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Examining the Use of Appended Emails to the Sample Frame During Recruitment to a Probability-based Panel

Presented at AAPOR 2022

May 13, 2022

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Agenda

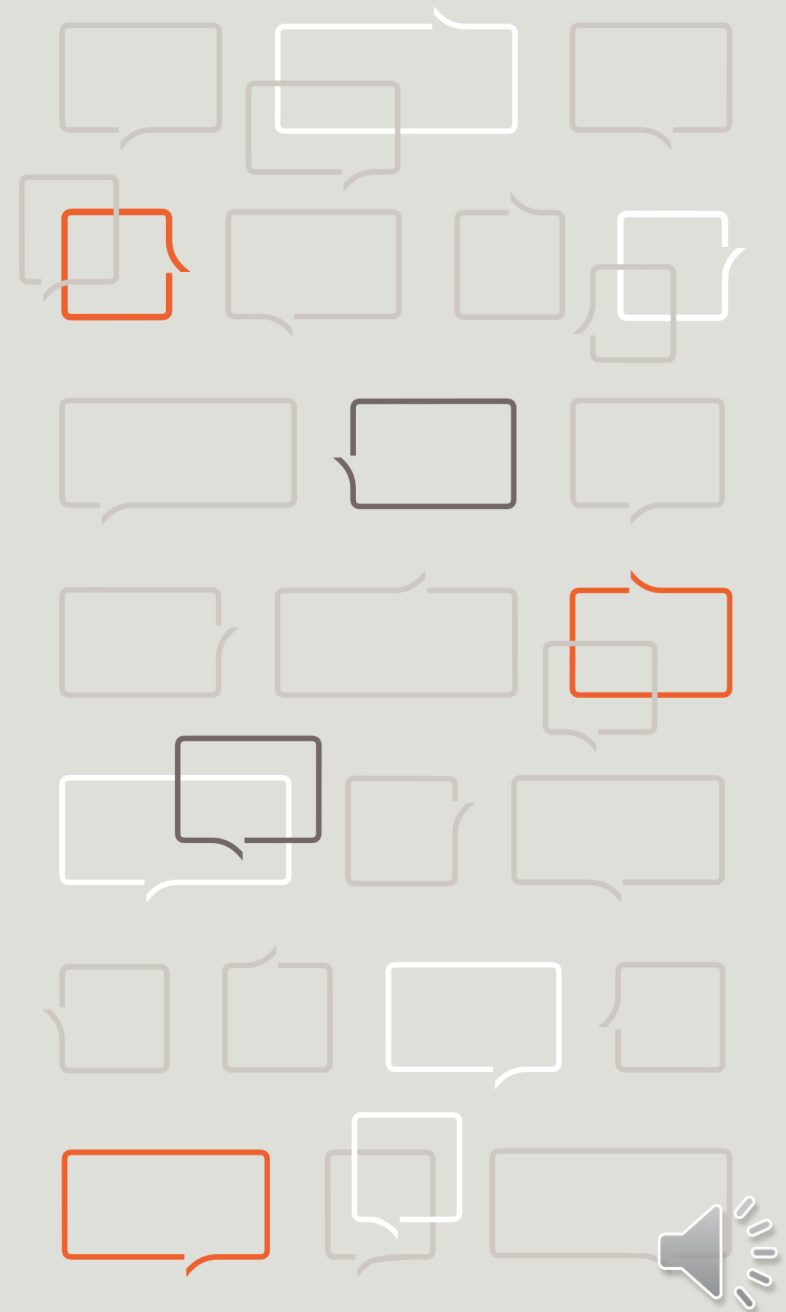
- 01 Introduction

- 02 2021/2022 Panel Recruitment Methods

- 03 Research Questions

- 04 Results

- 05 Summary



NORC's AmeriSpeak panel is a probability-based panel designed to be representative of U.S. 18+ general population

- New members recruited to panel each calendar year
- Established past strategies to target hard-to-reach populations
 - Sampling strata based on race/ethnicity and age composition
 - In-person Non-Response Follow Up (NRFU) for under-represented populations
- In 2021 & 2022, retry utilizing emails appended from vendor data for subset of sampled addresses
 - Access to para-data and tracking information through Adobe Campaign
- **Examine if adding email outreach improves recruitment to the AmeriSpeak panel, especially among hard-to-reach populations**



