



Assessing a Nonresponse Follow-Up Protocol for Household Probability Sample Recruitment

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Statistical Methodology**



The World of Probability Panels

- **Probability panel** = a set of survey respondents who were recruited *using probabilistic methods* and are then invited to complete subsequent surveys, often on a variety of topics
- Modern probability panels are typically recruited via address-based sampling (ABS), with the bulk of panelists taking surveys online
- Advantages:
 - Low-cost pool of online survey respondents *with known coverage properties* and *calculable response rates*
 - Allows coverage of non-Web-users (and Web-reluctant populations) via multimode capabilities
 - Particularly useful for quick-turnaround or rapid-cycle research (e.g., questionnaire testing)



Response Rates to Probability Panel Surveys

$$r_c = r_r * r_s$$

Cumulative
response rate

Recruitment
response
rate

Survey-level
response
rate



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Motivation for Research

- The recruitment response rate is typically much lower than the survey-level response rate, leading to low cumulative response rates
- One potential solution: intensive nonresponse follow-up (NRFU) for subsample of nonrespondents to main recruitment protocol
- But: is the expense of a recruitment NRFU worth it?
 - Conditional on contact, are respondents to a NRFU protocol more or less likely to join a panel?
 - Conditional on joining a panel, are NRFU panelists more or less likely to complete subsequent panel surveys?
 - Does a recruitment NRFU change substantive estimates from panel surveys (beyond what could be achieved by weighting)?



