

GALLUP®

# Practical Lessons for Recruiting Hispanic Respondents to Probability-Based Panels

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# The Gallup Panel

Nationally representative, probability-based multi-mode panel of approximately 100,000 U.S. adults who agree to participate in surveys.

Recruited via address-based sampling (ABS) and random digital dial (RDD) frames.

Panelists can be surveyed by web, mail, telephone or SMS. Many projects exclude the offline population (budget and timeline).

For most projects, a stratified sample is selected from the frame of panel respondents.



# Recruitment Overview

## RDD Recruitment

- Standalone RDD recruitments
- Gallup Panel recruitment added to other nationally representative RDD surveys
- Prepaid phones via RDD

## ABS Recruitment

- Standalone ABS recruitments
- Better targeting for groups of interest
- Often includes oversamples for younger adults & racial/ethnic groups

## ABS Recruit Sequence:

- Send 1: pre-notification post-card
- Send 2: brochure mailing
- Send 3: reminder postcard
- Send 4: reminder postcard

## ABS Experimentation:


Gallup is continually testing for improvements to ABS recruitment:

- Visual design
- Incentives
- Sampling strategies
- Nonresponse follow-ups

# Updated brochure

**GALLUP Panel™**

Let your voice be heard.



**Who is Gallup?**

Gallup is one of the most trusted sources of public opinion research in the world. For more than 80 years, Gallup has been studying how people's lives are going and uncovering the billions of ways to live a life. You can learn more about us and our work at [gallup.com/Panel](http://gallup.com/Panel).

**Dear New Jersey Resident:**

I am excited to invite you to join the Gallup Panel!

As a member of the Gallup Panel, you let the world know what people in America and your community really think.

**How?**

A few times a month, we ask Gallup Panel members to take surveys. When you share your opinions with us, you let your voice be heard.

**Want to know the best part?**

After you take your first 5-minute survey, you can pick a reward! Either a \$5 gift card or a \$5 donation to a charity of your choice. You can earn more rewards each month as you share your opinions with us.

At Gallup, our mission is to "help people be heard." I hope you can join us in our mission today!



**Join in 2 easy steps:**

**STEP 1:**

From any computer or mobile device, visit [panel24.gallup.com](http://panel24.gallup.com).



Your Access Code:  
**H6Z6H8**


**STEP 2:**

Complete a short 5-minute survey and earn your first \$5 reward!

**Congratulations,**  
**YOU ARE NOW IN THE GALLUP PANEL!**

All adults in your home, 18 years of age and older, can join

**How do I earn rewards?**



**What will you ask me about?**

We ask questions about your everyday life and your opinion on a wide variety of topics. You do not need to be an expert in anything. We want to hear how all Americans really live, think and feel.

**How much time will it take?**

We will ask you to take two or three surveys each month. Most surveys will take you about 10 minutes to complete. We know that our members are busy. If you can't complete a survey, that's OK! There is no commitment. You choose when you respond and when you don't.



**As a Gallup Panel Member**  
YOU let the world know how people in America really feel.

**THE ENVIRONMENT**

**60%**

60% of people in the U.S. think the effects of global warming have already begun.

**WORK AND HEALTH**

**Four in 10**

U.S. employees say their job is negatively impacting their mental health.



**What do Members say**  
about being in the Gallup Panel?

- "The surveys are easy to complete, and the questions are interesting."
- "I feel like I'm making my opinions known in a helpful way and I like being able to make donations to charities!"
- "Being rewarded for my opinion!"

If you have any questions, please contact Gallup Panel Support by sending an email to [galluppanel@gallupmail.com](mailto:galluppanel@gallupmail.com) or by calling 1-888-297-8999 from 8:00 a.m. to 8:00 p.m. Eastern Time, Monday through Thursday, or 8:00 a.m. to 6:00 p.m. Eastern Time on Fridays. Your participation is completely voluntary and not at the direction or control of Gallup. Any incentive you receive is not calculated based upon the time spent in completing the survey or any hourly rate. It is merely a token of our appreciation in you voluntarily sharing your opinions.