Agenda

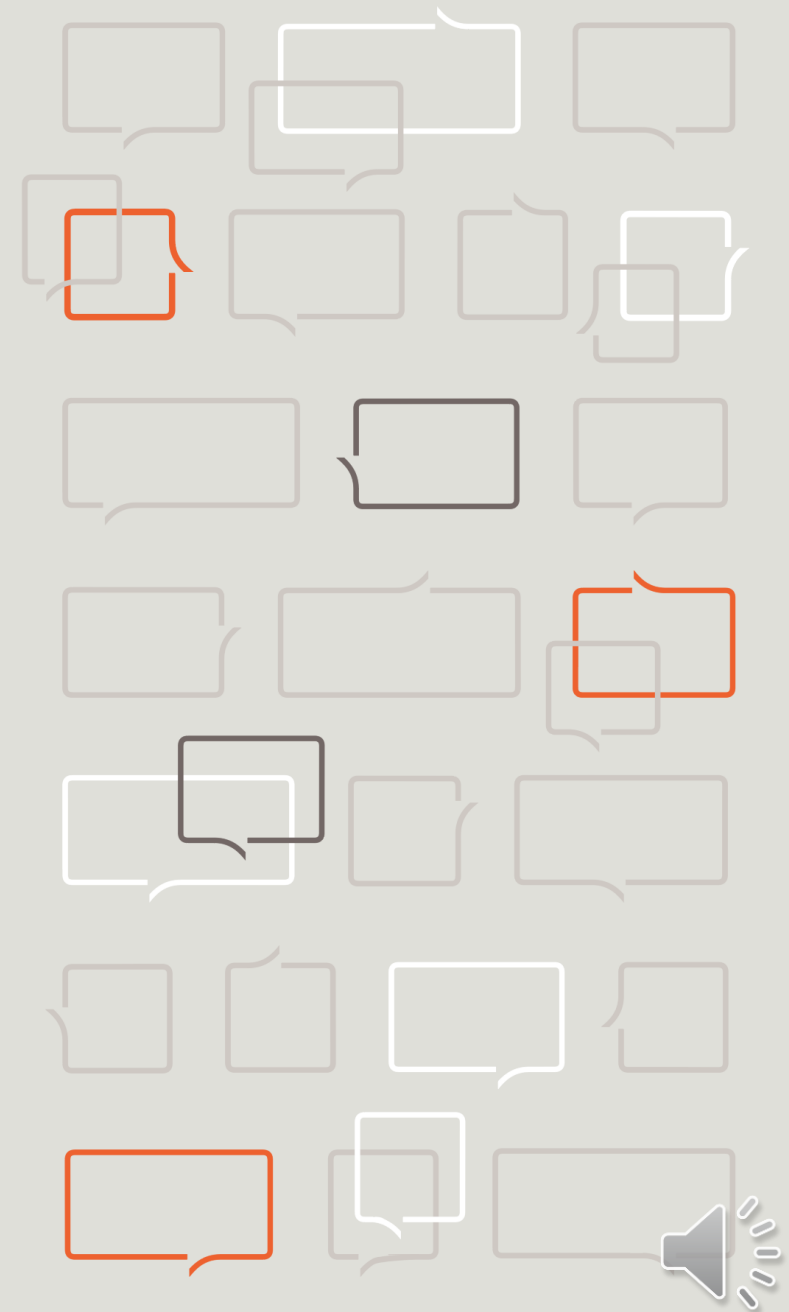
01 Introduction

02 2021/2022 Panel Recruitment Methods

03 Research Questions

04 Results

05 Summary

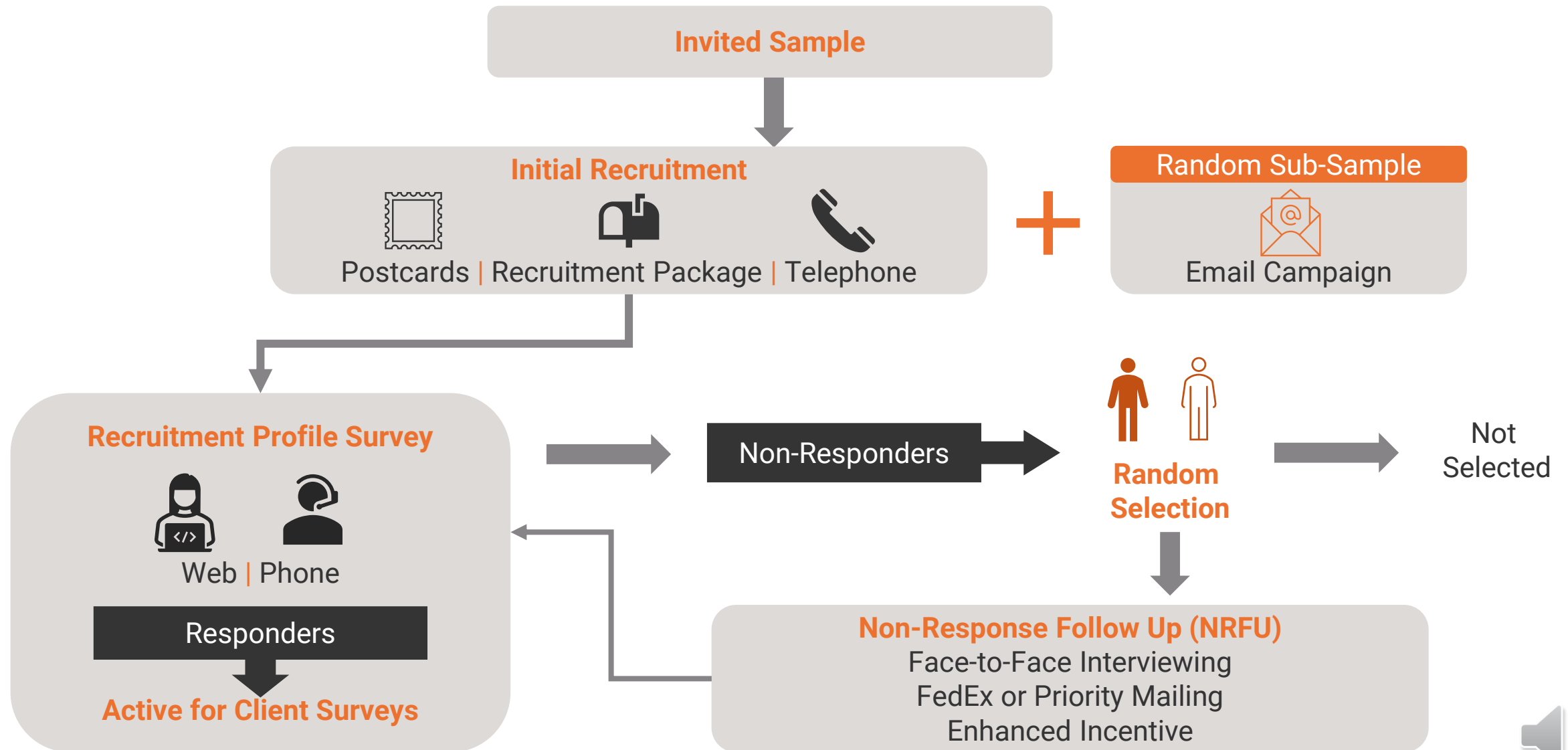


Panel Recruitment for 2021 & 2022 sampled from NORC National Frame and Address-based Sample from USPS list

- Increasing ability to add more auxiliary information, like name and email, to the sample frame using external vendors
- Vendor email append match and accuracy rates have been gradually increasing in the past decade (Bilgen et al., 2022)
- For random subset of recruitment samples in each year, tested benefit of using email campaign in addition to traditional mailing recruitment efforts

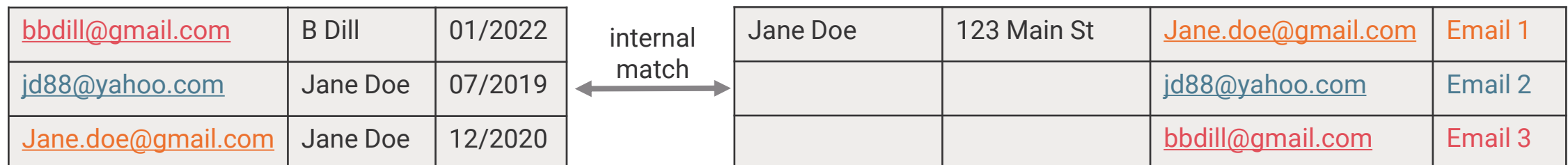
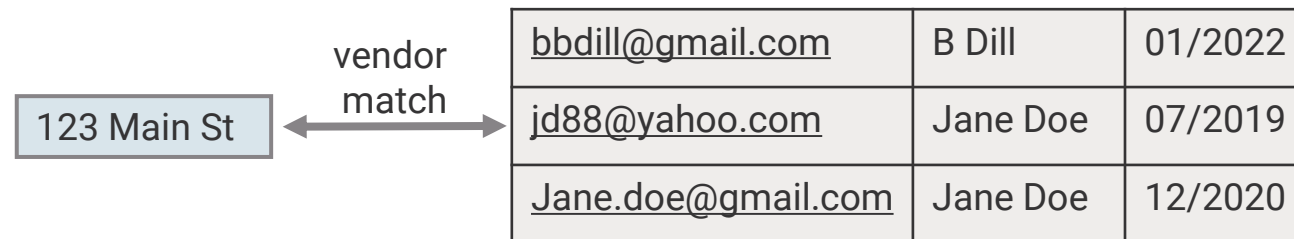