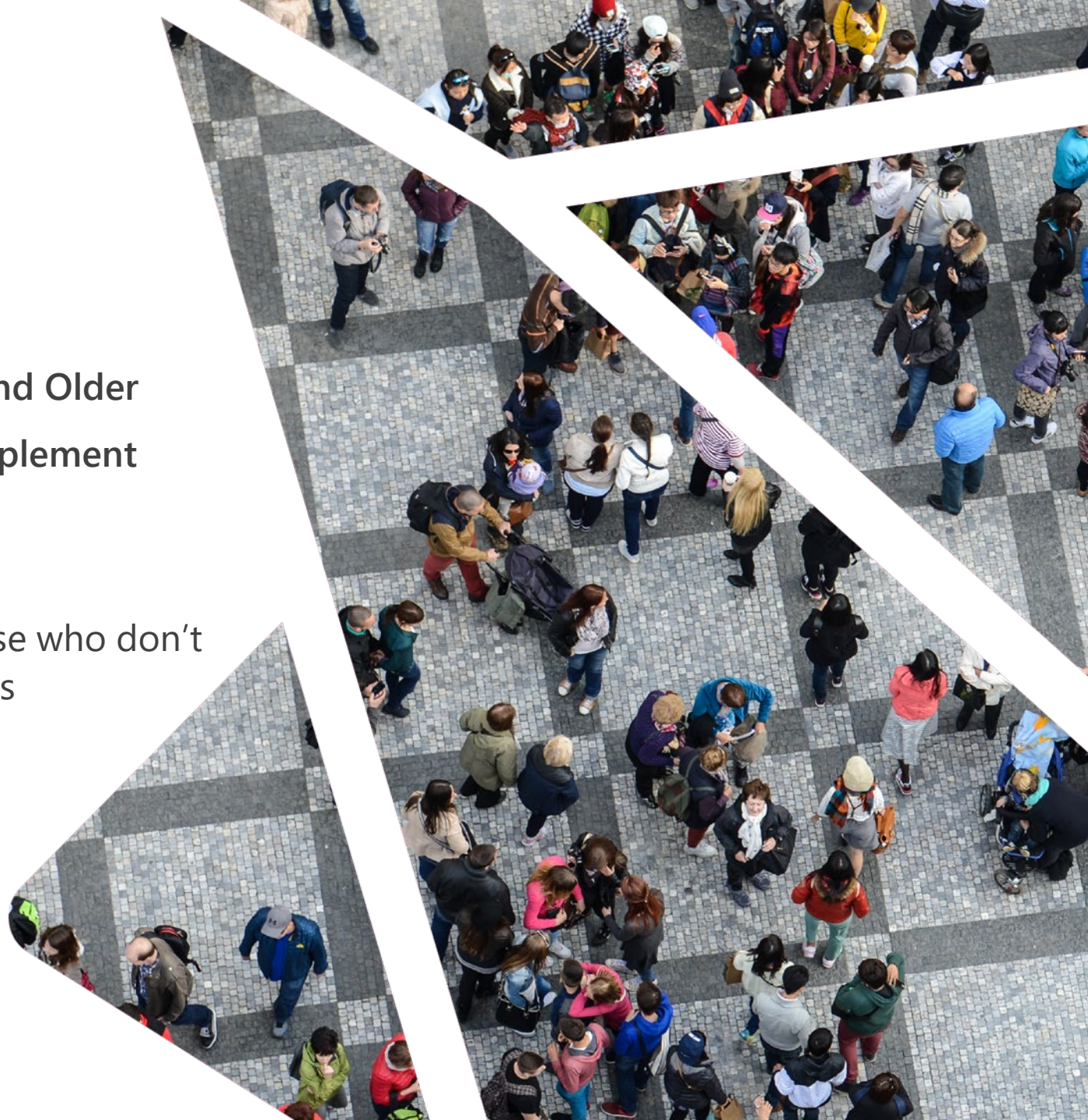


- Probability-based
- Nationally Representative of U.S. Adults 18 and Older
- Recruited via ABS with Prepaid Cell RDD Supplement
- Multi-mode Capability
 - Most respondents participate online
 - Live telephone interviewing available to those who don't use the internet or who prefer phone surveys
- English and Spanish

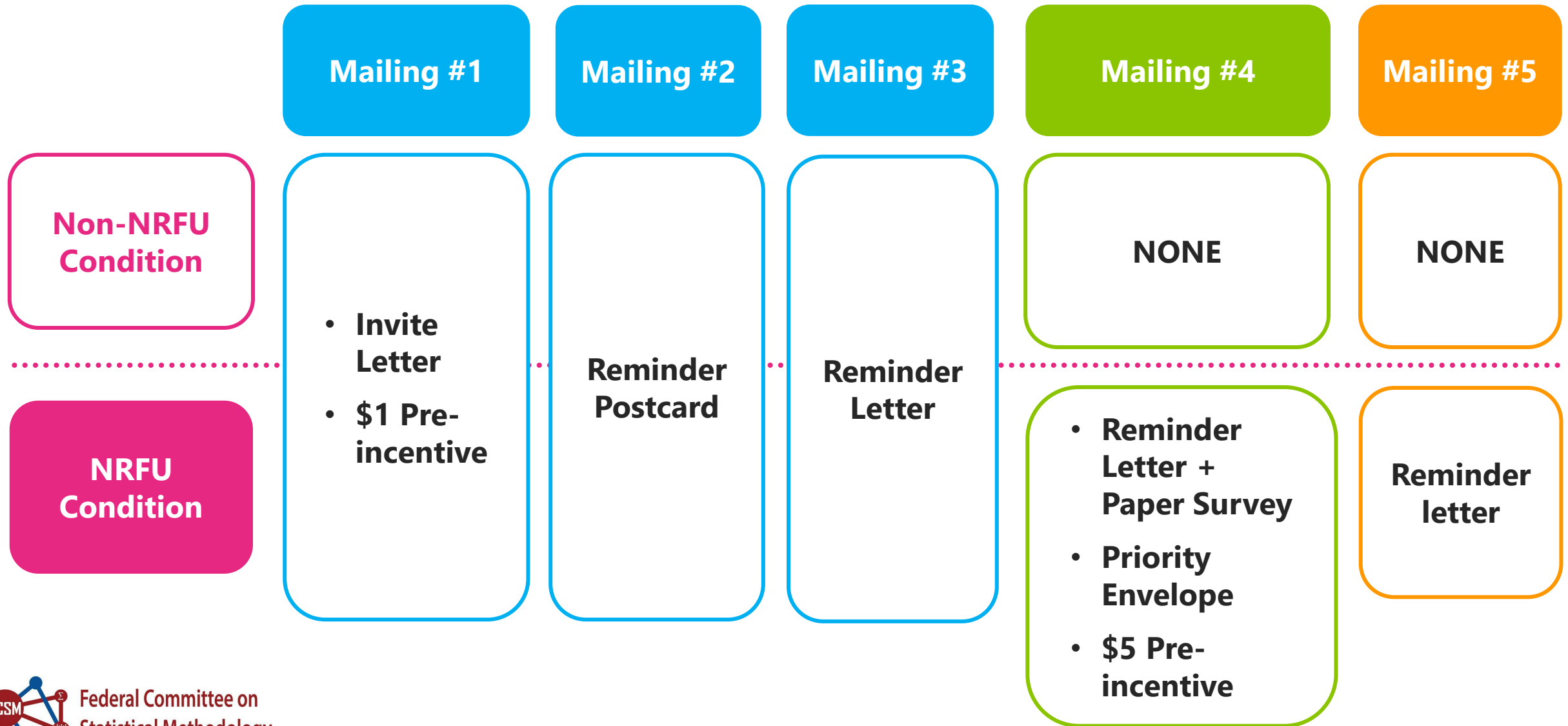
GET MORE INFO

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

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SSRS Opinion Panel Recruitment Mailings



