



Assessment of the Use of Panel Survey Data by NCHS Population Health Survey Planning, Methodology and Data Presentation (PHSPMDP) BSC Workgroup

Andy Peytchev, Workgroup Chair

**NCHS Board of Scientific Counselors Meeting
May 26, 2022**

Workgroup members

BSC

- Mollyann Brodie
- Ken Copeland
- Scott Holan
- Andy Peytchev

NCHS

- Stephen Blumberg
- Rebecca Hines
- Jennifer Parker

Today's Tasks

- Restatement of the Workgroup charge and summary of activities
- Provide the Workgroup findings under the two main questions
- Discuss
 - The findings
 - Anything that should be added
- Vote on the Workgroup's findings

NCHS' Questions for the Workgroup's Consideration

- Given the current scientific knowledge, under what conditions would you recommend the use of online panel surveys for emerging or supplemental topics where “gold-standard” survey data may or may not be available?
- What additional research and evaluation is recommended, if any, to increase your confidence in the fitness-for-use of estimates from online panel surveys for these purposes?

Questions for the Workgroup's Consideration (cont)

- Possible directions
 - Supplementing online panel data with other modes
 - Supplementing one online panel with other online panels
 - Fielding new questions on gold-standard surveys to provide better calibration measures
 - Improvements in statistical approaches to developing weights
 - Communication of data quality for online panel data relative to core survey data

Parameters discussed by the Workgroup to aid relevance and discussion

- External panels will be used
- Survey content will focus on emerging and supplemental topics
- NCHS will retain control over survey content and collected data
- Data will be disseminated through an NCHS Experimental Estimates program

Workgroup activities

- Internal Workgroup meetings before and after the panel meetings
- Three panel meetings to gather information
 - Private panel providers and designers (January 6)
 - Andrew Mercer, Pew Research Center—American Trends Panel
 - Jenny Marlar, The Gallup Organization—The Gallup Panel
 - Mike Dennis, NORC—AmeriSpeak Panel
 - Frances Barlas, IPSOS—KnowledgePanel

Workgroup activities continued

- Federal colleagues involved in the design and use of panels and rapid surveys (January 27)
 - Jennifer Hunter Childs, U.S. Census Bureau—AskUS Panel
 - Jason Fields, U.S. Census Bureau—Household Pulse Survey
- Additional panel provider and user (March 22)
 - Ashley Kirzinger, Kaiser Family Foundation
 - Eran Ben-Porath, SSRS—Opinion Panel
 - Cameron McPhee, SSRS—Opinion Panel

Question 1: Under what conditions

- Cross-sectional estimates
 - Avoid estimates that can be reported using cross-sectional household surveys
 - Estimates from online panels are going to be subjected to greater risk of bias
 - An added risk to NCHS is the production of alternative and discrepant estimates
 - Focus on timely estimates for new, emerging, or supplemental topics
- Estimates of trends
 - Well-suited for measuring change over time
 - Possibility of also following the same individuals
 - Requires panel designs that are stable over time
 - Attention to panel management decisions (retiring, refreshing)

Question 1: Under what conditions—continued

- Avoid estimates that are related to
 - Data collection methods (e.g., technology use)
 - Willingness to participate (e.g., volunteering, voting)
- Avoid some subgroup/subdomain estimates
 - Affluent minority bias
 - Acculturation
- Pilot new or altered measures prior to implementation

Question 2: What additional research

- Augmenting a panel with other samples or administrative data to address undercoverage and nonresponse
 - Augmentation with probability-based samples
- Conduct an evaluation study. Design a short omnibus survey with NCHS-relevant measures and conduct a multi-panel study with additional cross-sectional arms for comparison
 - Several probability-based panels
 - A panel+ (augmented panel, e.g., with prepaid cell phone numbers)
 - Address-Based Sample (ABS) web and/or mail
 - High response rate survey (e.g. NHIS) for some measures

Question 2: What additional research

- Different adjustment methods
 - Consider non-sociodemographic variables—yet stable over time
 - Technology
 - Civic engagement
 - Health
- Design auxiliary variables to embed in other survey vehicles or admin data
- Periodic evaluation
- Communication of data quality for web panel data relative to core survey data—*not discussed*

Discussion