Workflow for Panel Recruitment

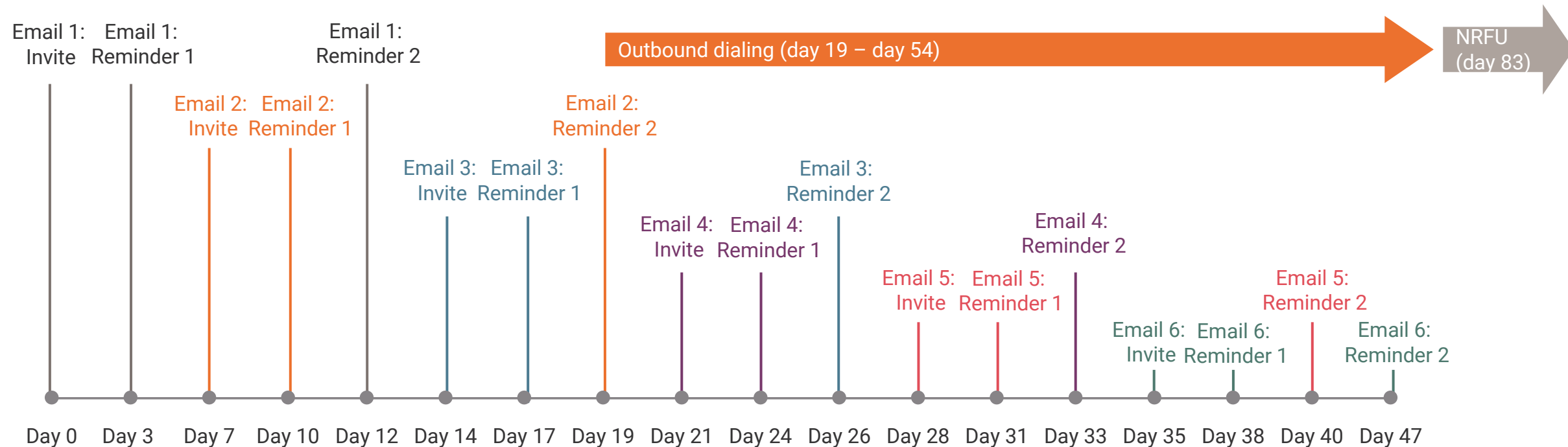


Email campaign conducted as randomized experiment

- Subset from full recruitment sample
 - Identify cases with at least one email from vendor
- Randomly assigned to 50% treatment and 50% control
 - Treatment receives email campaign
- Up to **six emails** obtained for each sampled line in treatment group



Series of email invites and reminders sent over ~7-week period



Unsubscribe – stop email campaign

Bounce back/Failed to Deliver – stop with existing email and start with next

Register for Panel – continue reminder for current email, then stop



Example of email invite to panel

- Embedded links
 - View in browser
 - 2 links to start recruitment survey
 - Visit AmeriSpeak web page
 - Facebook and Twitter icons
 - Unsubscribe link

Click [START Survey](#) or call (800) 860-1178.
If eligible, receive a \$20 gift card.

NORC at the University of Chicago is inviting you to join AmeriSpeak, a by-invitation only research panel. By signing up for AmeriSpeak, the nation's leading opinion-sharing platform, your opinions will be both counted and rewarded. You will share your opinions with U.S. leaders in business, media, government, and research about new policies and products that affect all our lives.

How does AmeriSpeak work? It's simple:

- Complete AmeriSpeak surveys, online or by phone, two to four times a month and get rewards. You'll get AmeriPoints worth \$20 for completing your First AmeriSpeak survey and \$2 to \$5 (or more) for each new survey you complete.
- You can redeem your AmeriPoints for Mastercard® Reward Cards, retailer gift cards, or you can donate your rewards to a charity of your choice.
- Surveys usually take between 5 and 15 minutes.
- There is no fee associated with joining AmeriSpeak. AmeriSpeak will never try to sell you anything.
- Your personal information will never be shared with any telemarketers or third parties who would try to sell you anything. The security of your data is extremely important to us. We have established security measures to protect them.

Join us and your opinions will be counted in studies reported by your local and national news outlets such as *The Associated Press*, *CNN*, *Forbes*, *Fox News*, *NBC News*, and *The New York Times*.

To find out more about NORC and AmeriSpeak, visit www.AmeriSpeak.org or call (800) 860-1178. Joining AmeriSpeak is simple: just click on the Start Survey link to start the process.

[START Survey](#)

We look forward to you joining AmeriSpeak and sharing your opinions!

Sincerely,



Michael Dennis, PhD
Executive Director, AmeriSpeak



This email is intended for ID: (253954).

Need more help? Email info@AmeriSpeak.org or call toll-free (800) 860-1178. AmeriSpeak Welcome Team: 55 E Monroe St, 19th Floor, Chicago, IL 60603. To unsubscribe [please click here](#). Copyright AmeriSpeak 2022. Use of any content or images is prohibited without prior written approval.



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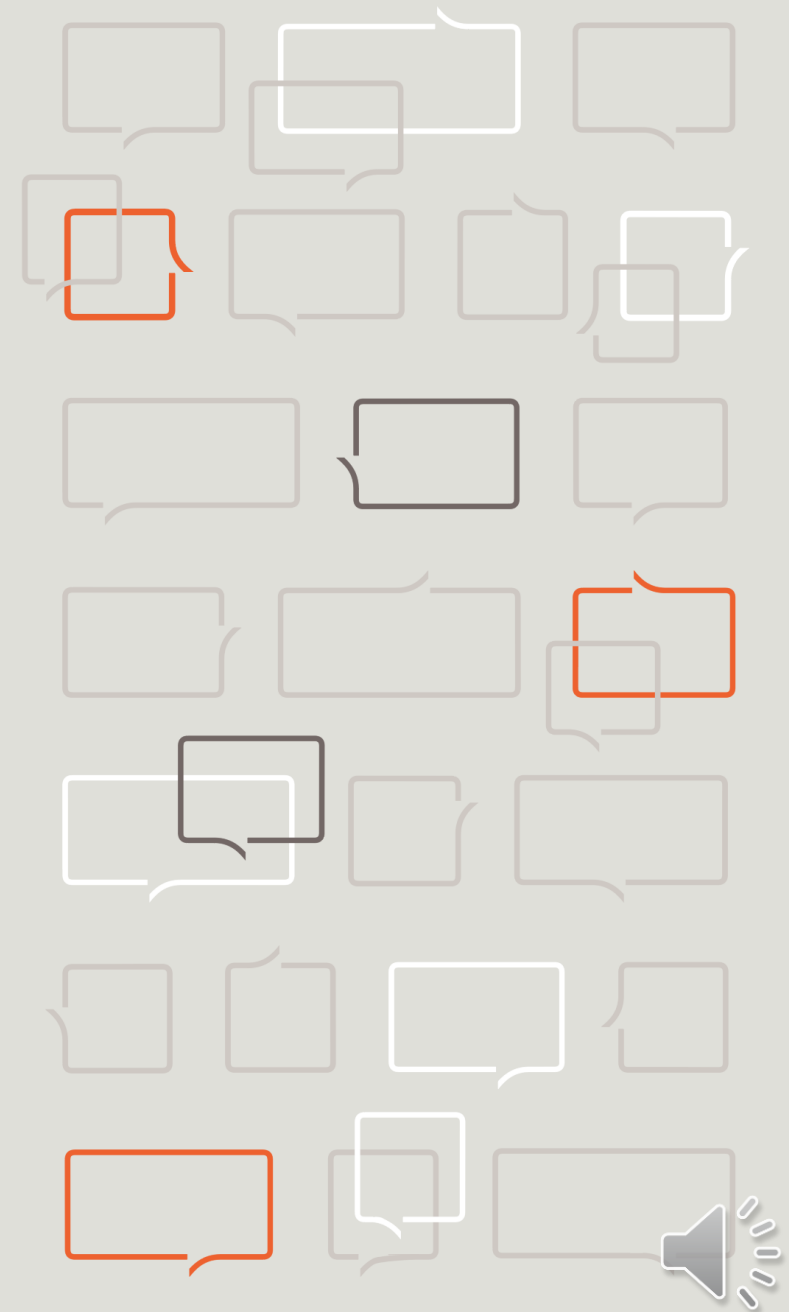
01 Introduction

02 2021/2022 Panel Recruitment Methods

03 Research Questions

04 Results

05 Summary



Research Questions

Does adding an email campaign result in higher recruitment yield rates?

- Do recruitment yield rates increase overall for those sent the email campaign?
- Does recruitment yield among any hard-to-reach populations increase?
- Do those who are part of email campaign complete recruitment sooner?

For the group that received emails, what is the effectiveness of each email contact?

- How accurate is email validation information from vendor?
- What is click/open rate for emails sent?
- What is failure rate for emails sent?
- How many prospective panelists opt-out of emails?



