NORC at the University of Chicago

AMPLIFY MONTHLY SURVEY DECEMBER 2023

AmplifyAAPI

PROJECT METHODS AND TRANSPARENCY REPORT

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STUDY INTRODUCTION

NORC conducted the Amplify AAPI Monthly survey using NORC's Amplify AAPI® Panel for the sample source. The AAPI Monthly Survey is an Omnibus Survey, meaning more than one client may be asking questions on the survey. Each client's questions are asked in a block and the order of each block is randomized to minimize question order effects.

The survey was offered in English, Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean and was administered in two modes depending on the preference of the respondent provided during panel recruitments: 1) self-administered by the respondent online via the Web; or 2) administered over the telephone by a live interviewer. The surveys with a live interviewer were only conducted in English.

Panelists were offered the cash equivalent of $5 (AmeriSpeak panelists) and $10 (Amplify AAPI panelists) for completing this survey.

SURVEY OVERVIEW

Study Target Population: Asian Americans, Native Hawaiians, and Pacific Islanders 18 years of age or older
Sample Units: 4,017
Completed Units: 1,091
Expected Eligibility Rate: 100%
Observed Eligibility Rate: 100%
Margin of Error: ±4.48 percentage points (pp)
Design Effect: 2.29
Survey Field Period: December 4, 2023 – December 11, 2023

STUDY-SPECIFIC DETAILS

Sampling

For this study, a general population sample of Asian Americans, Native Hawaiians, and Pacific Islanders, 18 years of age or older was selected from NORC's Amplify AAPI Panel. For more detailed information on the Amplify AAPI panel recruitment and management methodology, please see the Appendix ("Technical Overview of the Amplify AAPI® Panel NORC'S Probability-Based Household Panel of AANHPI") attached to this Amplify AAPI Project Report. For the purposes of understanding the sampling for this study, it is important to note that the Amplify AAPI Panel is sourced from a combination of AAPI panelists recruited to the AmeriSpeak panel as well as panelists recruited directly into the Amplify AAPI panel.

At present, the Amplify AAPI Panel is still new and small. To achieve 1,000 survey completes, we invite all panelists who were directly recruited to the Amplify AAPI Panel and a stratified subset of AAPI panelists sourced from AmeriSpeak Panel. This later sampling strata is based on age, education, and gender (16 sampling strata in total). This sample selection takes into account the expected differential survey completion rates across the sampling strata. The size of the selected sample per stratum is determined such that the distribution of the complete surveys across the strata matches that of the target population as represented by ACS 5 years data. If a panel household has more than one active adult panel member, only one adult panel member is selected at random. In the near future, as the Amplify AAPI panel grows, this sample selection approach will be applied to all Amplify AAPI panelists and not just those sources from AmeriSpeak.

Panel & Survey Sample Performance

To meet requirements in the AAPOR Transparency Initiative, we offer performance outcome measures of both the Amplify AAPI Panel and the sample selected from the panel. The Amplify AAPI Panel is a household panel, so recruitment and retention rates are household rates. The survey sample is an individual-level sample pulled from the Amplify AAPI panel, so those are individual-level rates.

Panel Outcome Measures	
Weighted Household Panel Recruitment Rate (WPRecr)	Weighted Household Panel Retention Rate (WPRet)
N/A*	N/A*

Weighted Household Recruitment Rate (WPRecr): The weighted AAPOR RR3[1] at the household level for Amplify AAPI panel recruitment. A recruited household is a household where at least one adult successfully completed the recruitment survey and joined the panel.

Weighted Household Retention Rate (WPRet): The weighted percent of recruited households that remain on the panel and are available for sampling for this survey. Unavailable panelists are those who have temporarily or permanently asked to be removed from the panel or from receiving surveys.

Survey Sample Outcome Measures	
Survey Completion Rate (SurC)	Weighted Cumulative Response Rate (WCR)
27.2%	N/A*

Survey Completion Rate (SurC): The percent of sample members who completed the survey interview. 3,882 panelists were invited to the survey, and 1,115 completed the survey. As noted earlier, survey completes exclude any cases removed due to data quality concerns.