# Recruiting Hispanic Respondents

## Growing need to capture Hispanic respondents on probability-based panels

- 1 in 5 Americans are Hispanic currently
- 1 in 4 will be Hispanic by 2060

## Challenges in recruiting & retaining Hispanic respondents on probability-based panels

- Lower response rates to recruits & surveys
- Higher attrition rates & new member loss

Continuous recruitment and replacement strategies:

 Time

 Labor

 Money

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# Improving Recruitment of Hispanic Respondents

Sampling | Materials | Messaging | Incentives



## Recruitment Methodology

- October, 2024
- 50,000 ABS sends
- Oversampled household predicted to be Hispanic
- Formatted recruit to look like typical ABS survey
- Added recruitment question to end of survey
- Experimented with materials & incentives
  - Inclusion of survey booklet(s)
  - Materials language
  - Pressure sealed mailers
  - Final send incentive (\$1)

Democrat → *Skip to Question 31*  
 Independent  
 Other party

**30** As of today, do you lean more to the Democratic Party or the Republican Party?

Democratic Party  
 Republican Party  
 Neither/Other

**31** What is your current marital status?

Single/Never been married  
 Married  
 Separated  
 Divorced  
 Widowed  
 Domestic partner  
 Don't know

**32** What is your total ANNUAL household income, before taxes? Please include all sources.

Less than \$6,000 per year  
 \$6,000-\$11,999 per year  
 \$12,000-\$23,999 per year  
 \$24,000-\$35,999 per year  
 \$36,000-\$47,999 per year  
 \$48,000-\$59,999 per year  
 \$60,000-\$89,999 per year  
 \$90,000-\$119,999 per year  
 \$120,000-\$179,999 per year  
 \$180,000-\$239,999 per year  
 \$240,000 or more per year

you choose when and how often to participate.

- By participating, you let the world know what people in America and your community are really thinking and experiencing.
- As a thank you from us, you will earn small rewards each time you complete a survey.
- You will receive your first \$5 reward after you complete your first Gallup Panel survey.

**For more information about the Gallup Panel, you can visit [Gallup.com/Panel](https://Gallup.com/Panel).**

**33** Would you like to join the Gallup Panel?

Yes  
 No → *Skip to the end*

Please provide your name and email so we can send you invitations to future Gallup surveys. (Gallup will never release your personal information or release results in a way that would make it possible for someone to identify your responses.)

**EMAIL**

**FIRST NAME**

**LAST NAME**

**Please return the survey in the pre-paid envelope provided to you.**

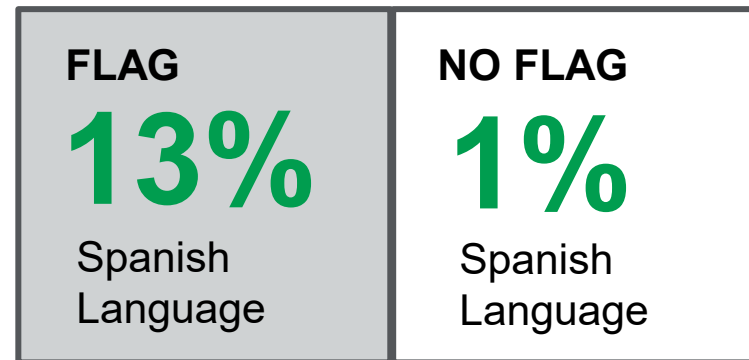
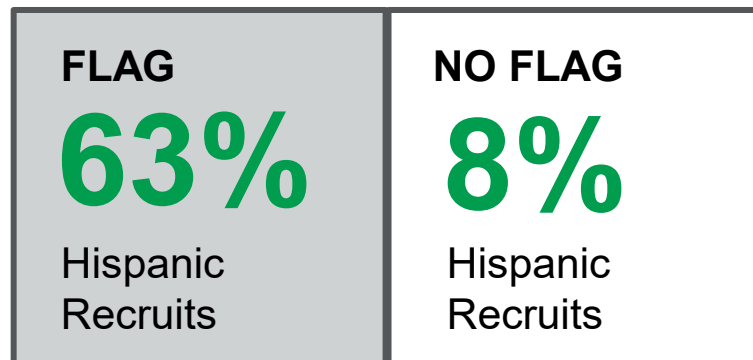
**Thank you!**