Agenda

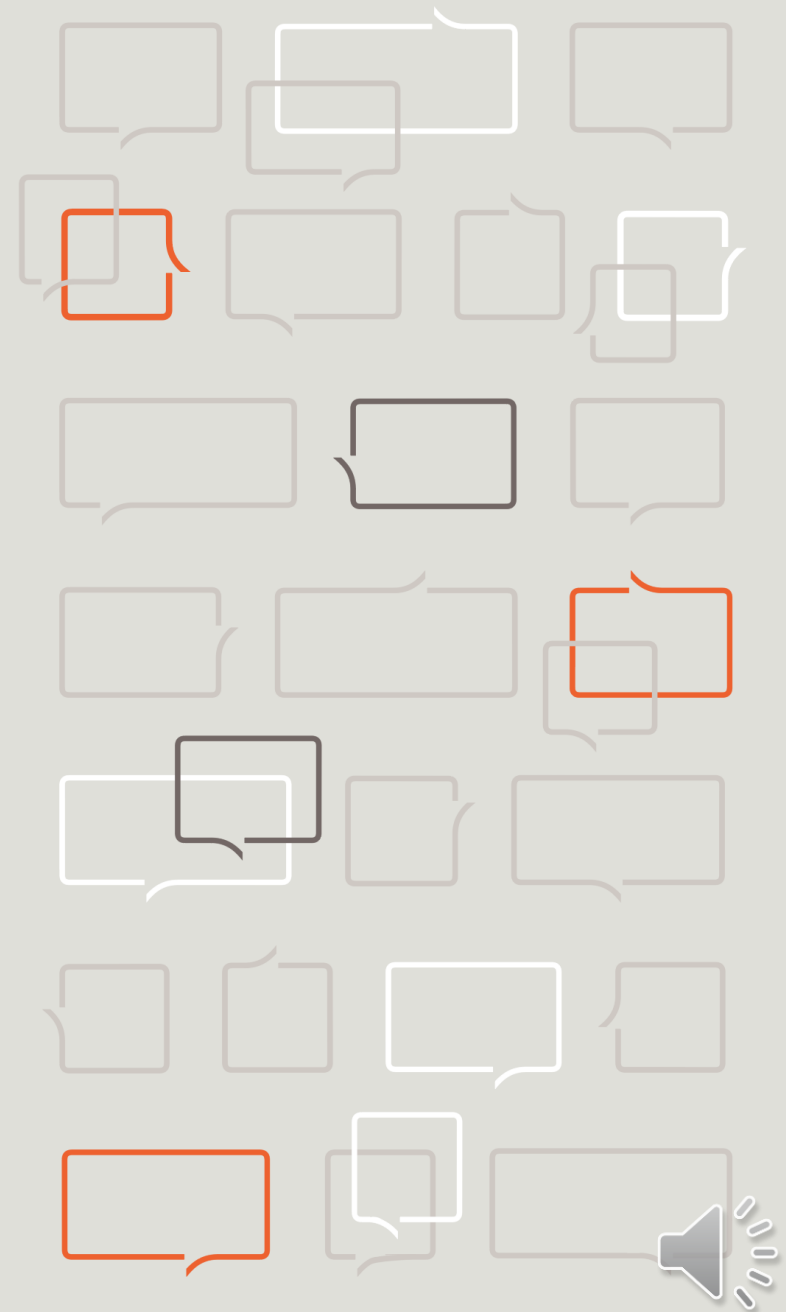
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- 02 2021/2022 Panel Recruitment Methods

- 03 Research Questions

- 04 Results

- 05 Summary

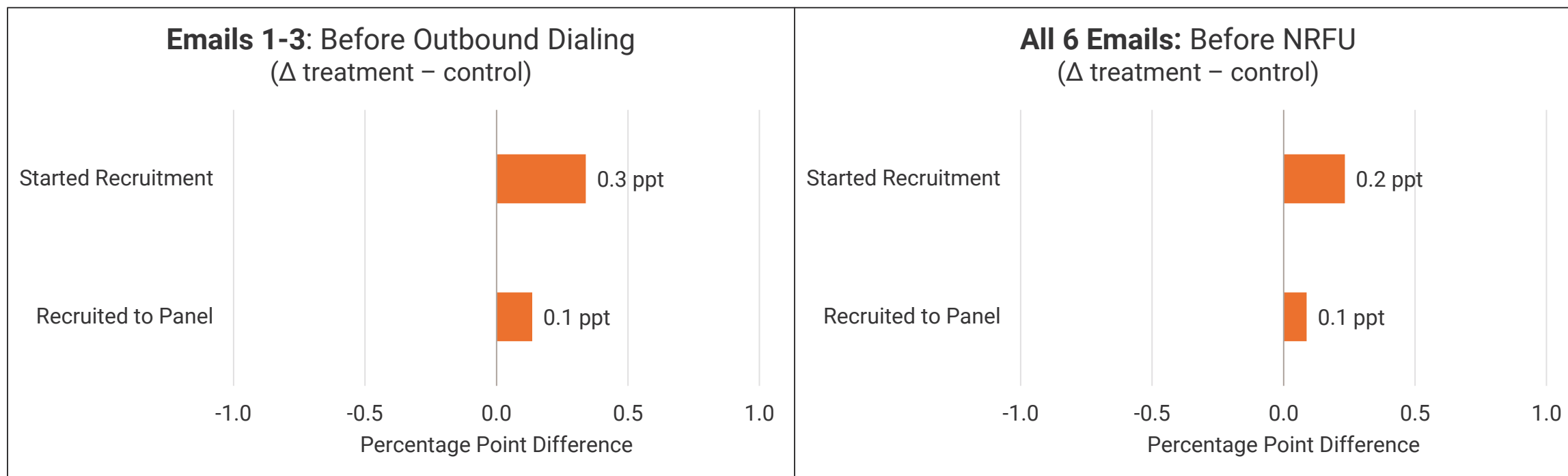


*Does adding an email campaign
result in higher recruitment yield rates?*



Recruitment yield rates in 2021 for treatment group **did not** significantly differ from control group overall

