



**SURVEY ON INCIDENCE AND
PERCEPTION OF IN VITRO DIAGNOSTIC
TESTS 2021
THE PEW CHARITABLE TRUSTS**

AMERISPEAK PROJECT REPORT

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STUDY INTRODUCTION

NORC conducted the FDA Message Testing Incidence Check 2021 on behalf of The Pew Charitable Trusts using NORC's AmeriSpeak® Panel for the sample source.¹ This research was done to test FDA messaging surrounding in vitro diagnostics testing as well as COVID-19 tests.

This study was offered in English and Spanish and was administered online only.

This AmeriSpeak Project Report supplements the information provided in the *NORC Card*, which provides an in-depth profile of sample quality metrics for the study, the data collection field period, interview sample size, response rate statistics, the design effect, and sampling margins of error, among other statistics. Please refer to the NORC Card for information useful for compliance with the AAPOR Transparency Initiative, in addition to information provided in this AmeriSpeak Project Report.

For more detailed information on the AmeriSpeak Panel recruitment and management methodology, please see the Appendix (“Technical Notes on AmeriSpeak Methodology”) attached to this AmeriSpeak Project Report.

STUDY-SPECIFIC DETAILS

Sampling

A general population sample of U.S. adults age 18+ was selected from NORC's AmeriSpeak Panel for this study.

The sample for a specific study is selected from the AmeriSpeak Panel using sampling strata based on age, race/Hispanic ethnicity, education, and gender (48 sampling strata in total). The size of the selected sample per sampling stratum is determined by the population distribution for each stratum. In addition, sample selection takes into account expected differential survey completion rates by demographic groups so that the set of panel members with a completed interview for a study is a representative sample of the target population. If a panel household has one more than one active adult panel member, only one adult in the household is eligible for selection (random within-household sampling). Panelists selected for an AmeriSpeak study earlier in the business week are not eligible for sample selection until the following business week.

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

¹ 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 using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations. For more information, email AmeriSpeak-BD@norc.org or visit AmeriSpeak.norc.org.

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. Please visit www.norc.org for more information.

Field

A small sample of English-speaking AmeriSpeak web-mode panelists were invited on Sept. 2, 2021, for a pretest. In total, NORC collected 51 pretest interviews. The initial data from the pretest was reviewed by NORC and delivered to Angela Fontes.

No changes were made before fielding the main survey to collect the 800 interviews. The main study was fielded between Sept. 1, 2021, and Oct. 1, 2021.

In total, NORC collected 808 interviews.

Please see NORC Card for field period, sample sizes, and the AAPOR response rate documentation.

Gaining Cooperation of AmeriSpeak Panelists for the Study

To encourage study cooperation, NORC sent email reminders to sampled web-mode panelists on the following dates:

- Wednesday, Sept. 29

Panelists were offered the cash equivalent of \$3 for completing this survey.

Data processing

NORC prepared a fully labeled data file of respondent survey data and demographic data for The Pew Charitable Trusts.

Statistical Weighting

Statistical weights for the study-eligible respondents were calculated using *panel base sampling weights* to start.

Panel base sampling weights for all sampled housing units are computed as the inverse of probability of selection from the NORC National Frame (the sampling frame that is used to sample housing units for AmeriSpeak) or address-based sample. The sample design and recruitment protocol for the AmeriSpeak Panel involves subsampling of initial nonrespondent housing units. These subsampled nonrespondent housing units are selected for an in-person follow-up. The subsample of housing units that are selected for the nonresponse follow-up (NRFU) have their panel base sampling weights inflated by the inverse of the subsampling rate. The base sampling weights are further adjusted to account for unknown eligibility and nonresponse among eligible housing units. The household-level nonresponse adjusted weights are then post-stratified to external counts for the number of households obtained from the Current Population Survey.² Then, these household-level post-stratified weights are assigned to each eligible adult in every recruited household. Furthermore, a person-level nonresponse adjustment accounts for nonresponding adults within a recruited household.

Finally, panel weights are raked to external population totals associated with age, sex, education, race/Hispanic ethnicity, housing tenure, telephone status, and Census Division. The external population totals are obtained from the Current Population Survey. The weights adjusted to the external population totals are the *final panel weights*.

