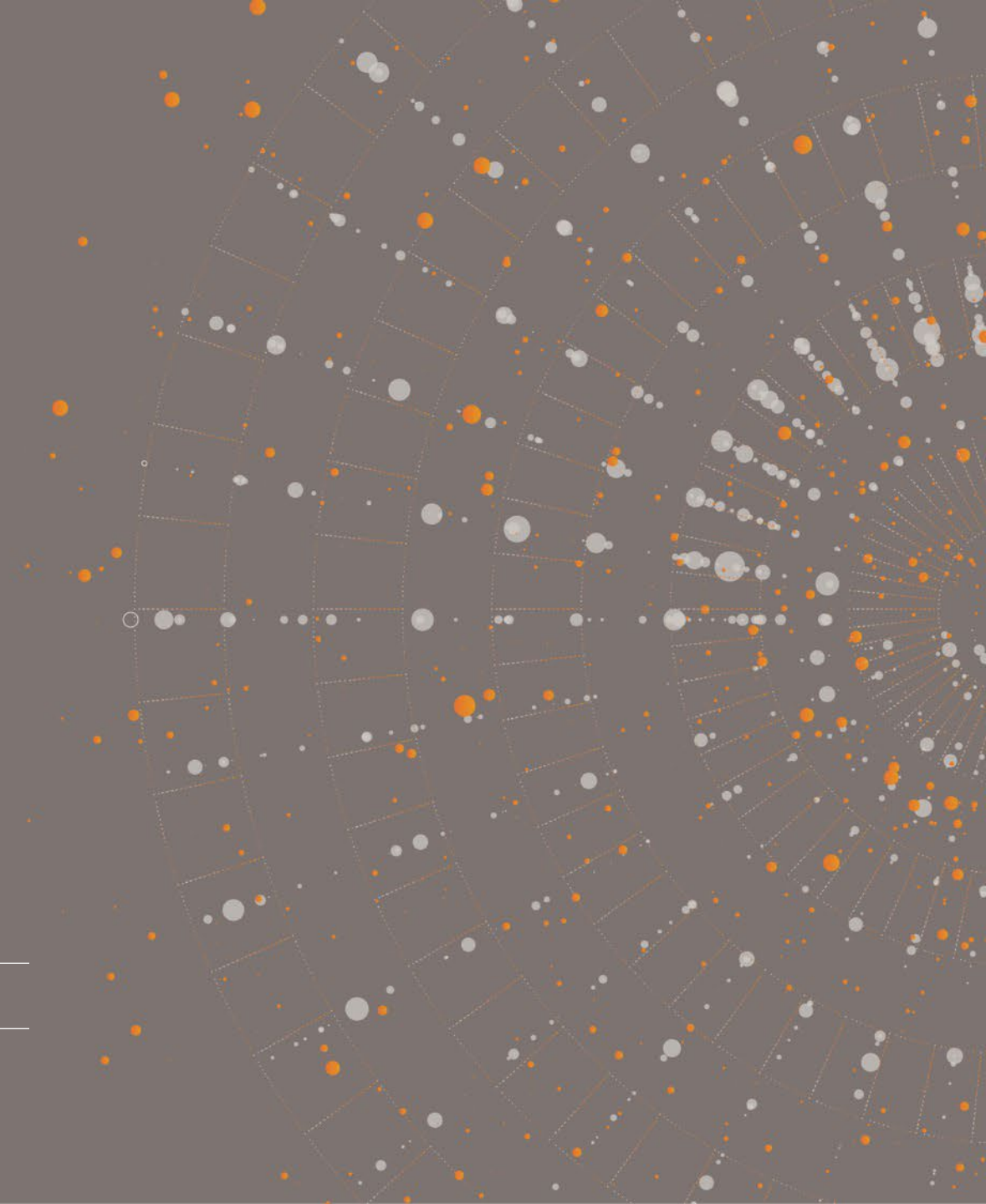


Transparency in Probability Panels

2025 Cipher Conference

02.28.2025

David Dutwin

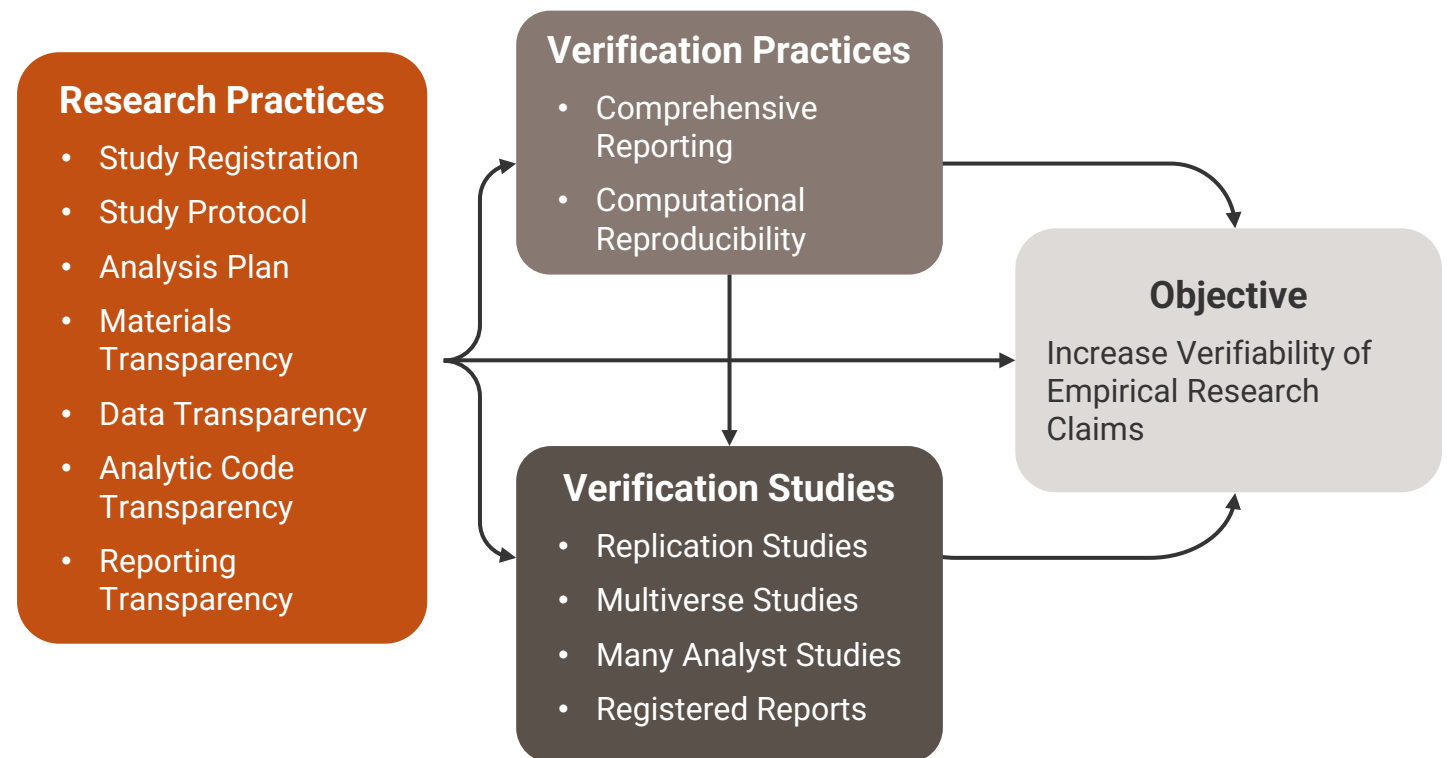


**“Transparency and
reproducibility are the
beating heart of the
scientific enterprise.”
Science Magazine**



**Transparency and
Reproducibility:
Without, there is no
science**

Transparency and Openness Promotion (TOP) Guidelines



AAPOR

Transparency Initiative

1. Data Collection Strategy
2. Sponsorship
3. Measurement Tools/Instruments
4. Population Under Study
5. Method Used to Generate and Recruit the Sample
6. Method(s) and Mode(s) of Data Collection
7. Dates of Data Collection
8. Sample Sizes
9. Weighting
10. Data Processing
11. Limitations of the Design and Data Collection

INITIATIVE
TRANSPARENCY
AAPOR



Probability Panels Are Different



- Engine displacement
- Type of transmission
- Miles per gallon



- Battery size in kwh
- Charge voltage capacity
- EPA Range

Probability Panels: Wide Variety of Disclosure

	Examples of key informational elements	Panel A	Panel B	Panel C	Panel D	Panel E	Panel F	Panel G
Panel Recruitment	Sample Frame	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Household Sample Coverage Rate	Yes	Yes	Yes	Yes	Yes	No	Yes
	AAPOR Panel Recruitment Response Rate (RECR)	Yes	Yes	No	Yes	No	No	No
	Recruitment Efforts	Yes	Yes	Yes	No	No	No	Yes
	Total panel size	Yes	Yes	Yes	Yes	No	Yes	Yes
Panel maintenance	Active panel size	No	No	No	No	No	No	No
	Mean Invitations/month	Yes	Yes	Yes	No	No	No	No
	Recruitment Frequency	Yes	No	Yes	No	No	Yes	Yes
	Panel Tenure	Yes	No	No	No	No	No	No
Individual survey	AAPOR Cumulative Response Rate (CUMRR)	Yes	Yes	Yes	No	No	No	No
Full Panel Lifecycle	Panel book/ Methodology report available on website	Panel book (7 pages), Technical overview report (20 pages)	Panel book (21 pages) Method report (5 pages)	Method report (one web page)	Method report (one web page)	Panel book (10 pages)	No	Panel book (9 pages)

How Are Probability Panels Different?

