



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

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NCHS Board of Scientific Counselors Meeting

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Workgroup members

BSC

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

NCHS

- Stephen Blumberg
- Jennifer Parker

Background

January 2021

- NCHS presented to BSC: *BEYOND PULSE AND RANDS: Integrating Online Surveys into the National Health Interview Survey*

July 2021

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

October 2021

- We presented the background and scope of *Assessment of the Use of Panel Survey Data by NCHS* to the BSC

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 these relative to core survey data

Parameters discussed by the Workgroup to aid relevance and discussion

- External panels will be used, that is, the panels are not created by NCHS
- Survey content will focus on emerging and supplemental topics, rather than content already captured by existing NCHS programs
- NCHS will retain control over survey content and collected data
- Data will be disseminated through an NCHS Experimental Estimates program

NCHS Rapid Surveys



Purpose: Produce rapid estimates for high priority and emerging health topics to meet the needs of NCHS and CDC/HHS partners

Frequency and Sample size: Regular quarterly surveys with 4000 completes per round

Funding: Development: DMI funding; Implementation: NCHS and stakeholder funding

NCHS organization: DHIS, in collaboration with DRM

Data collection: Commercial web-based survey panels

Content: Determined by NCHS and CDC priorities; questions developed in collaboration with CCQDER

Primary output: Released estimates (e.g., data portal, tables)

Secondary output: RDC and public use files

Weights: Calibration provided by DRM/CCSRSD

Evaluation: Regular transparent evaluations and methods development

Workgroup progress

- Internal workgroup meetings late last year
- Two 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 progress 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
- Plan one more discussion
- Next steps
 - Obtain initial reactions
 - Any directions to offer to the workgroup at this point
 - Topics
 - Individuals

Question 1: Under what conditions

- Cross-sectional estimates
 - Avoid estimates that can be reported using cross-sectional household surveys
 - Focus on estimates that require timeliness
- Estimates of trends
 - Requires panel designs that are stable over time
- Avoid estimates that are related to the data collection methods (e.g., technology use) and those related to willingness to participate (e.g., volunteering, voting)
- Needs to be “representative” – not just demographically, but within groups
- Pilot estimates prior to implementation on large-scale household studies

Question 2: What additional research

- To be pursued by the workgroup
 - Augmenting a panel with other samples or administrative data to address undercoverage and nonresponse
 - Suggest not augmenting with nonprobability-based sources

Question 2: What additional research

- Suggest 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 panels
 - A panel+ (augmented panel, e.g., with prepaid cell phone cards)
 - ABS web and/or mail
 - High response rate survey (e.g. NHIS) for some measures
- Different adjustment methods
 - Need for use of substantive measures
 - Need to be stable over time (e.g., cancer diagnosis)
 - Design auxiliary variables to embed in other survey vehicles or admin data
- Periodic evaluation

Questions & Discussion