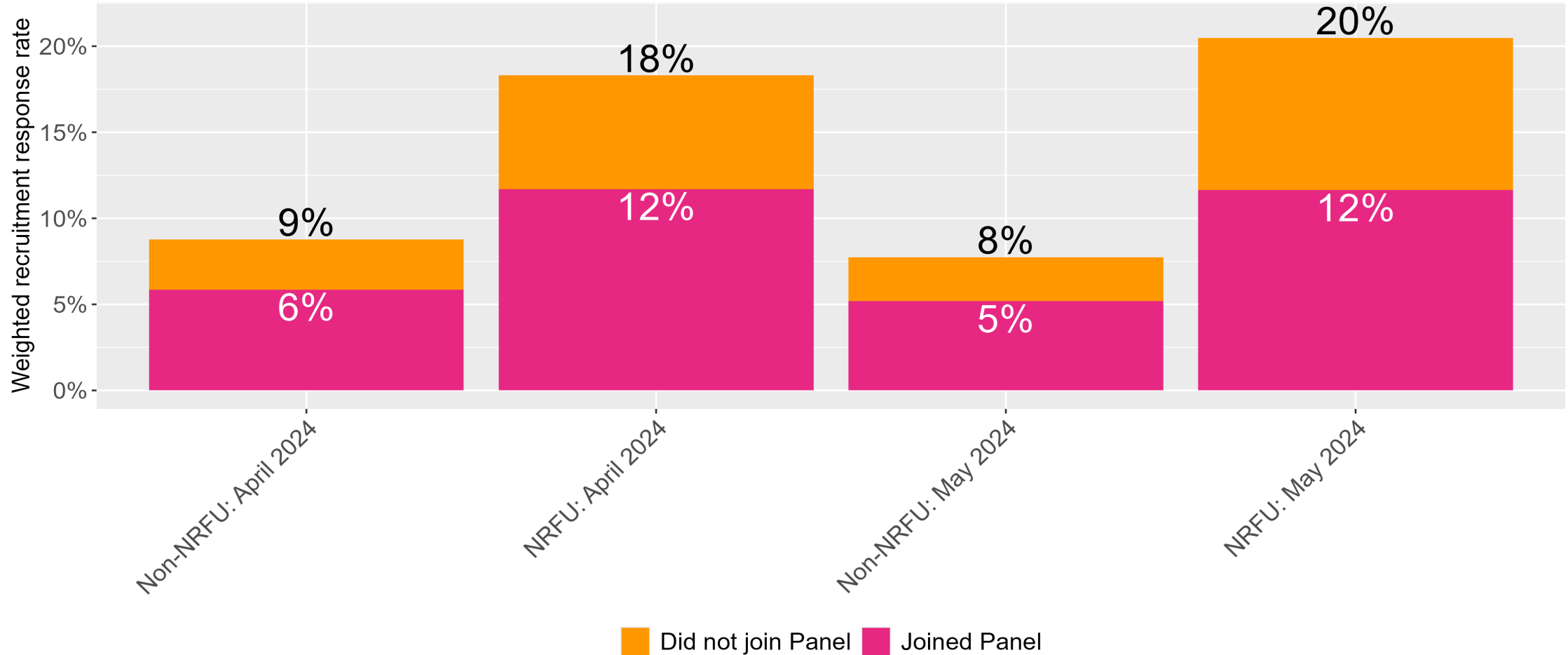
SSRS Opinion Panel Recruitment Mailings

	Web Response	Toll-free Number for Inbound CATI Response	Outbound Dialing to Phone-matched Addresses	Post-incentive Offer
Non-NRFU Condition	Offered at all Mailings	Offered at all Mailings	NONE	\$10
NRFU Condition	Offered at all Mailings	Offered at all Mailings	Beginning with Mailing 4	<ul style="list-style-type: none"> • \$10 in mailings 1 – 3 • \$20 in mailings 4 – 5



