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## The COVID Impact Survey: Methodological Approach

The COVID-19 Household Impact Survey is a philanthropic effort to provide national and regional statistics about physical health, mental health, economic security, and social dynamics in the United States. The COVID Impact Survey is funded by the Data Foundation with support from the David & Lucile Packard Foundation. NORC at the University of Chicago is conducting the survey.

The survey is designed to provide weekly estimates of the U.S. adult household population nationwide and for 18 regional areas including 10 states (CA, CO, FL, LA, MN, MO, MT, NY, OR, TX) and 8 Metropolitan Statistical Areas (Atlanta, Baltimore, Birmingham, Chicago, Cleveland, Columbus, Phoenix, Pittsburgh). Data collection is occurring over a week long period. Interviews are conducted in English and Spanish. Respondents are offered a small monetary incentive for completing the survey. The questionnaire is available at: <https://www.covid-impact.org/>. And for additional information on the study, please contact [covidimpactsurvey@datafoundation.org](mailto:covidimpactsurvey@datafoundation.org).

### National Survey

Data for the national estimates are collected using the AmeriSpeak Panel®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews are conducted with adults age 18 and over representing the 50 states and the District of Columbia. Panel members are randomly drawn from AmeriSpeak with a target of achieving 2,000 interviews each week. Invited panel members may complete the survey online or by telephone with an NORC telephone interviewer.

Once the sample has been selected and fielded, and all the study data have been collected and made final, an iterative raking process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Raking variables include age, gender, census division, race/ethnicity, education, and county groupings based on county level counts of the number of COVID-19 deaths. Demographic weighting variables were obtained from the 2020 Current Population Survey. The count of COVID-19 deaths by county was obtained from USA Facts. The weighted data reflect the U.S. population of adults age 18 and over.

### Region Surveys

Data for the regional estimates are collected using a multi-mode address-based (or ABS) approach that allows residents of each area to complete the interview via web or with an NORC telephone interviewer. The sampling frame is based on an extract of the U.S. Postal Service delivery-sequence file (DSF). The DSF provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. Addresses are stratified by the Census propensity to respond metric and then randomly selected within each target region.

All sampled households are mailed a postcard inviting them to complete the survey either online using a unique PIN or via telephone by calling a toll-free number. Postcards are addressed to: [CITY] HOUSEHOLD. There is no within household selection for households with multiple adults. Interviews are conducted with adults age 18 and over with a target of achieving 400 interviews in each region each week.

Once the sample has been selected and fielded, and all the study data have been collected and made final, an iterative raking process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling. Raking variables include age, gender, race/ethnicity, education, and county groupings based on county level counts of the number of COVID-19 deaths. Demographic weighting variables were obtained from the 2018 American Community Survey. The count of COVID-19 deaths by county was obtained from USA Facts. The weighted data reflect the population of adults age 18 and over in each region.

Data Collection Metric for April 20-26, 2020

	Total Completed Interviews	Interviews Completed Online	Interviews Complete by Phone	Margin of Sampling Error (incl. design effect)	AAPOR Response Rate 3
National					
CA					
CO					
FL					
LA					
MN					
MO					
MT					
NY					
OR					
TX					
Atlanta					
Baltimore					
Birmingham					
Chicago					
Cleveland					
Columbus					
Phoenix					
Pittsburgh					