Panel Weighting Variables & the Variable Categories

Age: 18-24, 25-29, 30-39, 40-49, 50-59, 60-64, and 65+

Gender: Male and Female

² The specific weighting source can be found here: <https://www.census.gov/data/datasets/time-series/demo/cps/cps-basic.html>.

Census Division: New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific
Race/Ethnicity: Non-Hispanic White, Non-Hispanic Black, Hispanic, and Non-Hispanic Other
Education: Less than High School, High School/GED, Some College, and BA and Above
Housing Tenure: Home Owner and Other
Household phone status: Cell Phone-only, Dual User, and Landline-only/Phoneless

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. Because not all sampled panel members respond to the survey interview, an adjustment is needed to account for and adjust for survey nonrespondents. This adjustment decreases potential nonresponse bias associated with sampled panel members who did not complete the survey interview for the study. Thus, the *nonresponse adjusted survey weights* for the study are adjusted via a raking ratio method to the general population (age 18+ population) associated with the following topline sociodemographic characteristics: age, sex, education, race/Hispanic ethnicity, and Census Division, and the following sociodemographic interactions: age by gender, age by race/ethnicity, and race/ethnicity by gender.

Study-Specific Post-Stratification Weighting Variables & the Variable Categories

Age: 18-24, 25-29, 30-39, 40-49, 50-59, 60-64, and 65+

Gender: Male and Female

Census Division: New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific

Race/Ethnicity: Non-Hispanic White, Non-Hispanic Black, Hispanic, and Non-Hispanic Other

Education: Less than High School, High School/GED, Some College, and BA and Above

Age x Gender: 18-34 Male, 18-34 Female, 35-49 Male, 35-49 Female, 50-64 Male, 50-64 Female, 65+ Male, and 65+ Female

Age x Race/Ethnicity: 18-34 Non-Hispanic White, 18-34 All Other, 35-49 Non-Hispanic White, 35-49 All Other, 50-64 All Other, 50-64 All Other, 65+ Non-Hispanic White, and 65+ All Other

Race/Ethnicity x Gender: Non-Hispanic White Male, Non-Hispanic White Female, All Other Male, and All Other Female

The weights adjusted to the external population totals are the *final study weights*.

At the final stage of weighting, any extreme weights were trimmed based on a criterion of minimizing the mean squared error associated with key survey estimates, and then, weights re-raked to the same population totals.

Raking and re-raking is done during the weighting process such that the weighted demographic distribution of the survey completes resemble the demographic distribution in the target population. The assumption is that the key survey items are related to the demographics. Therefore, by aligning the survey respondent demographics with the target population, the key survey items should also be in closer alignment with the target population.

Deliverables

The following files were created for The Pew Charitable Trusts as part of the study deliverables:

- Survey interview data file in CSV formats
- Unweighted and weighted frequency outputs in Excel format
- Codebook in Excel format
- Project report documenting study procedures
- NORC Card
- One set of banner tables in Excel formats

APPENDIX

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

Updated June 16, 2020

This technical overview provides the basic information about AmeriSpeak®, a large probability-based panel funded and operated by NORC at the University of Chicago. AmeriSpeak is designed to be representative of the U.S. household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known, nonzero probability from the NORC National Frame as well as address-based sample (ABS) frames, and then recruited by mail, telephone, and by field interviewers face to face. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, the media, and commercial organizations.

The construction of the AmeriSpeak panel started in 2014 with pilot samples. In 2015, about 7,000 households were recruited from a sample of around 60,000 addresses. In 2016, about 128,000 addresses were sampled to expand the panel to around 20,000 recruited households. About 51,000 addresses were selected for the 2017 recruitment, which led to the expansion of the regular AmeriSpeak Panel to 23,000 recruited households. The AmeriSpeak Panel expanded to approximately 30,000 households in 2018 and 35,000 households in 2019 through further recruitment efforts. The 2020 recruitment is expected to expand the panel by another 5,000 households. The current panel size is 48,900 panel members age 13 and over residing in over 40,000 households.