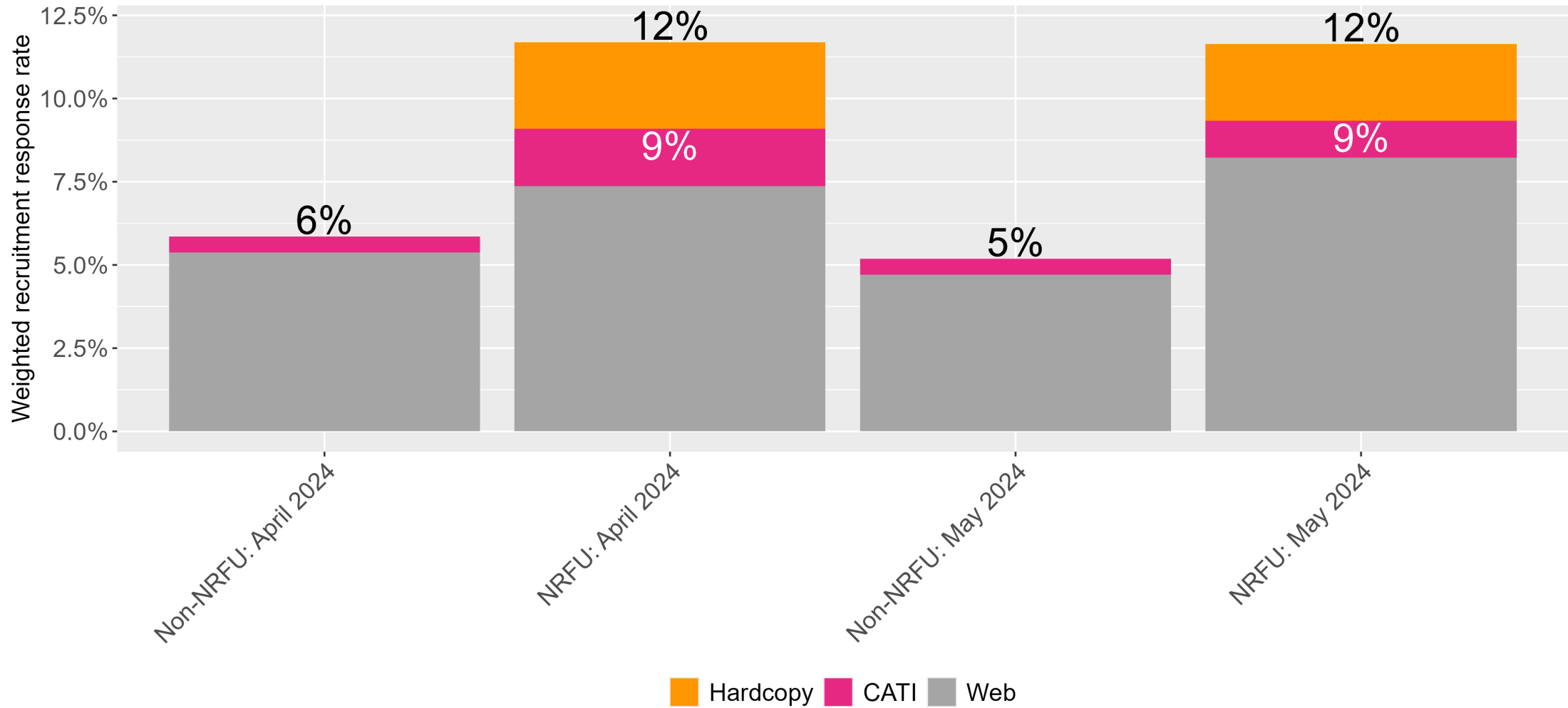
Recruitment Response Rates

Recruitment Response Rate



Details may not sum to totals due to rounding.

