments
  - New Latino Panel
- 2018: Improving Sample Representation at the State Level
- 2019: Utilizing Big Data Classifiers
  - Foresight 50+
  - Incentive Experiments H2R segments
- 2020
- 2021
- 2022: AANHPI Panel Pilot

Oversample areas and HHs with higher concentration of young adults, Hispanics, and NH African-Americans
Panel Recruitment Oversampling Innovations for AmeriSpeak (2014–Present)

- **2014**: Pilot Phase
- **2015**: Panel is Founded
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- **2022**: AANHPI Panel Pilot

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
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)

- 2014: Pilot Phase
- '15: Panel is Founded
- '16: GenForward Racially and ethnically diverse young Americans (ages:18-34)
- '17: Spanish Recruitment Field Experiments
- '18: New Latino Panel
- '19: Improving Sample Representation at the State Level
- '20: Utilizing Big Data Classifiers
- '21: Foresight 50+
- 2022: Incentive Experiments H2R segments

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)

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- **2021**: AANHPI Panel Pilot
- **2022**: NRFU Recruitment

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
AmeriSpeak Timeline of Innovations: Year AmeriSpeak Introduced the Innovation

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

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Oversample areas and HHs with higher concentration of young adults, Hispanics, and NH African-Americans
Questions?
Thank you.

Get Your Research Right

AmeriSpeak