In addition to the regular panel for general population studies, AmeriSpeak also contains subpanels to support studies of special populations, including AmeriSpeak Latino, AmeriSpeak Teen, and AmeriSpeak Young Adult 18-34 (which features an oversample of African Americans, Hispanics, and Asians). AmeriSpeak is also the probability sample source for TrueNorth®, the NORC calibration solution for combining probability and nonprobability samples for estimation through small area modeling that leverages data from AmeriSpeak, the American Community Survey, Current Population Survey, and other data sources for improved statistical efficiency.³

Panel Sample Frame

The primary sampling frame for AmeriSpeak is the 2010 NORC National Frame, a multistage probability sample that fully represents the U.S. household population. We provide a brief description of how the National Frame was constructed after the 2010 Census.

The primary sampling units (PSUs) in the first stage sample selection are 1,917 National Frame Areas (NFAs), each of which is an entire metropolitan area (made up of one or more counties), a county, or a group of counties with a minimum population of 10,000. A total of 126 NFAs are selected in the first stage, including 38 certainty NFAs, 60 urban NFAs, and 28 nonurban NFAs. The largest 38 NFAs, those with a population of at least 1,543,728 (0.5% of the 2010 U.S. Census population), were selected into the National Frame with certainty. The certainty NFAs consist of areas with high population density and are dominated by census tracts with city-style mailing addresses. These areas contain 56% of the U.S. household population while only accounting for about 8% of the geographic area of the United States. The remaining 1,879 NFAs are stratified into urban areas where city-style addresses predominate, and rural areas that are less likely to have city-style addresses. The latter stratum comprises 81% of the geographic area, but only 14% of the population. A sample of 60 and 28 NFAs is selected systematically from the urban and rural stratum,

³ For more information about TrueNorth, see <http://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

respectively, with selection probability proportional to size (PPS) where the measure of size is the number of housing units per NFA.

Within the 126 selected NFAs, the secondary sampling units (SSUs) are segments defined from census tracts or block groups, where each segment contains at least 300 housing units according to the 2010 census. Within the certainty NFAs, a sample of 896 segments was selected using systematic PPS sampling, where the size of a segment is the number of housing units. Implicit stratification was achieved by sorting the segments by location (NFA, state, and county), by principal city indicator, and by ethnic and income indicators. From each urban and rural NFA, a sample of eight and five segments was selected, respectively, using systematic PPS sampling where the measure of size is the number of housing units per segment. A total of 618 segments are selected from the noncertainty NFAs⁴. Overall, a stratified probability sample of 1,514 segments was selected into the National Frame in the second stage sampling.

Within the selected segments, all housing units are listed using the U.S. Postal Service Delivery Sequence File (DSF). In the 123 segments where the DSF coverage is deemed inadequate, the DSF address list is enhanced with in-person field listing to improve coverage. The final National Frame, consisting of all listed households in the sample segments, is estimated to provide over 97% coverage of the U.S. household population. It contains almost 3 million households, including more than 80,000 rural households that are added through in-person listing. In addition to NORC's National Frame, the DSF is used as a supplemental sample frame in four states. Although nationally representative, the National Frame does not include households from Alaska, Iowa, North Dakota, and Wyoming. Since 2016, the annual panel recruitment sample has included a small address-based sample (ABS) from these four states to assure AmeriSpeak presence in all U.S. states and Washington, D.C.

In 2017, an enhanced DSF frame was also used to develop a new Latino Panel with adequate representation of Spanish-language-dominant Hispanics. Census tracts with high incidence (at least 30%) of Spanish-dominant Hispanics were targeted for this recruitment. Furthermore, within these census tracts, households that were flagged as Hispanic based on consumer vendor data (that are typically used for direct-mail marketing) were oversampled. This new AmeriSpeak Latino Panel contains approximately 5,400 Hispanic panelists with 24% of those panelists being Spanish-language dominant. As of February 2020, 63.4% of the recruited adults in the AmeriSpeak Panel were sourced from the National Frame, 27.1% from targeted ABS frames, and 9.5% from voter registration files⁵. Proper weights allow the full use of the combined sample.

Panel Sample Selection

For panel sample selection between 2014 and 2018, National Frame segments are stratified into six sampling strata based on the race/ethnicity and age composition of each segment, as below:

- Hispanic, high youth segments
- Hispanic, not high youth segments
- Non-Hispanic Black, high youth segments
- Non-Hispanic Black, not high youth segments
- Other, high youth segments
- Other, not high youth segments

Hispanic segments are those in which Hispanics make up at least a third of the population and the Hispanic share in the population is greater than that of non-Hispanic Black. Similarly, non-Hispanic Black segments are

⁴ A sample of five segments was selected from each of the 28 nonurban NFAs. However, two sample segments were later subsampled out in Montana because of cost.