2021 Recruitment

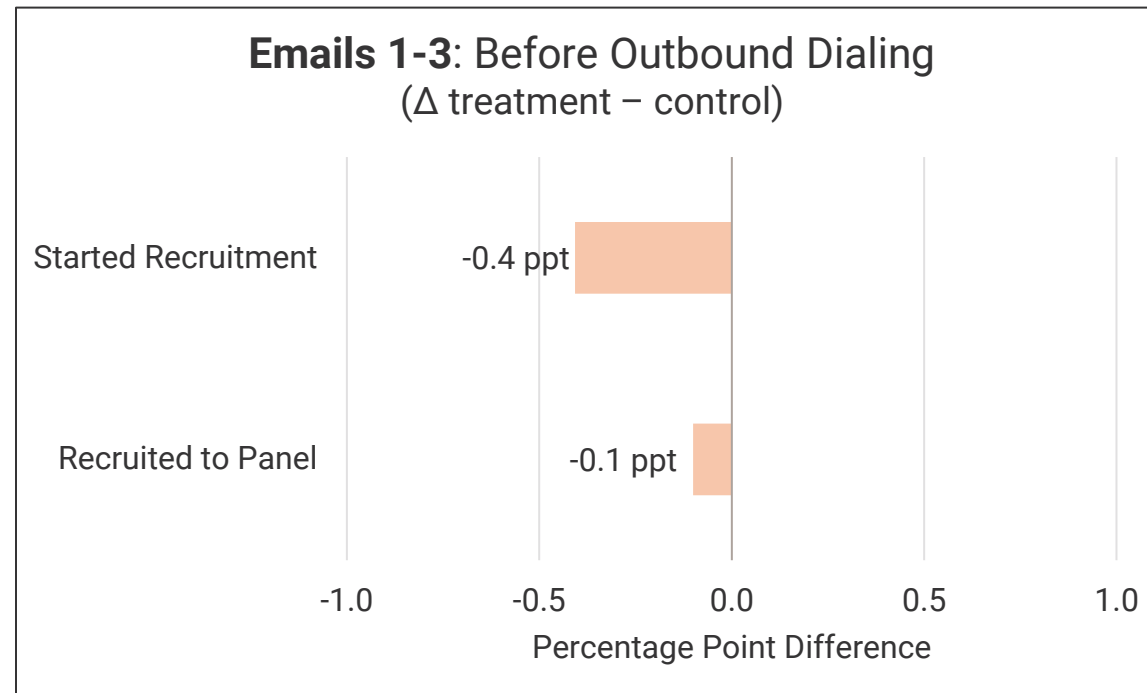


Numbers reported are percentage point difference between treatment and control group



So far in 2022, we see a slight negative effect of the email campaign, but the difference between treatment and control is **not significant**

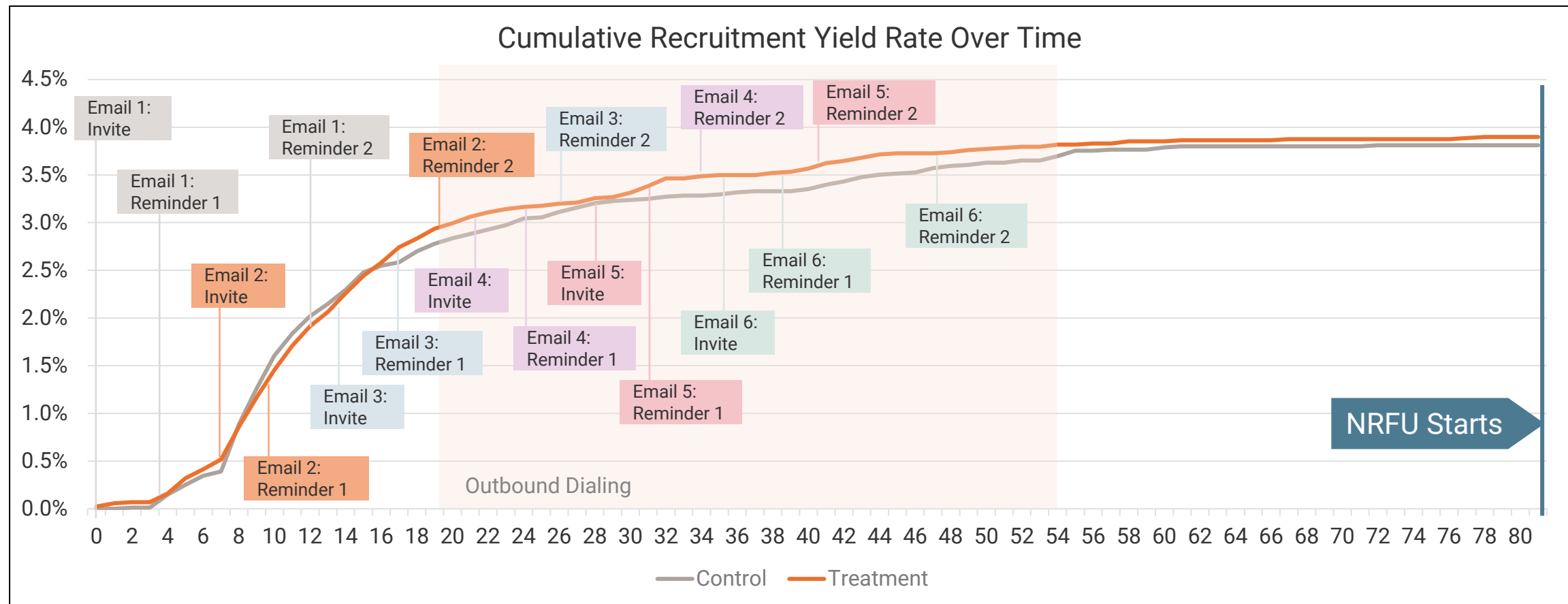
2022 Recruitment



Numbers reported are percentage point difference between treatment and control group

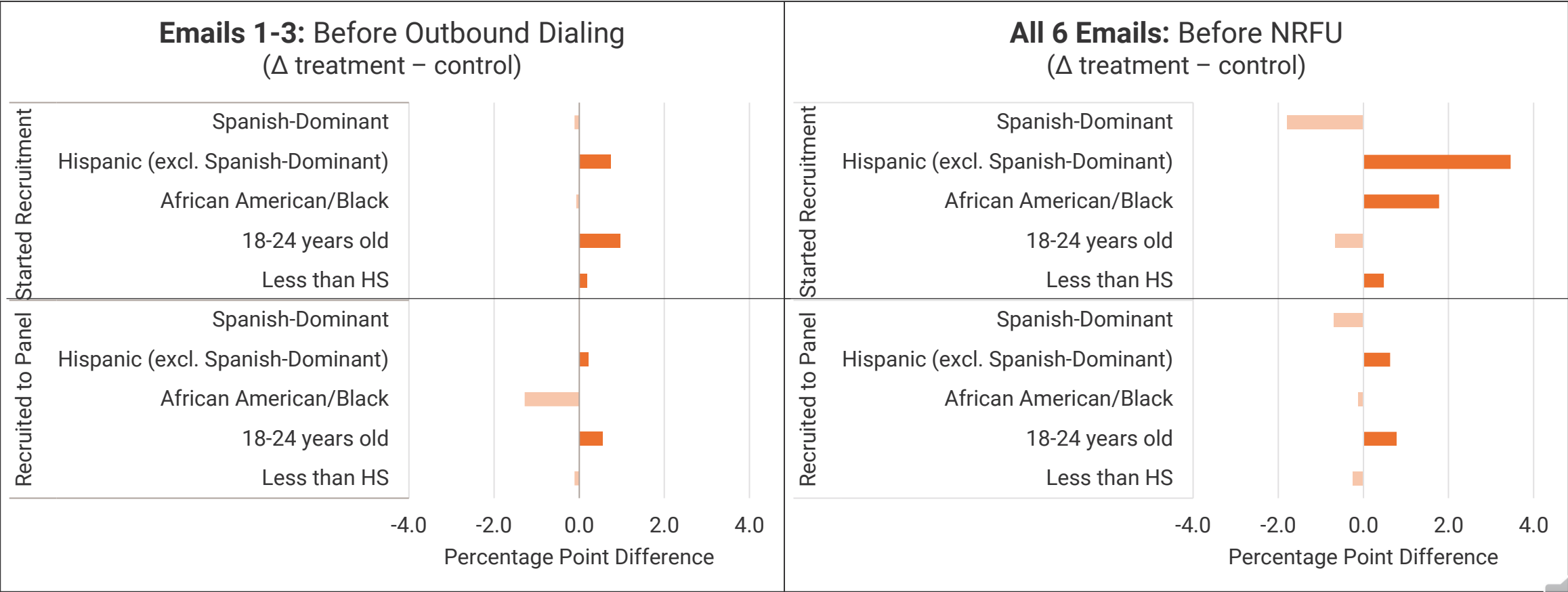


Those who received email campaign in 2021 did not complete recruitment to panel sooner than the control group



