COVID Impact Survey: Week 1, Baltimore-Columbia-Towson, Maryland Findings

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The COVID Impact Survey: Methodological Approach

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Introduction

The COVID Impact Survey is a collaboration between the University of Chicago, NORC at the University of Chicago, and more than 50 other universities, research institutions, and statistical agencies. The survey is designed to measure the impact of the COVID-19 pandemic on a wide range of topics including employment status, business operations, mental health, and access to and quality of medical care. The survey is being fielded to a nationally representative sample of adults in the United States every two weeks beginning in late April 2020. This document describes the methodology for the first two waves of the survey, which were fielded in late April and late May 2020.

Sample Design

The COVID Impact Survey is a panel survey that interviews respondents from previous NORC probability samples. Depending on the sample, sampling was initially conducted using address-based sampling or random digit dialing with a goal of selecting adult respondents in households in the United States. Because the survey is a panel survey, the sampling for the COVID Impact Survey was limited to those who had completed a previous interview with NORC and had agreed to be contacted for future research studies. Depending on the sample, between 2,000 and 10,000 previous respondents were selected to be invited to participate in the COVID Impact Survey. Because the COVID Impact Survey is being fielded to samples that were originally selected to be representative of the United States, it can also be treated as a cross-sectional survey representative of the United States. However, because not all sampled addresses or phone numbers were linked to an adult in the United States, and because not all eligible previous respondents were selected to be invited to participate in the COVID Impact Survey, the COVID Impact Survey is not a probability sample of the United States. Instead, it is a convenience sample that can be treated as a probability sample for analyses that adjust for the probability of being selected for previous surveys and adjust for the probability of being a household in the United States with an address or phone number that could be used to contact someone who could be interviewed in English or Spanish.

Data Collection Methods for Wave 1

Sampled addresses were sent a letter inviting the household to participate in the COVID Impact Survey. Households could respond by calling a toll-free phone number or by visiting a website. Interviews were conducted in English or Spanish. Households that completed a previous interview with NORC were sent a $5 gift card with the invitation. Households that had not completed a previous interview with NORC were sent a $10 gift card with the invitation. Households that completed the COVID Impact Survey were sent a $10 gift card for their participation. Households that had not completed a previous interview with NORC were also sent a $5 gift card for their participation in the COVID Impact Survey. Households that had not responded were sent reminder emails, reminder letters, and were called by NORC interviewers to encourage participation in the COVID Impact Survey.

Response Rates

	AAPOR Definition	Number	Percent
Total Sample		9,000	100.0%
Undeliverable		1,000	11.1%
Eligible Sample		8,000	88.9%
Complete Interviews	I	1,000	12.5%
Partial Interviews	P	0	0.0%
Refusal/Break-off	R	1,000	12.5%
Non-response	NC	6,000	75.0%
Unknown Eligibility		0	0.0%
Response Rate	RR1	1,000	12.5%
Cooperation Rate	COOP1	1,000	100.0%
Refusal Rate	REF1	1,000	12.5%
Contact Rate	CON1	1,000	100.0%

Survey Weights

Data Quality Assessment

	Wave 1	Wave 2
Mean Age	50.0	50.0
Percent Female	51.0%	51.0%
Percent Hispanic	12.0%	12.0%
Percent Black	12.0%	12.0%
Percent Other Race	6.0%	6.0%
Percent Bachelor's or higher	35.0%	35.0%
Mean Household Size	3.0	3.0
Percent Homeowner	65.0%	65.0%
Mean Household Income	$75,000	$75,000

Data Collection Methods for Wave 2

Appendix A: Questionnaire

Appendix B: Frequencies

Appendix C: Cross-tabulations

Appendix D: Logistic Regression Models

Appendix E: Survey Weights

Appendix F: Data Quality Assessment

Appendix G: Data Collection Methods for Wave 2

About the NORC at the University of Chicago

NORC at the University of Chicago is a leading research institution and a trusted source of reliable, objective data. For more than 80 years, NORC has served the public interest by providing high-quality data to its government, business, and nonprofit clients. NORC's mission is to ensure that the data its clients need are of the highest quality and that they are used to inform the most critical decisions that affect the lives of people around the world.

About the Fels Institute of Government

The Fels Institute of Government is a leading center for research, education, and civic engagement focusing on the intersection of government, business, and nonprofit sectors. Fels faculty and students work with government agencies and nonprofit organizations to solve pressing public policy and management challenges. Fels faculty are also leaders in the study of government and nonprofit finance, performance measurement, and evaluation. Fels students are highly sought after for their knowledge of public sector and nonprofit organizations and their ability to lead and manage in these complex environments. Fels is a vibrant community of scholars, students, and practitioners who are committed to improving the quality of life in Philadelphia and beyond.

About the Data Science Institute at The University of Chicago

The Data Science Institute at The University of Chicago is a hub for cross-disciplinary collaboration in data science. Institute faculty are from across the University of Chicago and work with students and faculty from the University of Chicago and other universities, as well as with government agencies, nonprofit organizations, and industry partners to develop and apply data science methods to a wide range of scientific, medical, and societal challenges. Institute faculty are also leaders in the study of the ethical, legal, and societal implications of data science. Institute students are highly sought after for their knowledge of data science methods and their ability to lead and manage in these complex environments. The Institute is a vibrant community of scholars, students, and practitioners who are committed to improving the quality of life in Chicago and beyond.

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