⁵ Voter registration files were used as supplemental sample source for the AmeriSpeak Young Adult Panel.

those in which non-Hispanic Black make up at least a third of the population and the non-Hispanic Black share in the population is greater than that of Hispanic. Finally, High Youth refers to segments in which 18- to 24-year-old adults are at least 12% of the total adult population. The above stratification is used to oversample housing units in areas with higher concentration of young adults, Hispanics, and non-Hispanic African-Americans. The resulting household sample is referred to as the initial AmeriSpeak sample or sample for initial panel recruitment.

To support the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU)⁶. At this stage, consumer vendor data is matched to the pending housing units, and housing units that are flagged as having a young adult⁷ (18-34 years of age) or minority (Hispanic⁸, non-Hispanic Black⁹) are oversampled for the NRFU sample. Overall, approximately 1 in 5 initially nonresponding housing units are subsampled for NRFU using the same six sampling strata defined above. 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.

A two-phase state-based ABS sample design was used for the 2019 AmeriSpeak recruitment. NORC's National Frame is designed to represent the U.S. household population nationally. At the state level, however, the panel may have more significant clustering effects from the use of the National Frame, especially for states with a small population. The primary objective of the 2019 design is to improve state-level representation by selecting the recruitment sample mostly from areas that are outside the National Frame. A stratified systematic sample was selected in the first phase, where each state constitutes a sampling stratum and the sample was allocated to the strata proportional to the square root of the state population. In the second phase, young adults, Hispanic, non-Hispanic Black, and conservatives are oversampled based on commercial data sources to improve their representation in the panel. Because the 2019 design did not use NRFU face-to-face recruitment, the 2019 design did not involve geographic clustering.

The overall AmeriSpeak Panel sample design reflects the cumulative design features of the NORC National Frame and the annual recruitment samples thus far. These design features are captured in the final panel weight for each recruited household and each panelist. There are mainly two reasons why the sampling design for AmeriSpeak Panel recruitment deviates from EPSEM (Equal Probability of Selection Method) 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) NRFU subsampling results in initially nonresponding housing units having a much higher selection probability. Furthermore, within the NRFU samples, selection probabilities vary for housing units depending on the appended commercial data flags to target specific demographics for improved efficiency. The initial and NRFU sampling procedures are examined and possibly modified each year to more efficiently recruit subpopulations who are less likely to respond to the recruitment survey.

Panel Recruitment Procedures

The highly efficient recruitment procedures set AmeriSpeak apart from other national panels. AmeriSpeak Panel recruitment is a two-stage process: (a) an initial recruitment using USPS mailings, telephone contact,

⁶ A small fraction of initially nonresponding housing units are not eligible for NRFU, including “hard refusals” and those with an appointment for a callback from NORC.

⁷ A young adult-flagged household refers to a household in which MSG or TargetSmart indicated there was an 18- to 24-year-old adult. In 2016 and 2017, a slightly different definition was used, and a young adult-flagged household was defined as having an 18- to 34-year-old adult in the household by MSG or 18- to 30-year-old adult by TargetSmart.

⁸ A Hispanic-flagged household refers to a household in which MSG or TargetSmart indicated the presence of a Hispanic adult.

⁹ A non-Hispanic Black-flagged household refers to a household in which MSG or TargetSmart indicated the presence of a non-Hispanic Black adult.

and modest incentives, and (b) a more elaborate NRFU recruitment using FedEx mailings, enhanced incentives, and in-person visits by NORC field interviewers.

For the initial recruitment, sample households are invited to join AmeriSpeak online by visiting the panel website AmeriSpeak.org or by calling a toll-free telephone line (in-bound/outbound supported). Both English and Spanish languages are supported for online and telephone recruitment. The initial recruitment data collection protocol features the following: an oversize 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 postcards, and contact by NORC's telephone research center for sample units with a matched telephone number.

