



GENFORWARD PANEL

OCTOBER 2016 GENFORWARD SURVEY (2)

UNIVERSITY OF CHICAGO

FIELD REPORT

November 15, 2016

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STUDY INTRODUCTION

NORC conducted the first GenForward October 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. A second survey is planned for late October to be completed right before the election in November.

STUDY-SPECIFIC DETAILS

Sampling

A sample of U.S. adults age 18 to 30 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

NORC took the following steps to notify and gain the cooperation of invited GenForward panelists for the second October 2016 survey.

NORC sent pre-notification emails to all the sampled web-preference GenForward panelists on Wednesday October 18th.

On Thursday October 20th 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 on Thursday November 3rd.

During the field period, NORC sent emails and SMS texts every day Friday October 21st through Tuesday November 1st.

Phone-preference panelists made up 6.1% 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 Hispanic and Black respondents from the AmeriSpeak panel and then secondly the same segments from the BYP sample.

In addition, NORC telephone interviewers called all 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 were offered the cash equivalent of \$5 for completing the survey. Hispanic and Black respondents from both sample sources 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 Hispanic panelists. In addition all Hispanic respondents were asked at the start of the survey in which language they would prefer to complete the survey. This is a change from the first two months' surveys wherein respondents were not given a given a choice of languages but instead were shown the language selected as their preferred language during panel recruitment. Twenty-three Hispanic respondents took the Spanish language version of the September survey.

Interviewed respondents took 16 minutes (median) to complete the survey.

Additional Procedures Implemented to Boost Survey Cooperation for future GenForward Surveys.

NORC implemented a sweepstakes program for each of the three remaining GenForward surveys. Respondents are entered into each survey's sweepstakes when they complete that month's survey. For each survey, respondents who complete the survey are eligible to win a Grand Prize of \$250 or one of five 2nd Prizes of \$100, in addition to their standard survey incentive.

NORC mailed letters prior to the second October survey to the GenForward panelists who were selected for invitation to the survey. These panelists were reminded of the importance of the GenForward surveys and introduced to the sweepstakes.

The email reminders sent during the second October survey field period also included information about the sweepstakes.

Sample Performance Summary

The sample performance summary is below. The August survey established a new high for the number of AmeriSpeak-sourced interviews for Hispanics, African American, and Asian.

**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 %
Hispanic	226	44.9%	277	55.1%	503	100%
White, Non-Hispanic (incl. multi-White)	113	22.0%	401	78.0%	514	100%
Black, Non-Hispanic (incl. multi-Black)	299	57.3%	223	42.7%	522	100%
Asian, Non-Hispanic (incl. multi-Asian, Asian-Black)	207	75.8%	66	24.2%	273	100%
Other, Non-Hispanic	12	38.7%	19	61.3%	31	100%
Total	857	46.5%	986	53.5%	1843	100%

Response Rate Reporting

Weighted AAPOR RR3 Recruitment rate: 19.4%

Weighted Household retention rate: 94.8%

Survey completion rate: 33.4%

Weighted AAPOR RR3 cumulative response rate: 6.1%

Data Processing

NORC prepared and delivered to the University of Chicago (i) a fully labeled SAS 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) 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 18-30 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 who indicated the race they feel “closest” to is Black)
- Non-Hispanic Asian (includes multi-race Asian who indicated the race they feel “closest” to is Asian)
- Non-Hispanic White (includes multi-race White)
- Non-Hispanic All Other.

Please see the Appendix “Documentation on Coding Rules for Race/Ethnicity” for more specific information.

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 68% USA origins / 32% 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: 2.7

Study margin of error: +/- 3.74%

Margin of error for Hispanic: +/- 6.42%

Margin of error for NH Black (includes multi-race Black): +/- 6.23%

Margin of error for NH Asian (includes multi-race Asian): +/- 7.16%

Margin of error for NH White (includes multi-race White): +/- 5.81%

Margin of error for NH All Other: N/A, interview sample size too small for calculation

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
- Topline report

TECHNICAL NOTES ON AMERISPEAK METHODOLOGY

Updated July 15, 2016

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 30).

Sampling Methodology for the AmeriSpeak Panel Recruitment.

The sample frame is the NORC National Frame, an area probability sample frame constructed by NORC providing sample coverage of 97 percent of U.S. households for AmeriSpeak, the *General Social Survey*, the *Survey of Consumer Finances*, etc. The National Frame contains almost 3 million households, including over 80,000 rural households added through the in-person listing of households that were not recorded on the USPS Delivery Sequence File. For the 2014-2015 AmeriSpeak recruitment, a stratified random sampling approach was used to select sample units from the National Frame. In 2016, AmeriSpeak introduced a supplement of address-based sample for certain states. AmeriSpeak attempts to recruit all English- and Spanish-speaking members age 18 and older in the sampled households; householders between the ages of 13 to 17 are eligible for AmeriSpeak surveys with the consent of the parent or legal guardian.

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 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 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 2014-2015 recruitment, 76% of the recruited panelists elected to receive online AmeriSpeak surveys while 24% of the recruited adults stated a preference for the telephone mode. 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.

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 August 2015, 7,752 households were recruited to the AmeriSpeak Panel. The AAPOR RR3 (response rate) for the panel recruitment during this time frame is 36.6% (weighted to take into account selection probabilities).¹ The estimated cumulative AAPOR RR3 for client surveys is 13% 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).²

Key statistics with respect to the 2014-2015 recruited households are as follows: 48% recruited via the non-response follow-up recruitment using overnight Federal Express mailers and face-to-face methodology (with NORC field staff visiting households); 24% indicated a preference for the telephone mode of data collection for participating in AmeriSpeak studies; 22% of the recruited households are non-Internet; 71% are cell-phone only or cell-phone mostly; 18% are African-American and 13% Hispanic; and 34% 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.

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

¹ 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.

² 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 represent the survey-specific cooperation rate as the “survey response rate.”

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.

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]