## Sample Flags

- Far more likely to produce Hispanic recruit\*
  - 50% to 74% of recruits identified as Hispanic
- Far more likely to produce a Spanish language recruit
  - 7% to 21% of Hispanic recruits chose Spanish language



*\*Use of sample flags was the only significant predictor of Hispanic recruits!*

## Sample Flags - Considerations

- ***This is not a fluke***: consistent with previous recruits & ABS surveys using sample flags.
- ***RR implications***: proportion of survey completes & recruits to Gallup Panel somewhat lower than among households not flagged.
- ***Not-flagged households***: some respondents in households not flagged still reported Hispanic race/ethnicity.
- ***Who is recruited?*** Little is known about differences between Hispanic respondents in households that are flagged vs. not flagged.

### Who is recruited from Hispanic Household flags?

- No significant differences in age, income, gender, or survey responses.
- Some differences in education level but not statistically significant ( $p = .068$ ).

	Flagged HH	No Flag HH
HS or less	27%	19%

- Some differences in political party but not statistically significant ( $p = .057$ ).

	Flagged HH	No Flag HH
Democrat	42%	35%
Independent	22%	32%

- Compared to those who completed the recruit in English, those who chose to complete the survey in Spanish were:
  - Younger
  - More religious
  - More likely to be democrats
  - Lower education levels
  - Lower household income
  - Less positive view of the US economy.

## Recruitment Methodology

- October, 2024
- 50,000 ABS sends
- Hispanic flagged households oversample
- ABS survey design with recruitment question at end
- Multiple experiments

## Rationale for Materials Tests

- Accessibility
- Convenience
- Appeal
- Credibility
- Cost

Independiente  
 Otro partido

**30** ... En este momento, ¿se inclina más por el Partido Demócrata o por el Partido Republicano?

Partido Demócrata  
 Partido Republicano  
 Ninguno/otro

**31** ¿Cuál es su estado civil actual?

Soltero(a) (nunca se ha casado)  
 Casado(a)  
 Separado(a)  
 Divorciado(a)  
 Viudo(a)  
 Pareja de hecho  
 No lo sé

**32** ¿Cuál es su ingreso familiar ANUAL total antes de impuestos? Incluya todas las fuentes.

Menos de USD 6000 al año  
 Entre USD 6000 y USD 11 999 al año  
 Entre USD 12 000 y USD 23 999 al año  
 Entre USD 24 000 y USD 35 999 al año  
 Entre USD 36 000 y USD 47 999 al año  
 Entre USD 48 000 y USD 59 999 al año  
 Entre USD 60 000 y USD 89 999 al año  
 Entre USD 90 000 y USD 119 999 al año  
 Entre USD 120 000 y USD 179 999 al año  
 Entre USD 180 000 y USD 239 999 al año  
 USD 240 000 o más al año

cuantas encuestas al mes. Cada encuesta es voluntaria y usted decide cuándo y con qué frecuencia desea participar.

- Si participa, le permite al mundo saber lo que la gente en Estados Unidos y su comunidad piensan y experimentan de verdad.
- Como agradecimiento de nuestra parte, obtendrá pequeñas recompensas cada vez que complete una encuesta.
- Recibirá su primer premio de USD 5 después de completar su primera encuesta de Gallup Panel.

**Para obtener más información sobre Gallup Panel, visite [Gallup.com/Panel](https://Gallup.com/Panel).**

**33** ¿Desea unirse a Gallup Panel?

Sí  
 No → *Ir al final*

Indique su nombre y correo electrónico para que podamos enviarle invitaciones a futuras encuestas de Gallup. (Gallup nunca divulgará su información personal ni los resultados de forma que alguien pueda identificar sus respuestas).

**CORREO ELECTRÓNICO**

**NOMBRE**

**APELLIDO**

**Envíe de vuelta la encuesta en el sobre con el franqueo prepagado que se le proporcionó.**  
**Gracias.**

## Materials Formatting Experiments:

1. Inclusion of survey booklet
  - More likely to be a Spanish-speaking recruit with no booklet.
  - More likely to be a non-Hispanic recruit with booklet sent.
2. Order of survey booklet (first send or third send)
  - More likely to be a non-Hispanic recruit with booklet in first send.
  - No significant impact for Hispanic recruit.
3. Language of survey booklet (English or English & Spanish)
  - No significant impact on Hispanic recruits or Spanish-speaking recruits.
  - \*Previous (traditional) recruitment experiment indicates that Spanish does help!