For the second-stage NRFU recruitment, a stratified random sample is selected from the nonrespondents of the initial recruitment. Units sampled for NRFU are sent a new recruitment package by FedEx with an enhanced incentive offer. Meanwhile, NORC field interviewers make personal, face-to-face visits to the pending cases to encourage participation. Once the households are located, the field interviewers administer the recruitment survey in-person using Computer-Assisted Personal Interviews or else encourage the respondents to register online or by telephone.

Panel Recruitment Response Rate and Other Panel Statistics

A sample household is considered recruited or responded if at least one adult in the household joins the panel. The weighted household response rate (AAPOR RR3) is about 6% for initial recruitment and 28% for NRFU recruitment. We report two recruitment response rates: one for all the panel recruitment years (2014 to 2019) and one for the recruitment years with NRFU (2014 to 2018). For all recruitment years, the cumulative weighted household response rate is 24.1%; for recruitment years with NRFU, the cumulative weighted household response rate is 34.2%. For client studies requiring a panel recruitment response rate exceeding 30%, the sampling frame may be restricted to the panelists recruited in the NRFU years. The panel recruitment response rate calculation methodology is consistent with AAPOR guidelines and fully documented.¹⁰ The annual panel retention rate is about 85%.

For individual client surveys based on the AmeriSpeak Panel, the AAPOR RR3 response rate is between 10% and 20% depending on specific study parameters such as target population, survey length, time in the field, salience of subject, and the like. This response rate takes into account panel recruitment rate, panel retention rate, and survey participation rate.¹¹

Other important panel statistics with respect to the 2014-2019 recruited households are as follows: 62% are recruited in the initial stage and 38% are recruited via NRFU; 85% of the active panelists prefer to do web or online surveys, while 15% prefer to participate in telephone surveys; 21% of the recruited households are

¹⁰ See http://amerispeak.norc.org/research/Pages/WhitePaper_ResponseRateCalculation_AmeriSpeak_2016.pdf.

¹¹ A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of nonresponse at each stage of the panel recruitment, management, and survey administration process (see https://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf, page 48-9). A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate." 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, and N. Ganesh. The paper is available at <https://amerispeak.norc.org/research/>.

non-internet¹²; 82% are cellphone-only or cellphone-mostly; 19% are African-American and 20% Hispanic; and 33% have household income below \$30,000 (compared with CPS benchmark of 26%).¹³

Impact of Nonresponse Follow-Up

NRFU is instrumental in producing the industry-leading response rate for AmeriSpeak Panel recruitment. Moreover, because of the more intensive effort, NRFU recruitments better represent hard-to-reach groups and are therefore more representative of the target population. For example, initial recruitment tends to underrepresent young adults 18-34 years of age. NRFU recruitment corrects for this bias by bringing the age distribution of the panel closer to ACS benchmarks.

Overall, NRFU recruitment significantly improves the representation of the panel with respect to demographic segments that are underrepresented among the respondents to the initial recruitment, including young adults (persons 18-34 years of age), African Americans, Hispanics, lower-income households, renters, cellphone-only households, and persons with lower educational attainment (e.g., no college degree). To the extent that these demographic characteristics are correlated with substantive survey variables, NRFU helps to reduce potential nonresponse bias in the sample estimates. NORC's research indicates that NRFU respondents are indeed somewhat different from initial respondents for many common survey variables. For example, compared to the panelists recruited during the initial stage, NRFU panelists tend to be more conservative politically, more likely to attend church, less interested in current events or topics in the news report, less knowledgeable about science, less likely to be in favor of gun control policies, less likely to read a print newspaper (more likely to read the news online and use social media), more likely to eat at fast food restaurants, and so on¹⁴. These observations illustrate that NRFU recruitment is critical for achieving a more balanced panel and for making the substantive estimates in AmeriSpeak studies more accurate. Even though NRFU panelists are more reluctant to complete surveys, the addition of NRFU panelists reduced total absolute bias on average 5 to 21 percentage points when compared with the initial stage recruits (among examined surveys).¹⁵

Mixed-Mode Data Collection

The AmeriSpeak Panel supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys. During the recruitment survey, AmeriSpeak panelists are offered an opportunity to choose their preferred mode—web or phone—for future participation in AmeriSpeak surveys. A recruited household can consist of both web- and phone-mode panelists residing in the same household. Panelists predominantly prefer web over phone mode. As of February 2020, 85% of the active panelists prefer to do web or online surveys, while 15% prefer to participate in telephone surveys. The telephone mode encompasses panelists without internet access, panelists whose only internet access is via a smartphone, and panelists with internet access but who are unwilling to share an email address.