Weighted Cumulative Response Rate (WCR): The overall survey response rate that accounts for survey response in all phases, including panel recruitment, panel retention, and survey completion. This overall rate is weighted to account for the sample design and differential inclusion probabilities of sample members in all sampling stages. *(WCR=SurC x WPRet x WPRecr)*

[1]AAPOR RR3 and other response rate calculations can be found here: https://www.aapor.org/Education-Resources/For-Researchers/Poll-Survey-FAQ/Response-Rates-An-Overview.aspx.

* Because the Amplify AAPI Panel is so new, a final Weighted Household Panel Recruitment Rate (WPRecr) and Retention Rate (WPRet) has not yet been calculated. Such a rate will be reported in future reports and can be made available upon request by December 2023.

Data Processing & Data Quality Review

NORC prepared a fully labeled data file of respondent survey data and demographic data for Rockefeller.

NORC applied cleaning rules to the survey data for quality control. In total, 53 cases were removed from the final set of completed interviews based on three cleaning rules. Descriptions of the cleaning criteria and the counts from each are below (counts are overlapping).

- Removing Speeders (i.e., those that completed the survey in less than one-third the median duration)
    - 30 removed for speeding
- Removing Respondents with High Refusal Rates (i.e., those that skip or refused more than 50% of the eligible questions)
    - 14 removed for high refusal rates
- Removing Straight-liners (i.e., those that straight-lined eligible grid item questions)
    - 3 were removed for straight-lining all of the eligible grid questions

Of those 53 cases removed:

- 24 cases were marked with one of the three flags above
- 10 cases were marked with two of the three flags above
- 1 case were marked with all three flags above

Amplify AAPI is a probability-based panel, where respondents must be chosen by us to join, where access to surveys is controlled by the panelists' secure log-in information to a web portal. E-mails, text invitations, or interview-operated telephone calls go directly to the address/number of the recruited panelist. When being called by phone, the panelist is requested by name. The way Amplify AAPI surveys are programmed, and panelists are invited, panelists cannot take the survey more than once, and each panelist is always identifiable based on a unique ID. For these reasons, Amplify AAPI surveys do not suffer the problem of "bots," fabricated profiles, non-invited respondents, or individuals or members of the household repeatedly and illegitimately taking the same survey.

Statistical Weighting

The final weights for this study, or Study Specific Final Weights, were developed in three stages:

Amplify AAPI Panel Weights: Weights developed for all panel members that account for their probability of selection into the panel recruitment samples, panel recruitment nonresponse adjustments, and calibration adjustments of the recruited panel to match population benchmarks. Amplify AAPI Panel Weights ensure that the Amplify AAPI Panel represents the target AAPI population.

Study Specific Base Weights: Sampling weights developed for the study sample to account for their probabilities of selection from the panel. The Study Specific Base Weights are a product of the Amplify AAPI Panel Weights and the inverse of selection probabilities associated with sample selection from the panel. The Study Specific Base Weights ensure that the sample selected from the panel represents the target AAPI population.

Study Specific Final Weights: These are final weights developed for all completed cases of a specific study. The final weights are the study specific base weights adjusted for survey nonresponse through a weighting class method and calibration through raking. Raking adjustments ensure that to the final weights align the survey sample to relevant population benchmarks. The final weights may be trimmed to reduce the influence of extreme weights on survey estimates.

The following information goes deeper into the specifics of each of each weighting stage.

Amplify AAPI Panel Weights: Since the sampling frame for this study is the Amplify AAPI Panel as well as AANHPI from the AmeriSpeak Panel, which are samples, the starting point of the weighting process for the study is the Amplify AAPI and AmeriSpeak panel weights.[2]

For panelists directly recruited into the Amplify AAPI panel, NORC first computed the panel base weights as the inverse of the probabilities of selection. Once the panel base weights reflect all the variations in panel sample selection probabilities, final base weights are raked to population totals associated with the following variables:

Variables & the Variable Categories for Panel Recruitment Non-Response Raking for Panelists Directly Recruited to the Amplify AAPI Panel

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
Census Region: Northeast, Midwest, South, and West
Education: High School/GED or less, Some College, BA, Master Above
US Born: Yes, born in the U.S. and No, not born in the U.S.
California Residence by Chinese Origin: California Chinese, California Non-Chinese, Non-California Chinese, Non-Californian Non-Chinese

The population benchmarks are obtained from the ACS 5 years data, and the weights adjusted to the external population benchmarks are the *final panel weights*.