Looking within hard-to-reach groups for 2021, recruitment yield rates for the treatment group **did not** significantly differ from the control group

2021 Recruitment

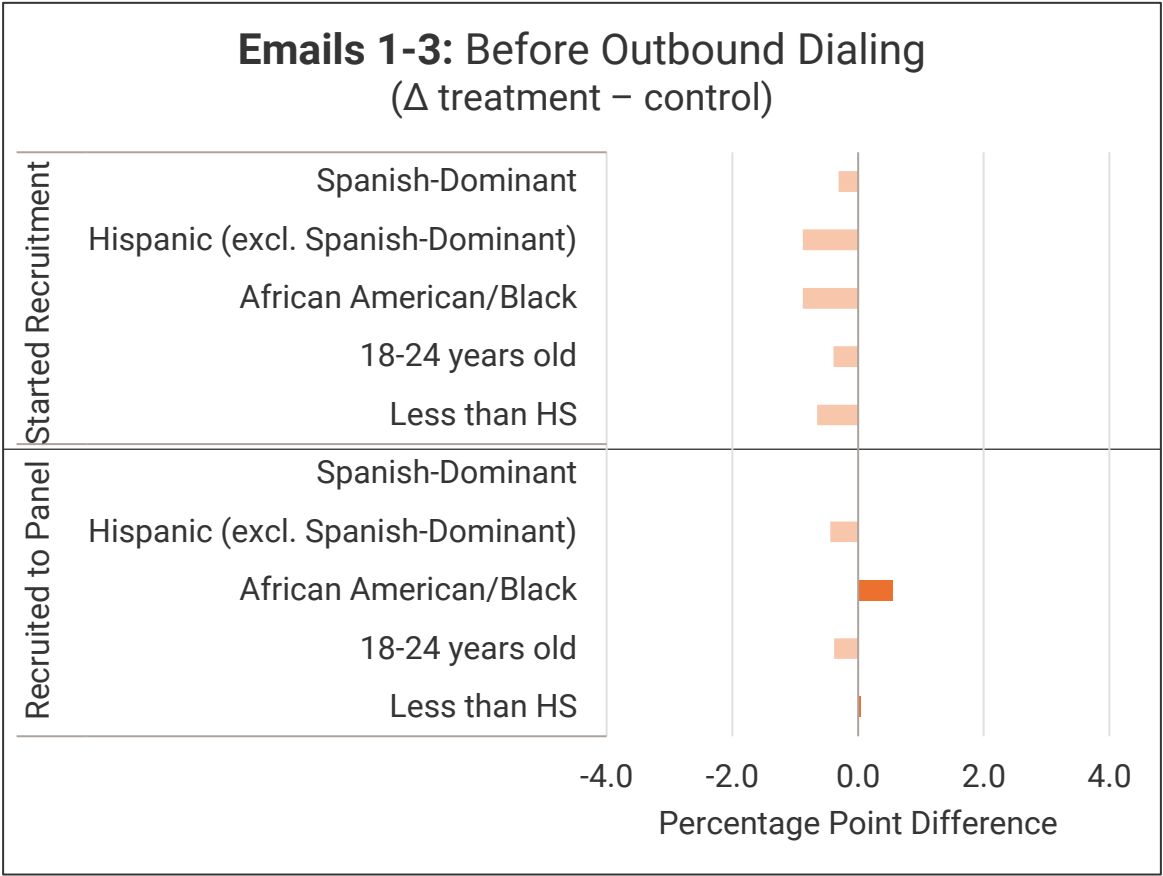


Numbers reported are percentage point difference between treatment and control group



Looking within hard-to-reach groups for 2022, there was also **no significant difference** between treatment and control, but the effect is primarily negative

2022 Recruitment



Numbers reported are percentage point difference between treatment and control group

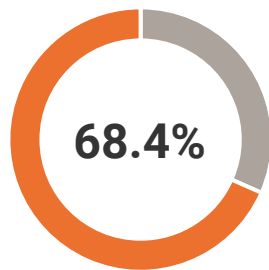


*For the group that received emails,
what is the effectiveness of each email contact?*

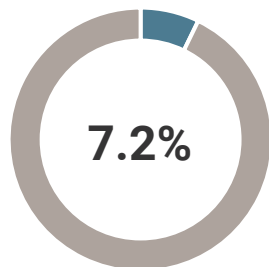


Para-data from Adobe Campaign shows majority of emails sent were successfully delivered, but recipient engagement is low

Email 1 Invite

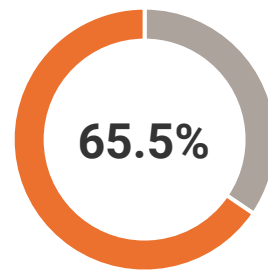


Delivered

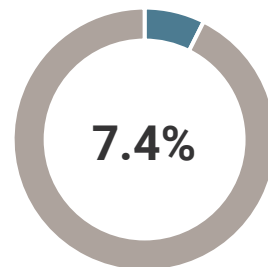


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Email 2 Invite

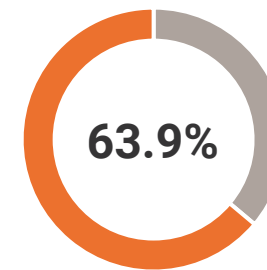


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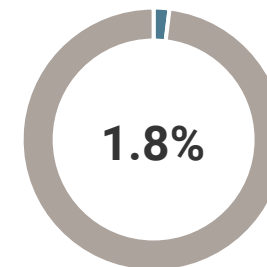


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Email 3 Invite

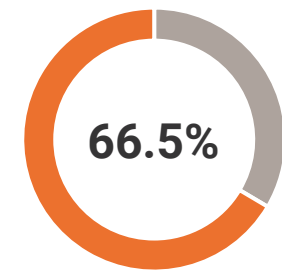


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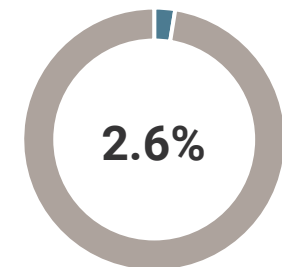