¹² The non-internet households (HHs) are those that do not select “High-speed, broadband internet at home (such as cable or DSL)” or “Dial-up internet at home” response options when they are asked, “What kind of internet access do you have? Please select all that apply” in the recruitment survey. The non-internet HHs include those that use internet only on a cell connection or mobile phone.

¹³ For transparency purposes, unweighted percentages are presented in this section. Hence, these results do not take into account selection probabilities. The base weighted distributions that take into account selection probabilities can be provided upon request.

¹⁴ See “The Undercounted: Measuring the Impact of ‘Nonresponse Follow-up’ on Research Data and Outcome Measures” authored by Ipek Bilgen, J. Michael Dennis, and N. Ganesh. The paper is forthcoming.

¹⁵ See “Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness” authored by Ipek Bilgen, J. Michael Dennis, and N. Ganesh. The paper is available at http://amerispeak.norc.org/content/dam/amerispeak/research/pdf/Bilgen_etal_WhitePaper1_NRFU_SampleComposition_AAPOR_2018_2.pdf.

To the extent that non-internet households or “net averse” persons are different from the rest of the population, mixed-mode surveys have better population coverage and produce more accurate population estimates. NORC’s telephone interviewers administer the telephone surveys using a data collection system supporting both the phone and web modes, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users.

Panel Management and Maintenance

Panel management and maintenance are crucial for panel health and efficiency. NORC maintains strict panel management rules to limit respondent burden, reduce panel attrition, and minimize the risk of panel fatigue. On average, AmeriSpeak panelists are invited to participate in client studies two to three times a month. AmeriSpeak 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 judgment will result in a poor user experience for our panelists. AmeriSpeak also has a designated website and a telephone number for panelist communications.

Panel maintenance is a dynamic process because the AmeriSpeak Panel is supplemented and refreshed regularly over time to grow the panel, compensate for panel attrition, and improve panel representation for specific subpopulations. For example, the Latino Panel and Teen Panel are created to support studies of Hispanics and teenagers, respectively; the 2019 recruitment is primarily designed to improve sample representation at the state level. As panelists are added or/and removed from the panel, the panel refreshment process takes place to ensure that the refreshed panel fully represents the corresponding target population.

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 more than 40 countries around the world, with additional offices on the University of Chicago campus and in Atlanta, Boston, San Francisco, and the Washington, D.C., metro area.

ADDITIONAL RESOURCES

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at AmeriSpeak-BD@norc.org. Information about AmeriSpeak capabilities and research papers are available online at AmeriSpeak.NORC.org.

FDA Messaging Incidence Check

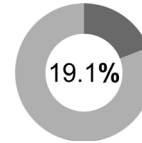
October 13, 2021

Survey Overview

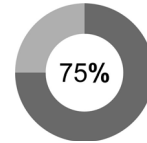
Study Population: General Population Age 18+
 Sample Units: 2857
 Completed Units: 808
 Expected Eligibility Rate: 100%
 Observed Eligibility Rate: 100%
 Margin of Error: ±4.74 percentage points (pp)
 Avg. Design Effect: 1.89
 Survey Field Period: September 17, 2021 - October 2, 2021
 Median Duration (minutes): 5
 Prepared for: Pew Charitable Trusts