Two-stages

Recruitment holds most nonresponse, often has multiple sub-stages

- Empanelment; Profiling

Panels live across time

- Multiple recruitments, often perpetual
- Attrition

Panel status: active or not

Suboptimal Responses

- Speeding
- Straightling
- Skipping

Response Rates

- No panelist should be left behind!
- Recruitment denom = all sample
- Use attrition rate

Surveys: Weighting

- Methods
- Weighting targets
- Trimming
- Other notable features

Surveys: Methodology

- Methods of outreach, in detail
- Field length
- Modes and methods

Surveys: Sampling

- How panelists get sampled
- Which panelists (active, all, etc)

Recruitment: Sampling

- Sample sizes
- Sample frames
- Stratification strategies
- For each cohort/replicate

Recruitment: Methodology

- Modes
- Operationalization details
- Secondary recruiting
- Coverage of non-internet
- Profiling & refreshing of profile data

Recruitment: Weighting

- Base weighting
- Nonresponse weighting
- Sample balancing

Recruit Rates/Cohort Data

- Report all 3 rates, if not 4
- Attrition rate information
- Methods of retirement
- Profile data

Criteria for Membership

- Privacy policy
- Profiling completeness

Panel Attrition

- % backouts, drop-offs, inactives
- Efforts at retaining
- Comm channels w/ panelists

Panel Size

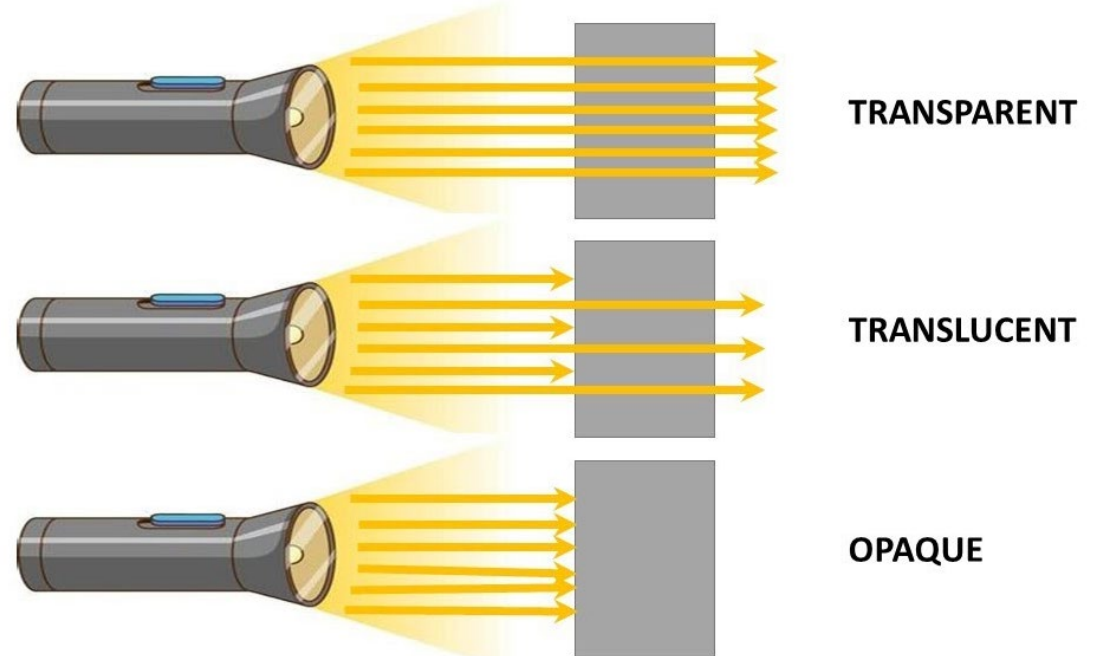
- Three numbers:
 - Total, Active, Effective
- Define each

Probability Panel Transparency

Transparency and Reproducibility:
Without, there is no science



Transparent, Translucent, or Opaque?



Thank You.

David Dutwin
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 **NORC** at the
University of
Chicago

AmeriSpeak