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Email 4 Invite



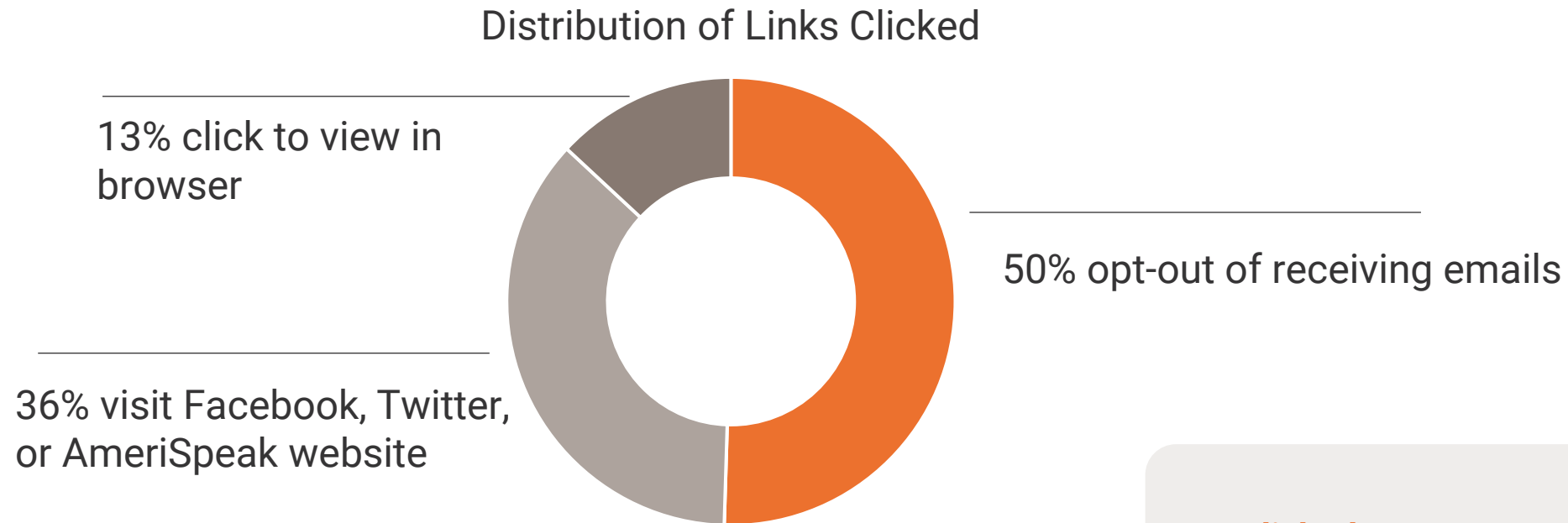
Delivered



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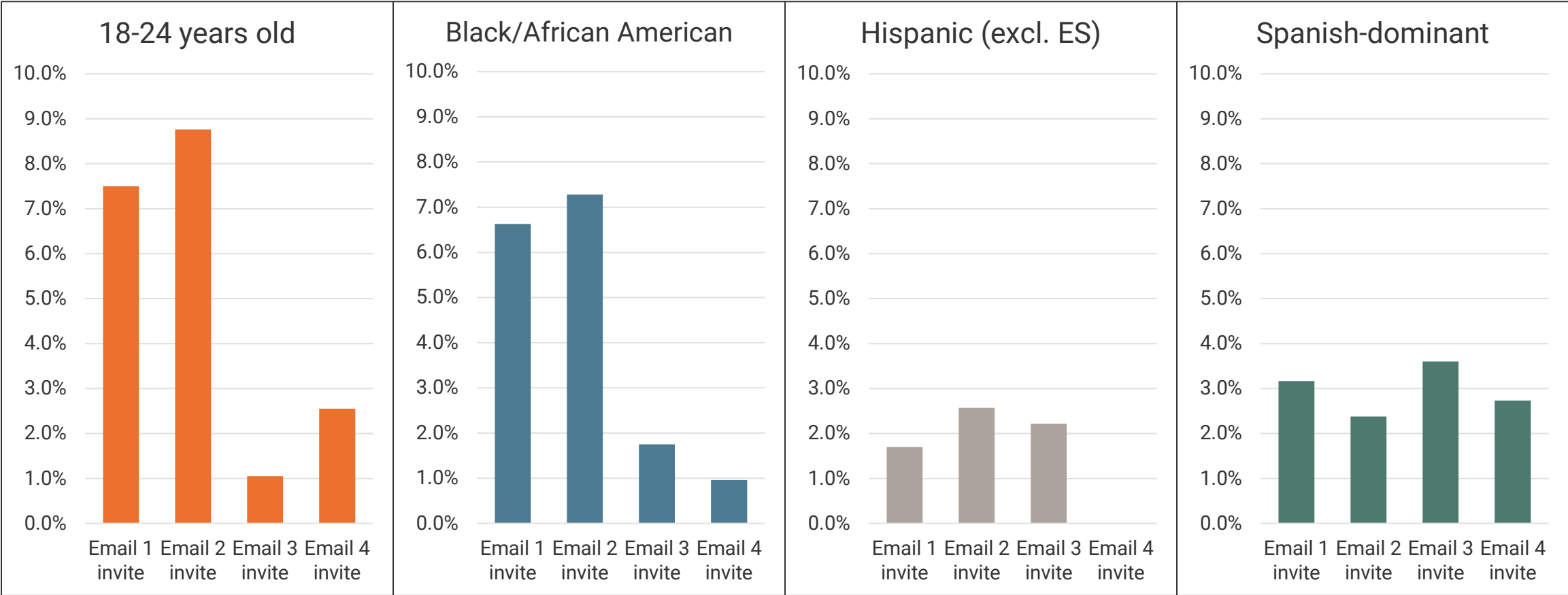
Click rates were even smaller, with only 1% of delivered emails being clicked through



***0% clicked to start survey**



Delivery rates were similar among hard-to-reach groups, but open rates were higher for young adults 18-24 and Black/African American recipients



Analyses related to Adobe Campaign para-data uses 2022 Recruitment data



Agenda

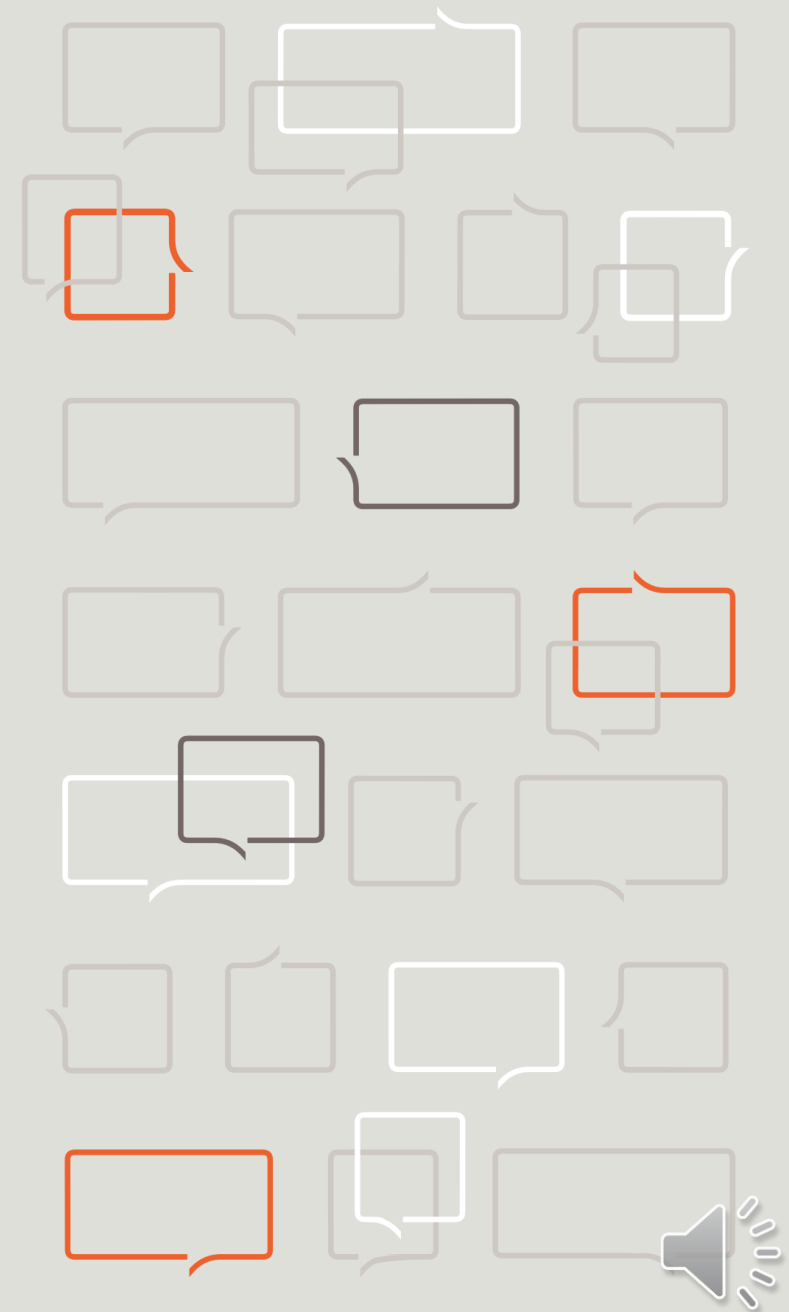
01 Introduction

02 2021/2022 Panel Recruitment Methods

03 Research Questions

04 Results

05 Summary



Overall, did not see significant difference in recruitment yield rates between those who received email campaign and control group

- Did not see significant differences within hard-to-reach groups of interest
 - Some slight evidence of reaching more adults 18-24 by email
- Email campaign in 2021 did not significantly impact early recruitment period
- While most emails in 2022 have been successfully delivered, observe very low open and click rates
 - Open rates drop off by third email address
 - Open rates for Hispanic recipients (both Spanish-dominant and English-dominant/bilingual) were particularly low
- Rethink and experiment with email engagement



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Thank you.