Recruitment Response Rate – By Mode

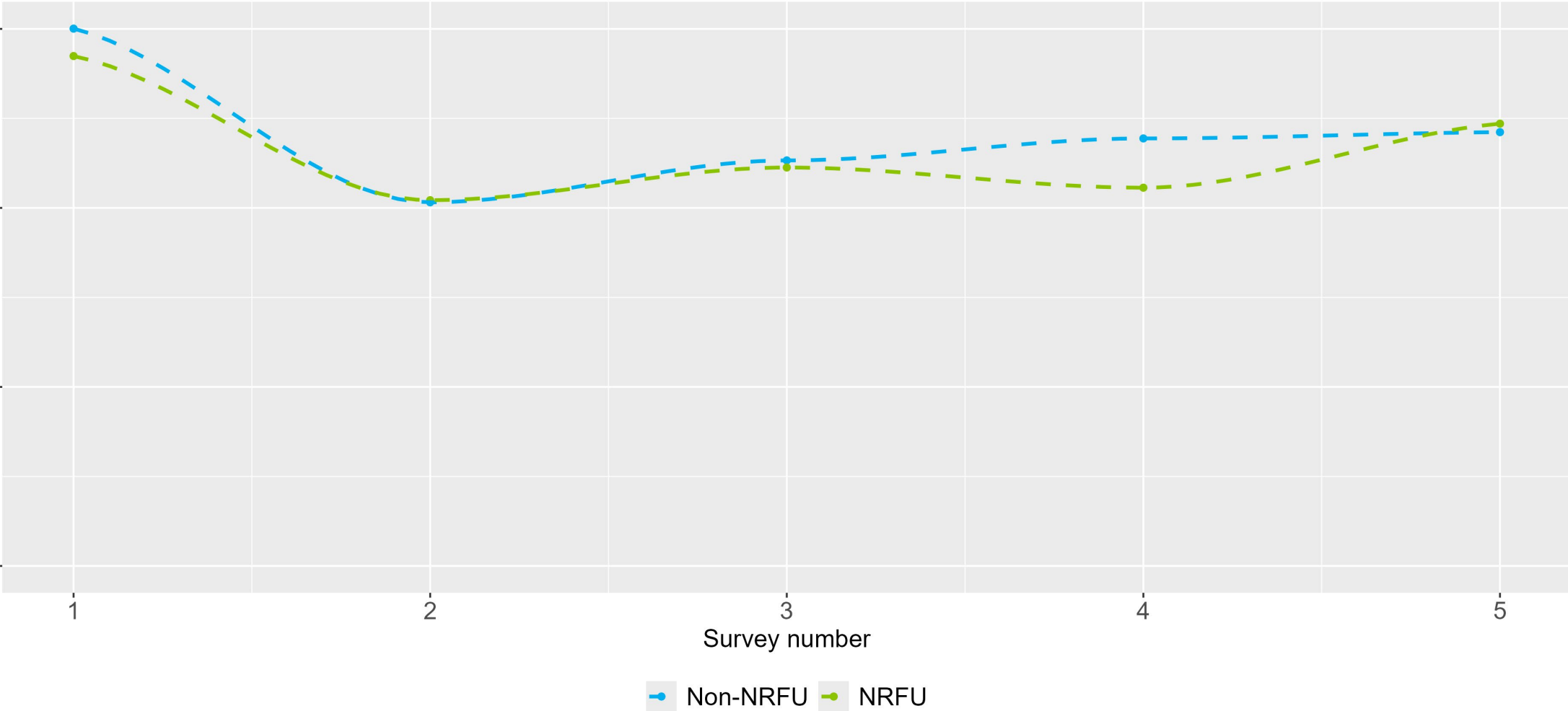




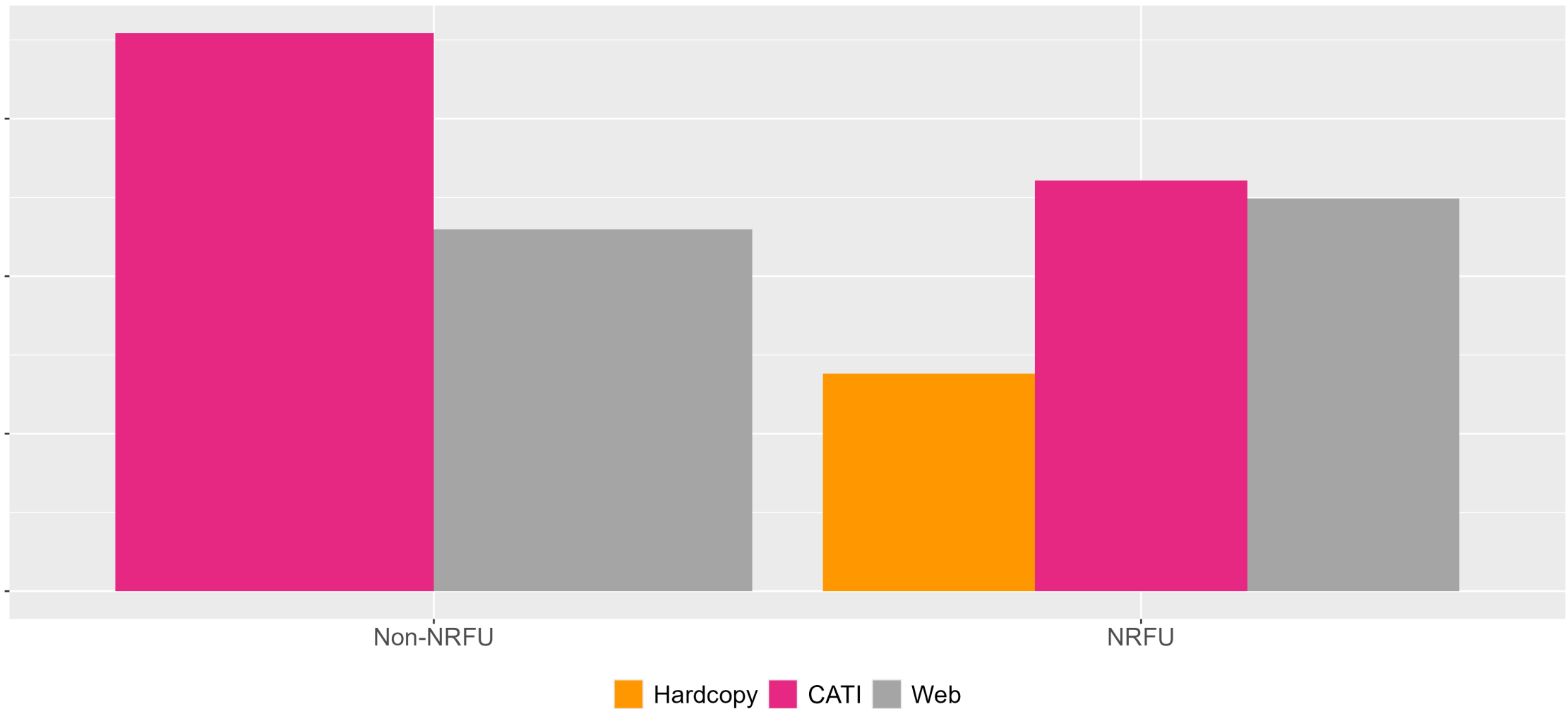
Survey-Level Completion Rates