For the panel originally sourced from AmeriSpeak, the sample design involves unequal sampling rates across the sampling strata and additional subsampling of initial nonresponding housing units for in-person nonresponse follow-up (NRFU). The panel base weights reflect all the variations in panel sample selection probabilities. The panel base weights are then adjusted to account for unknown eligibility and nonresponse among eligible housing units. These adjustments were conducted within weighting classes defined by some household characteristics provided by commercial data vendors, including partisan score, political party identification, the presence of young adult(s), and minority status. To produce the final household panel weights, the household-level nonresponse adjusted weights are post-stratified to match the number of households per census division obtained from the most recent Current Population Survey (CPS). Final household weights are assigned to each eligible adult in the recruited household. These person-level weights are then adjusted to compensate for nonresponding adults within a recruited household. Finally, the nonresponse adjusted person-level panel weights are raked to population totals associated with the following variables:

Variables & the Variable Categories for Panel Recruitment Non-Response Raking for AmeriSpeak Sourced Amplify AAPI Panelists

Age: 18-24, 25-29, 20-39, 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
Ethnicity: Hispanic/Non-Hispanic
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
California Residence: California and non-California
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

[2] The Amplify AAPI panel weights existed prior to this study; the weighting procedures are described here for clarity and completeness.

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

All population benchmarks s are obtained from the CPS, except for Household Phone Status, which is estimated by the National Center for Health Statistics bi-annual survey on wireless substitutions.[3] For all recruited panelists, including AAPI panelists, the raked weights are their *final panel weights*.

Finally, we combine the panel weights between the two components of the Amplify AAPI panel—the AAPI panelists recruited into the regular AmeriSpeak Panel and the AAPI panelists recruited separately through the Amplify AAPI recruitment effort. The combination was done in two steps. First, the panel weights were combined through a combination factor that is proportional to the relative effective sample size of each component. Second, the combined panel weights are then raked to match population benchmarks. the raking dimensions include the following:

Variables & the Variable Categories for Panel Recruitment Non-Response Final Raking of the Combined Amplify AAPI Panel

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
Census Region: Northeast, Midwest, South, and West
Education: High School/GED or less, Some College, BA, Master Above
US Born: Yes, born in the U.S. and No, not born in the U.S.
California Residence: California and non-California
Asian origin: Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, Native Hawaiian/Pacific Island, Other singular AAPI origin, Multiple AAPI origins

The population benchmarks are obtained from the ACS 5 years data, and the raked weights are the *final Amplify AAPI panel weights*.

Study Specific Base Weights: The sample for this study is selected from the Amplify AAPI Panel, where the selection probabilities vary across the sampling strata (see the description of the sampling strata for this study earlier in this report). Therefore, *study specific base weights* are computed as the product of the final panel weights and the inverse of the probabilities of selection under the study sample design.

Finally, ***Study Specific Final Weights*** are created in two steps. First, the study specific base weights are adjusted for survey nonresponse through a weighting class method, where the weighting classes are defined by age, gender, and education. Second, a raking ratio adjustment is applied to the nonresponse adjusted base weights to align the sample with known population benchmarks. The raking dimensions are the following:

Variables & the Variable Categories for Study-Specific Survey Non-Response Raking

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
Census Region: Northeast, Midwest, South, and West
Education: High School/GED or less, Some College, BA, Master Above
US Born x Asian origin Yes, born in the U.S. and No, not born in the U.S. x Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, Native Hawaiian/Pacific Island, Other singular AAPI origin, Multiple AAPI origins

[3] Blumberg SJ, Luke JV. Wireless substitution: Early Release of Estimates from the National Health Interview Survey, January-June 2021. National Center for Health Statistics. November 2021. Available from: https://www.cdc.gov/nchs/nhis.htm

Gender x Asian origin: Chinese Male, Chinese Female Asian Indian Male, Asian Indian Female, Filipino Male, Filipino Female, Vietnamese Male, Vietnamese Female, Korean Male, Korean Female, Japanese Male, Japanese Female, Native Hawaiian/Pacific Island Male, Native Hawaiian/Pacific Island Female , Other singular AAPI origin Male, Other singular AAPI origin Female , Multiple AAPI origins Male, Multiple AAPI origins Female.