### Recruitment Methodology

- August/September, 2023
- 30,000 ABS sends
- Oversampled households predicted to be Hispanic

### Two experimental treatments:

#### Language:

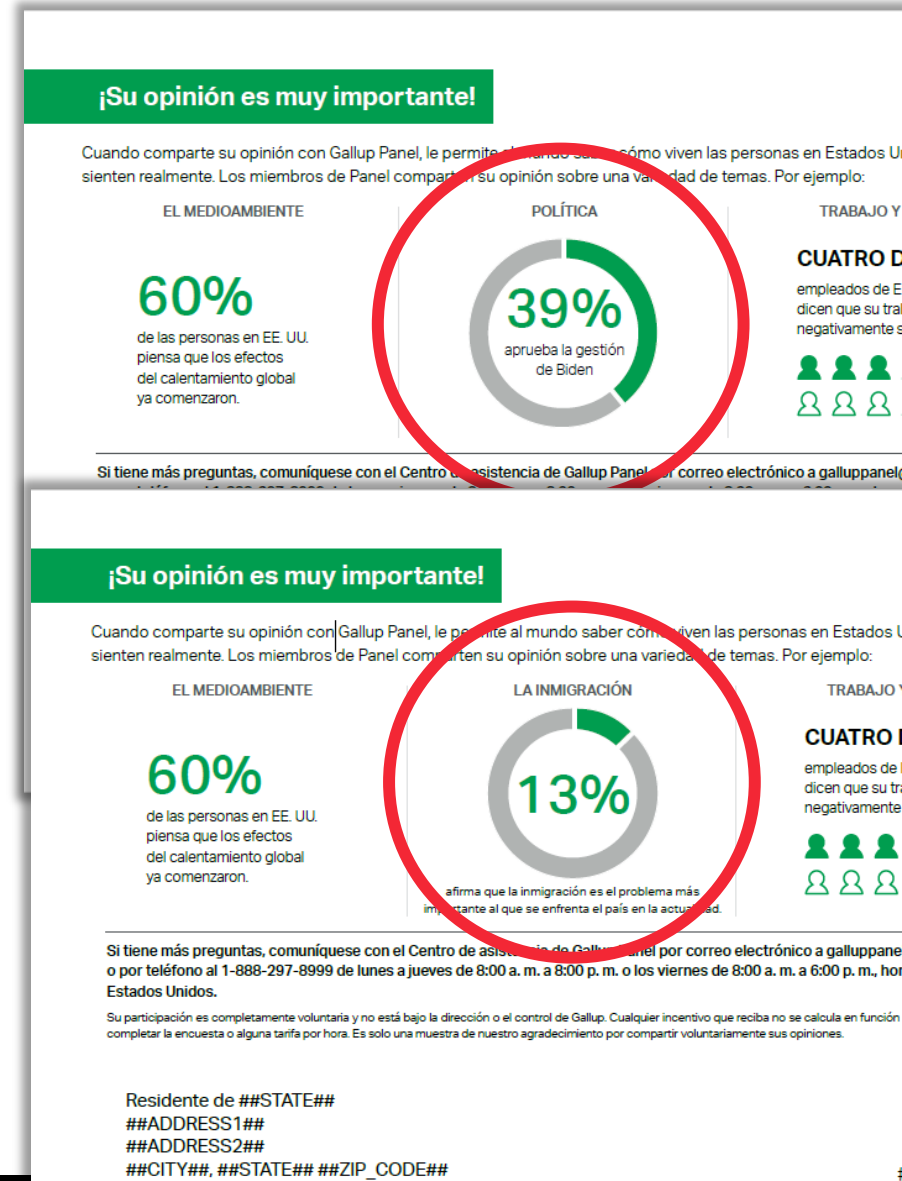
- English + Spanish brochure (all postcards included Spanish)
- English only brochure (all postcards included Spanish)

#### Message:

- Version 1: Politics
- Version 2: Immigration

### Version 1: Presidential Approval

### Version 2: Immigration



## Messaging Experiments:

1. Immigration data callout outperformed political messaging
  - Higher rate of recruits overall
  - More likely to be a non-Hispanic recruit
2. Including a Spanish language brochure increased Hispanic recruits