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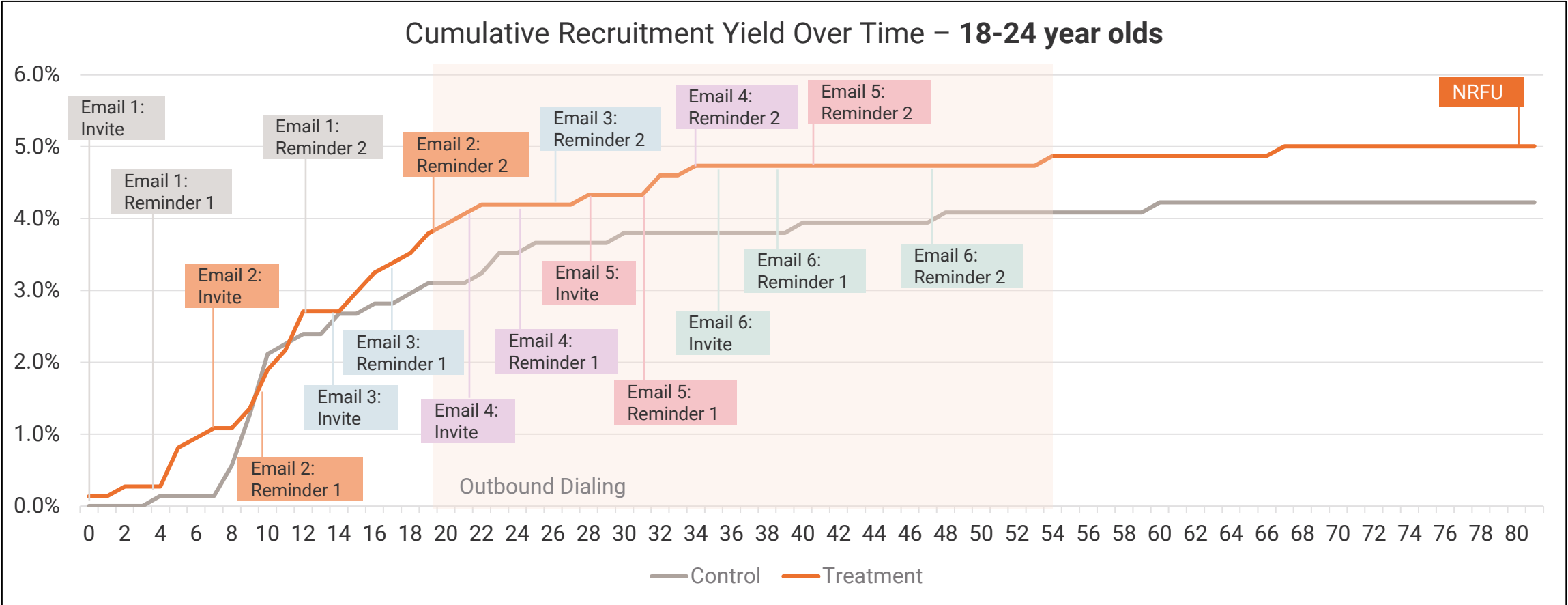
Get Your Research Right



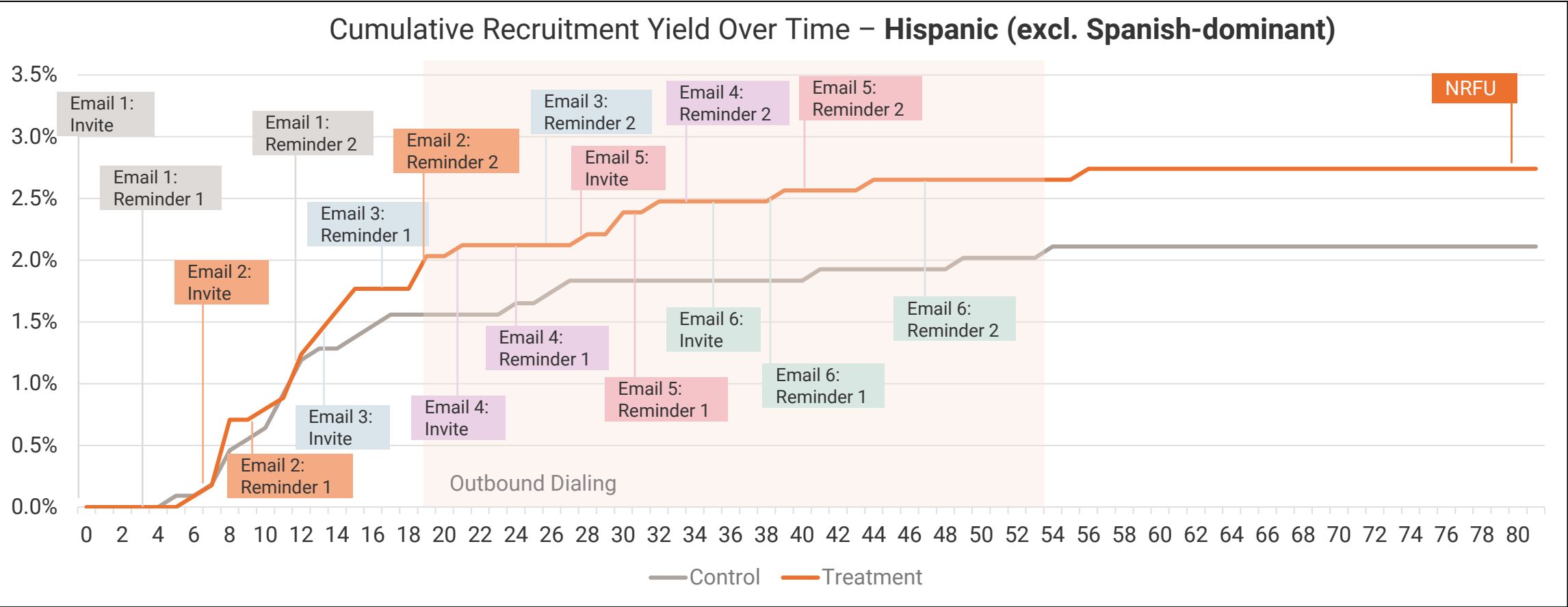
Appendix



Email campaign marginally increased recruitment yield for 18-24 year olds at beginning of period, but yield for treatment and control move almost in tandem after outbound dialing starts



For Hispanic cases (excluding Spanish-dominant) recruitment yield increased somewhat for the treatment group in the beginning, with sustained effects as recruitment progresses



Whereas, looking at Spanish-dominant households, email campaign seems to negatively impact treatment group