These sociodemographic characteristics are weighted to benchmarks from the ACS 5 years data 2017 – 2021.

Extreme final weights may be trimmed so they do not overly influence the survey estimates. Weights after trimming are re-raked to the same population totals to produce the ***final study weights***.

How to Describe Amplify AAPI and NORC @ the University of Chicago

For purposes of publication, when describing the Amplify AAPI Panel and its methodology, we recommend using the following language:

> Operated by NORC at the University of Chicago and funded by NORC and through grants and contributions from AARP, Blue Shield Foundation of CA, the Rockefeller Foundation, and the University of California Riverside among others, **Amplify AAPI®** a large probability-based panel designed to be representative of the U.S. Asian American, Native Hawaiian and Pacific Islander (AANHPI) household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known probability from a national frame of addresses and then recruited by mail and telephone, and in limited cases, face-to-face. Amplify AAPI panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic institutions, non-profit foundations, the media, and commercial organizations.
>
> For more information, email AmplifyAAPI-BD@norc.org or visit AmplifyAAPI.NORC.org.

If editors or reviewers are requesting anything more specific or any other detail, please reach out to us to make certain you are using accurate language or consult the technical overview in the Appendix of this report.

NORC at the University of Chicago is best described as follows:

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, NORC has studied almost every aspect of the human experience and every major news event for more than eight decades. Today, NORC partners with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.
www.norc.org
Please refer to the full name “NORC at the University of Chicago” when first mentioning us. Using simply “NORC,” thereafter, is fine. Our name is now only the acronym and does not need to be spelled out.

APPENDIX

TECHNICAL OVERVIEW OF THE AMPLIFY AAPI PANEL NORC'S PROBABILITY-BASED HOUSEHOLD PANEL OF AANHPI

Updated September 11, 2023

This technical overview provides the basic information about Amplify AAPI, a large probability-based panel operated by NORC at the University of Chicago. Amplify AAPI is designed to be representative of the U.S. Asian American, Native Hawaiian and Pacific Islander (AANHPI) household population, including all 50 states and the District of Columbia. U.S. households are randomly selected with a known probability from a national frame of addresses and then recruited by mail and telephone, and in limited cases, face-to-face. Amplify AAPI 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 Amplify AAPI started in the spring of 2022 with a pilot study to recruit an initial 150 households from a sample of 30,000 and to test feasibility of a sample design and assess participation rates. In 2023, a number of recruiting efforts were executed to accommodate separate funding commitments. Specifically, in the spring, on behalf of the Blue Shield Foundation of CA, NORC conducted a recruit of 18,000 sampled addresses with a goal to recruit approximately 400 panelists in California. In the summer, funding from the Rockefeller Foundation allowed for a national effort that included both fresh recruiting from a national sample as well as the empanelment of households that recently participated in the 2022 Pew Asian American Survey and agreed to be recontacted by NORC for future surveys. As well, funding from UC Riverside/AAPI Data was used to generate another recruit of approximately 750 Californians, with a minimum of 75 recruits from six groups, Chinese, Filipino, Asian Indian, Vietnamese, Korean, and NHPI. Future additional recruits are anticipated in 2024 and 2025. As well, there are approximately 850 active AANHPI panelists in NORC's flagship probability panel, AmeriSpeak, which serve as dual members with the Amplify AAPI panel as well.

All told, AAPI Amplify is able to support surveys of 1,500 presently.

Panel Sample Frame

Given multiple sources and funders, each with different geographic and AANHPI subgroup quota expectations, Amplify AAPI is a blend of multiple sample designs. Each is designed to provide maximum feasible coverage of the AANHPI population, and all are combined through base-weighting to arrive at a representative overall cross-section of AANHPI in the U.S.

