

# Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak® Case Study

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# Background: NORC's AmeriSpeak® Panel

- Nationally Representative Probability Sample of U.S. Households
  - AmeriSpeak sample frame: NORC's area probability National Frame
  - Sample coverage for over 97% of U.S. households, enhanced coverage of
    - Rural
    - Low-income households
- AmeriSpeak Panel Recruitment Design: Two Stages
  - Sample units are invited by mail and phone outreach to join AmeriSpeak by visiting the Panel website or by telephone (in-bound/outbound supported)
  - Non-response follow-up using face-to-face/ in-person visits
  - 34% AAPOR R3 (weighted) 2014-2016 panel recruitment
- English and Spanish languages supported for online, telephone, and in-person recruitment



# Background: NORC's AmeriSpeak® Latino

- AmeriSpeak® Latino: Representing the full diversity of the Latino population
  - Oversample of Hispanic and specifically Spanish-speaking segment
    - 5,000 Households
    - Demographically balanced sample representation
    - Additional demographics: language acculturation, diversity among Latino groups, etc.
- Largest-growing segment of U.S. population
  - In demand for marketing, health, policy, and social research
- Recruitment protocol sensitive to cooperation barriers
  - Language
  - Cultural and behavioral differences
  - Privacy concerns

Obtaining representative samples of the Hispanic and Spanish speaking population in the United States for survey research is challenging!

How do we most effectively recruit Hispanic and Spanish Speaking respondents to the AmeriSpeak Panel?



How can we improve printed panel recruitment materials to target Hispanic and Spanish speaking populations?

# Research Questions

## ■ Concepts

- How familiar are Hispanic and Spanish speaking respondents with surveys and social science research?
- What messages for recruitment work well?
- How we can integrate these findings into recruitment material messaging?

## ■ Language

- How do we effectively translate materials from English, paying attention to connotations?

## ■ Design

- How do we make design of materials (and the messages that the designs convey) conducive to Hispanic and Latino respondent recruitment?



- Research performed November - December 2016
- Two “Rounds” of qualitative research, in Spanish, with redesign in between rounds.
  - **Round 1:** Three In-Depth Interviews and one Focus Group
    - Gender: 2 F, 7 M
    - Education: 5 some HS, 3 HS graduates, 1 PhD
  - ***Material Redesign***
  - **Round 2:** Three In-Depth Interviews and one Focus Group
    - Gender: 9 F, 2 M
    - Education: 8 some HS, 3 BA

# Findings

## *The concept of “surveys”*

- Majority of respondents were not familiar with surveys, or how surveys applied to them.
- Those that have heard about surveys didn't necessarily distinguish marketing surveys from social science surveys.
  - Respondents were generally skeptical of the materials and wanted to know what we were selling
- Some indicated that they did not know enough about particular topics (i.e., politics) to express an opinion.

You share  
your opinions

Take AmeriSpeak® surveys on the web or by telephone. Most surveys take 10-15 minutes to complete.

We listen

AmeriSpeak surveys are used to inform important public policy and corporate decisions that will affect many people like you.

You receive  
rewards for your  
participation

Earn points by taking surveys. Redeem your points for checks, Visa® rewards cards, or merchandise (like movie tickets). You choose your reward.

# Findings

## *The concept of “community”*

- Community is an important concept for Latinos and Spanish Speakers
- Did not understand the idea of how an online panel or AmeriSpeak could become their community
  - They were already part of a community
  - Not a place for interaction with other people
- What worked: representation of one’s community *through* surveys

Recientemente le hemos enviado una invitación especial para unirse a **AmeriSpeak**, la comunidad exclusiva para compartir opiniones del NORC.

We recently sent you a special invitation to join **AmeriSpeak**, NORC’s exclusive opinion-sharing community.

**AmeriSpeak**

Danos tu **opinion**. Representa a tu comunidad.  
Share your **opinion**. Represent your community.



# Findings

*Concept & Language: Being an Influencer vs. Being Heard*

- While in English, the concept of “Being an Influencer” may be more positive, it has a negative connotation in Spanish.
- In Spanish, concept of “listening to you” or “being heard” was more appealing.
  - Respondents were receptive to have opinions heard by government, institutions and companies.



The advertisement features two photographs: a smiling woman on the left and a group of people embracing on the right. Below the photos, there is text in Spanish and English. At the bottom, there is a money bag icon and an orange button with the text 'YOU SPEAK, WE LISTEN'.