Panel Outcomes

Weighted HH
Recruitment Rate

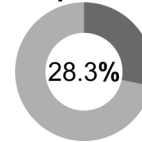


Weighted HH
Retention Rate

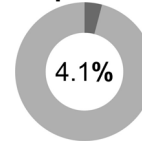


Survey Outcomes

Survey
Completion Rate



Weighted Cumulative
Response Rate



Benchmark Comparisons

	Unweighted (%)	Weighted (%)	Benchmark (%)	Difference ² (pp)	-12 Difference 12
Household Income ¹					
Less than \$29,999	23	23.6	15.9	7.7	
\$30,000 to \$74,999	36.8	34.0	31.8	2.2	
\$75,000 to \$124,999	27	26.6	25.1	1.5	
\$125,000 Plus	13.2	15.8	27.1	-11.3	
Member Age					
18 - 34	31.3	29.1	29.1	0.0	
35 - 49	23	24.2	24.2	0.0	
50 - 64	23.1	24.7	24.7	0.0	
65 Plus	22.5	22.0	22.0	0.0	
Member Race/Ethnicity					
White	64.2	62.4	62.4	0.0	
Black	11	12.0	12.0	0.0	
Hispanic	16.3	16.9	16.9	0.0	
Asian/Pacific Islander	3.5	5.6	6.5	-0.9	
Others	5	3.1	2.2	0.9	
Member Education Status					
Less than High School	7.1	9.2	9.2	0.0	
High School Equivalent	14.9	28.7	28.7	0.0	
Some College/Associate Degree	41.8	27.0	27.0	0.0	
Bachelor's Degree	21.3	20.6	22.3	-1.7	
Graduate Degree	15	14.5	12.8	1.7	
Household Ownership					
Owner Occupied	63.2	70.2	67.8	2.4	
Renter Occupied/Other	36.8	29.8	32.2	-2.4	
Children in Household					
With 1+ Under 18 Years	24.9	24.6	32.5	-7.9	
Without Children Under 18	75.1	75.4	67.5	7.9	
Household Marital Status					
Currently Married	52.1	49.9	52.2	-2.3	
Currently Single	47.9	50.1	47.8	2.3	
Sex					
Male	49	48.2	48.2	0.0	
Female	51	51.8	51.8	0.0	

¹Race/Ethnicity, Household Ownership, Income, Education, Number of Children, Marital Status, Gender, and Geographic Region benchmarks are from the February 2021 Census Bureau Current Population Survey. ²The difference between the Weighted and Benchmark columns.

Glossary

Overview Section

Study Population: The total set of individuals of interest to which the researcher intends to apply their conclusions.

Sample Units: The number of panel members selected into the study sample.

Completed Units: The number of sample units that completed the interview based on the study-specific definition of what constitutes a complete interview.

Expected Eligibility Rate: The percentage of the sampling population who are expected to meet study eligibility criteria.

Observed Eligibility Rate: The percentage of the sample members who were eligible for the study among those who answered the screening questions.

Margin of Error: Margin of error is defined as half the width of the 95% confidence interval for a proportion estimate of 50% adjusted for design effect. It is therefore the largest margin of error possible for all estimated percentages based on the study sample.

Design Effect The design effect is the variance under the complex design divided by the variance under a SRS (simple random sampling) design of the same sample size. Design effect is variable-specific and the reported value is the median design effect calculated for a set of key survey variables.

Survey Field Length: the period from the earliest to the latest contact dates of cases sampled for the survey.

Duration: Length of time for completed interviews. Interview length is calculated differently depending upon whether the interview was conducted over the phone or via web. For telephone mode, it is the time from when the respondent picks up the telephone until they hang up the telephone. For web interviews, it is the time from when they first connect to the web system to the time they log off the system or become

inactive. In the case of multiple contacts, this number represents the sum of those contacts.

Benchmark Comparison Section

We compare demographics (from the CPS) to those of our survey respondents, both on a weighted and unweighted basis, to show how closely AmeriSpeak respondents represent the demographics of the study population overall.

We also compare study specific benchmarks (not available on all surveys) to those of our survey respondents to show how closely survey responses to key questions match to benchmarks from external surveys.

Panel Outcomes

Weighted Household (HH) Recruitment Rate: The weighted AAPOR RR III for the AmeriSpeak panel recruitment corresponding to the recruitment cohorts sampled for the study. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel.

Weighted Household (HH) Retention Rate: The weighted percent of recruited households that are still available for sampling for this survey among the recruitment cohorts sampled for the study.

Survey Outcomes

Survey Completion Rate:

- The percent of sample members who completed the survey interview (for studies without screener)
- The percent of eligible sample members who completed the survey interview (for studies with screener).
- For a follow-up study: it is the percent of follow-up respondents among baseline respondents.

Weighted Cumulative Response Rate: The overall survey response rate that accounts for survey outcomes in all response stages including panel recruitment rate, panel retention rate, and survey completion rate. It is weighted to account for the sample design and differential inclusion probabilities of sample members.