The primary sampling frame for AAPI panelists from AmeriSpeak is the NORC National Frame, a multistage probability sample that fully represents the U.S. household population, with supplements from the USPS computerized delivery sequency file (CDS). AmeriSpeak uses a very high-quality recruiting protocol that includes three recruitment mailings and a nonresponse follow up protocol of Federal Express mailings and door-to-door recruiting. As a nationally representative general population panel, AmeriSpeak recruits both adults and teens, age 13 and older, and presently has over 70,000 panelists. A detailed description of AmeriSpeak sampling and other technical information is provided at https://amerispeak.norc.org/content/dam/amerispeak/research/pdf/AmeriSpeak%20Technical%20Overview%202019%2002%2018.pdf. As a general random sample, AANHPI panelists in AmeriSpeak are similarly attained through random selection with over 96% coverage of all households in the U.S. AmeriSpeak however does not cover Asian-language "linguistically isolated" households, that is, households in which no adult can speak English or Spanish at least "well." As such recruiting linguistically isolated AANHPI households is a particular goal of most other recruits, past and future.

The initial Pilot study was designed to test a principal sampling approach to be used as a general framework for all national samples. This comprised of using big data-modelled predictive variables that

indicate the potential presence of an AANHPI household, utilizing available public and consumer data (for more on big data modelling see Dutwin at al., 2023 in the Journal of Survey Statistics and Methodology). The address frame is based on a vendor file that matches the number of households in the U.S. and is considered a near-complete coverage frame of U.S. households. Coupled with this frame is the use of the USPS Computer Delivery Sequence File (CDS) to sample addresses not predicted to be AANHPI through modelling. Analysis using AmeriSpeak and other sources (see Table 1 below) finds that the predictive modeled data do quite well at covering the AANHPI population and that selective sampling of non-predicted households is effective and attaining large coverage of all AANHPI in the U.S.

The CDS file is organized into three strata based on census block group and specifically the percent of AANHPI in each block group. The "high" incidence strata includes all block groups for which at least 30% of households are AANHPI, with the "medium" inclusive of households 10-30%. AANHPI households that are not identified with the modelling and are not in a block group of at least 10% incidence are not covered due to the exorbitant cost of doing so.

Table 1: AAPI Amplify Pilot Sample Design

Sample Strata	% of AANHPI Population	Prevalence of AANHPI Households
Asian Language Model	19.6%	58.9%
Asian English Model	43.9%	46.3%
High Census Blocks AAPI	6.2%	11.8%
Mid Census Block AAPI	11.7%	3.8%
NHPI Model	0.6%	37.5%
Other (not sampled)	18.0%	1.3%

Overall, the Pilot design included five sampling strata: three strata using big data predictions (Asian language, Asian English, and NHPI) as well as two strata to cover residual census block group households in block groups with AANHPI prevalence above 10 percent. The design covers about 82% of the U.S. AAPI population. Sample was allocated proportionally with the exception of the Mid Census Block Group AAPI strata receiving a probability of selection half its population prevalence, and the High CBG AAPI strata holding a probability of selection twice its population prevalence, again due to the very high cost of screening.

The Blue Shield recruit of California focused specifically on predicted big data sample only, and divided sample between predicted Chinese households and other households. This is due to evidence from both the Pilot and the recent Pew Survey of Asian Americans finding that Chinese household achieve much higher survey participation rates compared to other groups. As such, the sample fraction of Chinese predicted households was half of all other Asian Americans. As well, the funding for this recruit was specifically for English-only households and the sample was limited as such.

The AAPI Data/UC Riverside California sample required a more balanced recruit by subgroup and thus utilized big data predictions across a range of subgroups. As well, another outcome of the Pilot was a strong tendency of AANHPI with higher educational attainment to participate versus those of lower educational attainment. As such, again modelled predictions were utilized on education and those predicted to have high education were undersampled by a factor of two. As well, the design created in-language strata to ensure a high representation of non-English recruits.