**SÍ, TODAVÍA HAY TIEMPO PARA SER UNA PERSONA INFLUYENTE.**  
Gane al menos 20 dólares directamente al registrarse y contestar la encuesta introductoria.

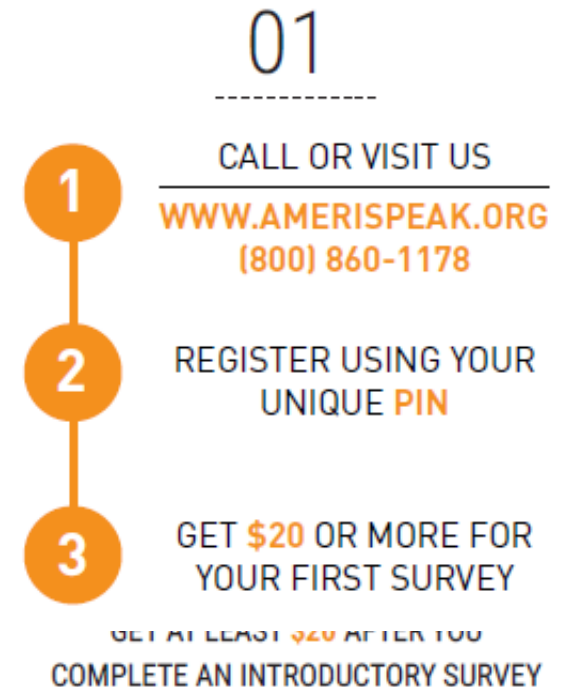
**YES, THERE'S STILL TIME TO BECOME AN INFLUENCER.**  
Earn at least \$20 right away when you register and take your introductory survey.

**YOU SPEAK, WE LISTEN**

# Findings

## *Language: Corporate vs. Casual*

- Overly formal or “corporate” sounding language made respondents feel as though material was not for them.
- Language simplified to be more casual
  - Example: “introductory survey,” or “encuesta introductoria” in Spanish changed to “first survey,” or “primera encuesta” in Spanish.



# Findings

## Design: Bilingual Example 1

- Respondents reacted positively to the concept of bilingual materials
  - Saw as signal that the organization cares about the Latino population.
- Some respondents found text difficult to read when Spanish and English were close to each other on page.
- When possible, placed Spanish on one side and English on the other, with an arrow indicating that the other language is on the other side....

**It's not too late!** NORC at the UNIVERSITY of CHICAGO

Hello!

A few weeks ago we sent you an invitation to join AmeriSpeak®, but we haven't heard from you. We invite you to take a moment to join AmeriSpeak now.

Your opinion is important and when you take our surveys, you will be representing yourself and your community in our results. You can complete surveys online or by phone.

To join AmeriSpeak, please follow the steps 1-2-3 outlined on this post card.

See back for your PIN.

Sincerely,  
Michael Dennis, PhD  
Executive Director, AmeriSpeak

**AmeriSpeak** Share your opinion. represent your community. PARA ESPAÑOL

**1** CALL OR VISIT US  
WWW.AMERISPEAK.ORG  
(800) 860-1178

**2** REGISTER USING YOUR  
UNIQUE PIN

**3** GET \$20 OR MORE FOR  
YOUR FIRST SURVEY

**¡Todavía estas a tiempo!** NORC at the UNIVERSITY of CHICAGO

55 E. Monroe St., 19th Floor, Chicago, IL 60603  
www.AmeriSpeak.org | (800) 860-1178  
facebook.com/AmeriSpeakSurveys

¡Hola!

Hace unas semanas le enviamos una carta invitándolo a unirse a AmeriSpeak®, pero aún tenemos noticias de usted. Lo invitamos para que tome un momento y lo haga ahora.

Es muy importante escuchar sus opiniones para que usted y su comunidad estén representados en nuestros resultados. Puede contestar encuestas por internet o por teléfono.

Para unirse a AmeriSpeak siga los pasos 1-2-3 que se muestran en esta postal.

Saludos cordiales,  
Michael Dennis, PhD  
Director Ejecutivo, AmeriSpeak

**AmeriSpeak** Danos tu opinión. Representa a tu comunidad. RASPE PARA VER SU CONTRASEÑA

SCRATCH OFF FOR YOUR PIN

FOR ENGLISH

**1** LLÁMENOS O VISITE  
WWW.AMERISPEAK.ORG/ES  
(800) 860-1178

**2** REGÍSTRESE USANDO  
SU CONTRASEÑA

**3** OBTENGA \$20 O MÁS  
DESPUÉS DE COMPLETAR  
SU PRIMERA ENCUESTA

# Findings

## Design: Bilingual Example 2

- ...When not possible, visually separated the languages through graphic design elements, such as visual barriers and color.