Completion Rates to First Five Surveys



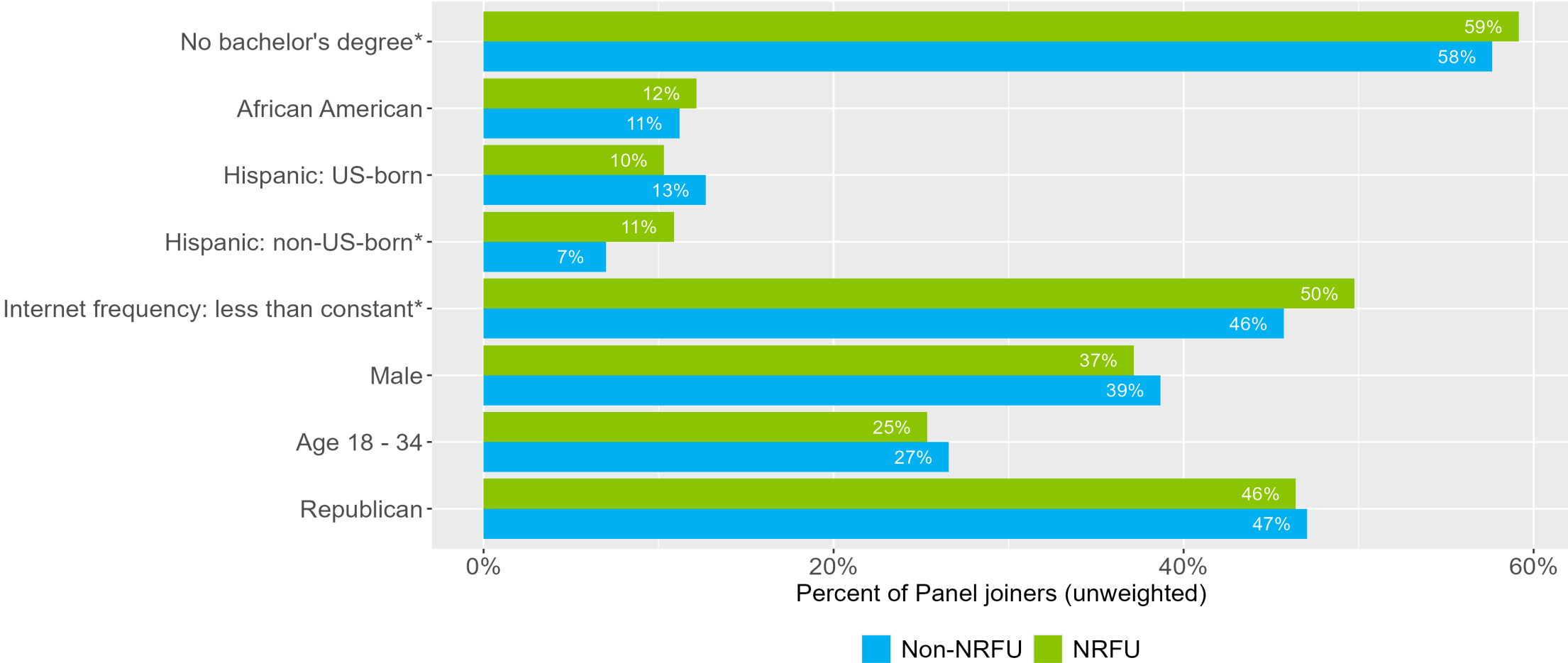
Completion Rate to First Survey – By Mode