Table 2: AAPI Amplify AAPI Data/UC Riverside Sample Design

	Strata	% of Sample Universe	% of Sample	Sample Fraction	Expected % of Recruits	Subgroup
1	Chinese Low Educ	7.5%	3.4%	0.45	5.1%	18.2%
2	Chinese High Educ	15.3%	3.5%	0.23	5.3%	
3	Chinese Language	11.5%	5.2%	0.45	7.9%	
4	Asian Indian Low Educ	12.0%	14.5%	1.21	10.5%	14.4%
5	Asian Indian High Educ	9.0%	5.5%	0.61	3.9%	
6	Filipino Low Educ	7.9%	17.5%	2.22	11.8%	13.4%
7	Filipino High Educ	2.2%	2.5%	1.11	1.7%	
7	Vietnamese Low Educ	2.2%	3.4%	1.55	2.7%	13.7%
8	Vietnamese High Educ	4.7%	3.7%	0.77	3.0%	
9	Vietnamese Language	6.5%	10.0%	1.55	8.1%	
10	Korean Low Educ	1.5%	3.4%	2.30	3.5%	14.3%
11	Korean High Educ	2.5%	2.9%	1.15	2.9%	
12	Korean Language	3.3%	7.7%	2.30	7.9%	
13	NHPI Low Educ	1.0%	8.8%	8.47	13.4%	15.2%
15	NHPI High Educ	0.3%	1.2%	4.24	1.8%	
16	Residual	12.6%	7.0%	0.56	10.6%	10.6%

The first national recruit, funded by the Rockefeller Foundation, also leveraged insights from the Pilot to create a more representative sample. This includes a) undersampling high education households by half c) undersampling Chinese-predicted households d) modest undersampling of Japanese households and oversampling of Filipino households. Again these sample fractions are principally designed to combat differential nonresponse so as to attain a cross-section of Asian sub-groups that is reflective of true population distributions.

Table 3: AAPI Amplify Rockefeller Sample Design

Strata Name	% of Sample
Asian Language	8.8%
Asian Language High Education	2.6%
Asian Language Chinese	8.9%
Asian Language High Educ Chinese	3.8%
Asian (English)	22.6%
Asian High Educ Chinese	8.5%
Asian Chinese	7.9%
Asian High Educ Chinese	2.6%
Asian Filipino	4.9%
Asian High Educ Filipino	0.7%
Asian Japanese	3.4%
High CBG	14.6%
Medium CBG	7.0%
NHPI	3.7%

Future sample designs will likely combine the best features of the national and the AAPI Data designs so that they will ensure over-representation of smaller AANHPI groups. This will allow the panel to be able to

both represent the overall AANHPI population as well as to "drill down" to the largest 5 AAPI groups as well as NHPI specifically.

Panel Recruitment Procedures

Amplify AAPI recruitment is a two-stage process: (i) initial screening using USPS mailings, telephone contact, and modest incentives, and (ii) recruitment.

For the initial screening, sample households are invited to an online or phone (respondent's choice) survey by visiting a panel website or by calling a toll-free telephone line (inbound/outbound supported). English, Chinese dialects of Mandarin and Cantonese, Vietnamese, and Korean were offered in both printed materials and by telephone recruiters in samples that offered non-English languages. The initial recruitment data collection protocol features an over-sized pre-notification mailing card (9 x 12). This card urged respondents to go online or call in and provided instructions in English and the four languages above.

The recruitment survey is specifically designed to identify whether a household is AANHPI, commencing with a number of "warm-up" questions and then asking about race/ethnicity. The survey identifies whether the respondent is AANHPI as well as whether there are other members of the household who may be AANHPI. If such a member is present, the survey then moves to recruitment, explaining the importance of the panel to represent the AANHPI community, and asking the respondent to join the panel. By joining the panel, the respondent is informed they will receive a $25 incentive and that each survey they take will further provide them $3-5 (depending on length) for their participation.

Panel Recruitment Response Rate and Other Panel Statistics

NORC is currently developing the infrastructure to report response metrics and such data will be widely published when available.

Multi-Modality

Amplify AAPI supports mixed-mode data collection to improve response rate and the representativeness of the complete surveys. During the recruitment survey, Amplify AAPI panelists are offered an opportunity to choose their preferred mode—web or phone—for future participation in Amplify AAPI surveys. A recruited household can consist of both web- and phone-mode panelists. Panelists predominantly prefer web over phone mode. The telephone mode encompasses panelists without internet access, panelists whose only internet access is via a smartphone, and panelists with internet access but are unwilling to share an email address.

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, Amplify AAPI panelists are invited to participate in client studies once a month. NORC researchers work with NORC clients to create surveys that provide an appropriate user experience for AAPI panelists. NORC will not field surveys that in our professional judgment will result in a poor user experience for our panelists.

Weighting

NORC is a leader in advanced weighting procedures to minimize survey bias, particularly in probability-based panels. At present the weighting protocols for Amplify AAPI are being designed and constructed for production use. This section will be expanded as procedures becomes standardized.