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NORC de la Universidad de Chicago **es una organización sin fines de lucro que realiza estudios, y es uno de los centros más respetados en el mundo.** NORC ha estado llevando a cabo investigaciones imparciales y de alto impacto durante 75 años para organizaciones como la Sociedad Americana del Cáncer, la Cruz Roja Americana, la Universidad de Harvard, Consumer Reports, los Institutos Nacionales de Salud, la Fundación Nacional de Ciencias, el Departamento de Educación de EE.UU., el Departamento de Asuntos de Veteranos y muchos más. Nuestros estudios se presentan en diversos medios de comunicación como el *New York Times*, *Wall Street Journal*, *The Associated Press*, *Bloomberg* y *Huffington Post*. También se muestran en programas de noticias como *CNN*, *Fox News* y *NBC News*.

**NORC lleva a cabo estudios importantes** que ayudan a comprender el país, específicamente las tendencias sociales, educación, empleo, desarrollo humano y finanzas. Algunas de las encuestas más conocidas son la Encuesta Social General, la Encuesta Nacional Longitudinal de la Juventud y la Encuesta de Finanzas del Consumidor.

**WHAT IS NORC AT THE UNIVERSITY OF CHICAGO?**

NORC at the University of Chicago **is one of the world's most respected nonprofit research organizations.** NORC has been conducting impactful, unbiased research for 75 years for organizations such as Consumer Reports, the American Cancer Society, American Red Cross, Associated Press, Harvard University, National Institutes of Health, National Science Foundation, U.S. Department of Education, U.S. Department of Veterans Affairs, and many more. Our research is featured in *The Associated Press*, *Bloomberg*, *Huffington Post*, *The New York Times*, and *Wall Street Journal*, and is shown on news programs such as *CNN*, *Fox News*, and *NBC News*.

**NORC's studies inform** the country's understanding of social trends, education, employment, human development, and finance. Some of NORC's most well-known studies are the General Social Survey (GSS), National Longitudinal Surveys of Youth (NLSY) and Survey of Consumer Finances (SCF).

AmeriSpeak  
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www.AmeriSpeak.org/ES | (800) 860-1178  
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# Findings

## Design: Selection of Images for Trust

- Several respondents indicated that materials looked too corporate.
  - Expressed that more “personal” and “warmer” look to the materials would be more trustworthy.
- Changes Made:
  1. Graphics more colorful and rounded
  2. Replaced “model-looking” photos for more “ordinary” people (include elderly, people with glasses, etc.).
  3. Included images of families and cartoon-like elements.



# Conclusions

- **Concept:** Message revisions focused on how AmeriSpeak is an opinion-sharing platform by which respondents could represent themselves and their families and communities to corporate, government, and other entities through taking surveys.
- **Language:** Reduced the quantity of text and simplified language.
- **Design:** Materials were redesigned to have a less corporate look-and-feel, through the use of increased color and by highlighting family as a theme.
  - Simplified design enough to encompass both languages, readably and comfortably, in the same document

# Conclusions

## *Next Steps...*

- Quantitative assessment of recruitment materials after current recruitment/ data collection wave, with experimental design in heavily Latino census tracts:
  - English/ Spanish
  - Spanish/ English
  - Spanish Dominant
    - Does having more Spanish than English on recruitment materials significantly increase Spanish-language recruitment?
    - What is the effect of this language imbalance on bilingual Hispanic respondents choosing to respond in Spanish vs. English?



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**Thank You!**



**NORC**  
*at the UNIVERSITY of CHICAGO*

 insight for informed decisions™



# Appendix Slides

# Characteristics of In-Depth Interview Respondents

	Gender	Education	Age
Round 1	Female	High school Graduate	49
	Female	Doctorate	41
	Male	High School Graduate	40
Round 2	Male	Bachelor's	35
	Male	Some High School	20
	Female	Some High School	39

# Characteristics of Focus Group Respondents

	Gender	Education	Age
Round 1	Male	Some High School	46
		Some High School	54
		Some High School	58
		High School Graduate	35
		Some High School	45
		Some High School	45
Round 2	Female	High School Graduate	40
		High School Graduate	38
		Some High School	44
		Some High School	44
		Some High School	55
		Some High School	65
		Some High School	65
		Some High School	73
		Unknown	Unknown