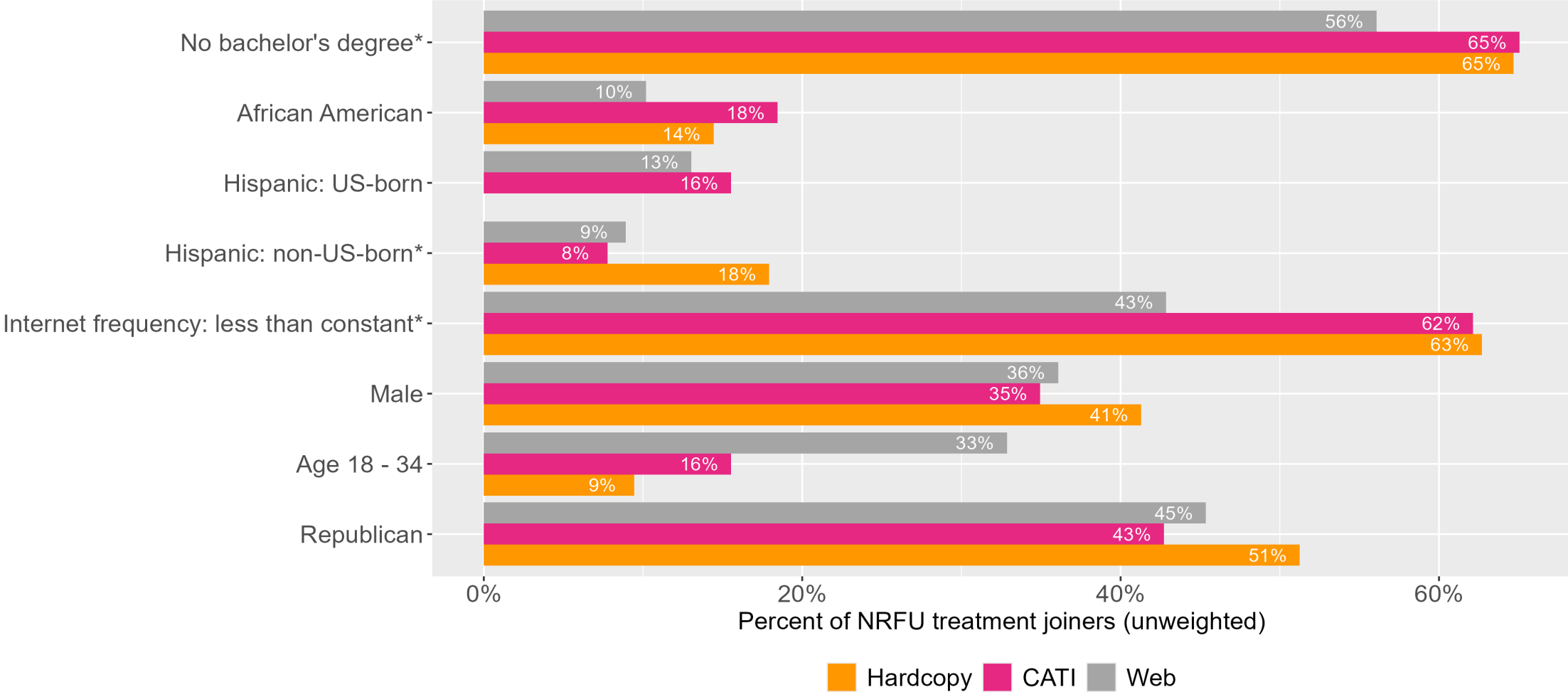
Composition of Recruited Panelists

Unweighted Demographics

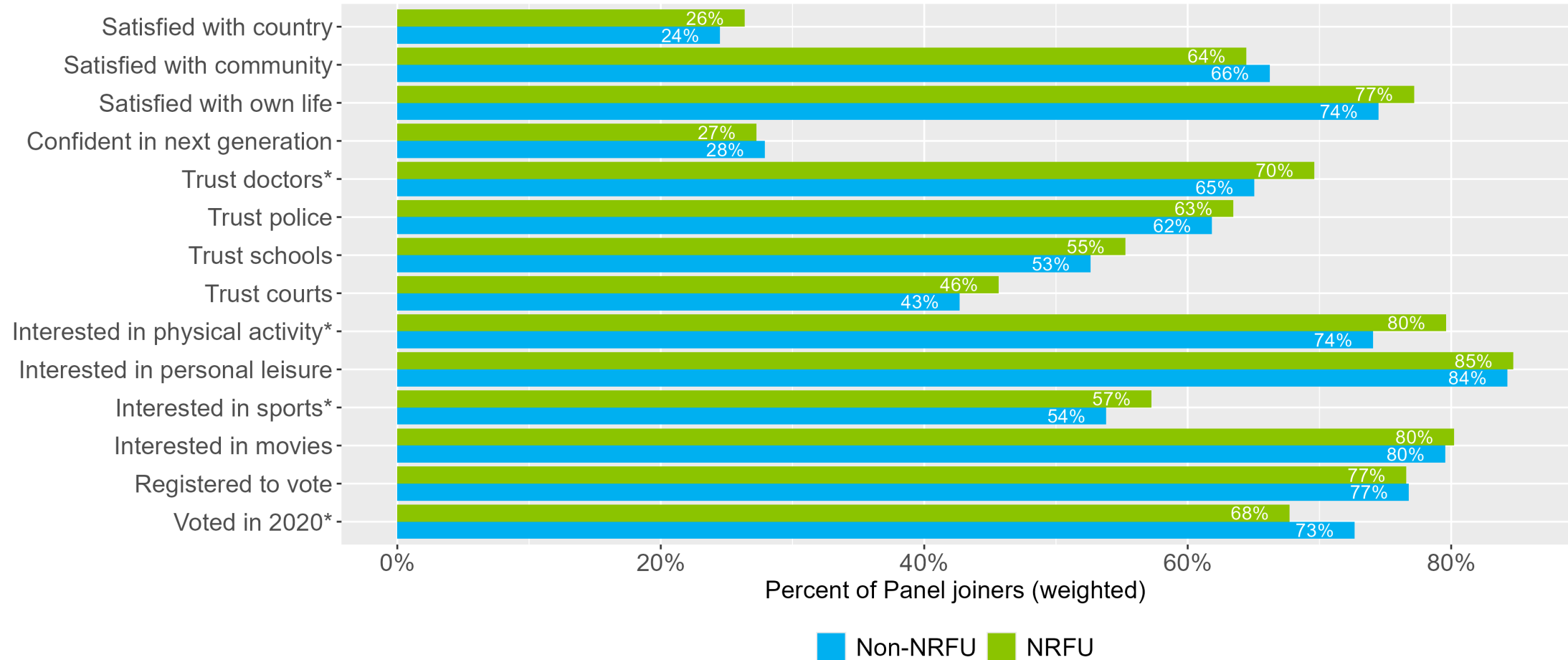


* p < 0.1 in multivariate analysis.

Unweighted Demographics – By Mode



Weighted Outcomes



* p < 0.1
 Each treatment independently weighted on age, gender, education, race, and party.



Conclusions



Takeaways

- Extended NRFU protocol approximately doubled the SSRS Opinion Panel recruitment response rate
 - Despite slightly lower panel join rate among those completing the initial survey
 - Hardcopy completes accounted for about half of the increase
- NRFU protocol improved recruitment of non-US-born Hispanic adults and less frequent Internet users; other demographic differences were not statistically or practically significant
- Some (generally small) attitudinal differences persisted after reweighting
- So far, NRFU recruits have similar Panel completion rates, *except* those recruited via hardcopy surveys



Follow-Up Research Questions

- How much of the apparent impact of the hardcopy was due to mode self-selection rather than a true increase in response? In other words, could we obtain a similar effect by dropping the hardcopy but retaining other elements of the NRFU?
- More broadly, to which specific components of the NRFU protocol are these effects most attributable?





Thank You

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