	# Invited	# Completed Recruit	Overall Recruitment Rate (%) (completed/ invites)	# Hispanic Recruits	% Hispanic Recruits (Hispanic completes/ completes)	# Spanish speaking recruits
Hispanic x Spanish x Politics	10009	378	3.8%	210	55.6%	29
Hispanic x Spanish x Immigration	10026	371	3.7%	212	57.1%	29
Hispanic x non-Spanish x Politics	2478	85	3.4%	42	49.4%	5
Hispanic x non-Spanish x Immigration	2487	123	4.9%	62	50.4%	6



## Recruitment Methodology

- October, 2024
- 50,000 ABS sends
- Hispanic household oversample
- ABS survey design with recruitment question at end
- Multiple experiments

## Rationale for Incentive Test

- Higher incentives have been found to increase response rates
- Use of differential incentives on web surveys increases response for racial/ethnic minority groups

## Incentive Test for ABS Recruit

- All respondents sent \$1 with first send
- Some respondents sent additional \$1 with third/final send\*
- \*only respondents who had not returned survey received \$1 on final send

## Incentive Test Results

- No significant increase in survey response or recruitment rates for Hispanic respondents
- No significant increase in Spanish-speaking recruits
- \*Did improve the recruitment rate overall!

**[Recent] Hispanic Recruits as New Panel Members****Completion of First Survey****6 in 10**

Nearly 10 points lower than non-Hispanic respondents.

**SMS Consent Rate****65%**

About 8 points higher than non-Hispanic respondents.

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# Improving Recruitment of Hispanic Respondents

## Conclusions & Next Steps

# Conclusions

Variation across conditions was substantial and **not always consistent** between recruitment of Hispanic respondents and Spanish-speaking respondents – consider your goals carefully!

Group	1 <sup>st</sup> send	3 <sup>rd</sup> send	Final send incentive	% Hispanic (Panel Recruit)	% Spanish (Panel recruit)
1	Dual lang cover letter	English and Spanish survey booklets	No (\$0)	70.7%	11.1%
2	English and Spanish survey booklets	Dual lang cover letter	No (\$0)	61.2%	20.8%
3	Dual lang cover letter	English and Spanish survey booklets	Yes (\$1)	56.5%	13.7%
4	English and Spanish survey booklets	Dual lang cover letter	Yes (\$1)	70.3%	11.9%
5	Dual lang cover letter	English and Spanish survey booklets	No (\$0)	50.0%	12.5%
6	English survey dual lang cover letter	Dual lang cover letter	No (\$0)	74.0%	7.8%
7	Dual lang cover letter	Dual lang cover letter	No (\$0)	69.8%	18.0%
8	Dual lang cover letter	English survey dual lang cover letter	Yes (\$1)	61.4%	7.4%
9	English survey dual lang cover letter	Dual lang cover letter	Yes (\$1)	65.4%	10.7%
10	dual lang cover letter	Dual lang cover letter	Yes (\$1)	52.6%	19.6%

# Conclusions



ABS was a more cost-effective way to gain Hispanic panel members in 2024.

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Sample flags work!

Hispanic respondents recruited using flags vs. without are comparable.

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Sampling flags help recruit Spanish-speaking respondents.

Spanish-speaking respondents may be unique.

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Send your survey with the first send or not at all.

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Including Spanish materials *may* help.

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Choose your words wisely – messaging matters!

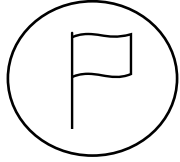
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Adding an extra dollar doesn't necessarily pay off.

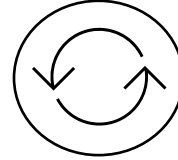
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# Next Steps



## Explore sample flags further.

- Respondents recruited via other sample flags
- Representativeness of recruits from sample flags.



## Focus on new member retention

- Revisit retention strategies for new recruits, analyzing separately for Hispanic recruits.



## Capture more diverse groups of respondents

- Focus on low ed & younger respondents for all race/ethnicity groups
- Explore psychogenic diversity.



## Compare ABS & RDD recruits

- Evaluate Hispanic respondents recruited through ABS vs. RDD recontact and RDD of pre-paid phones.

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