Ad Council Domestic Violence Prevention Continuous Tracking Survey: Methodology + Questionnaire

2015 Report: Methodology Key features

For the Domestic Violence campaign module, we survey n = 2000 respondents per year (n = 500 per Quarter) of men age 18+ who are either parents of boys age 5-17, work with or volunteer with boys age 5-17, and/or are other close relatives of boys age 5-17.

- Sponsor/funder: RWJF, Futures Without Violence, Ad Council
- Organization fielding study: Ipsos
- Nationally representative online sample.
- Sample parameters: men age 18+ who are either parents of boys age 5-17, work with or volunteer with boys age 5-17, and/or are other close relatives of boys age 5-17, surveyed in English
- Sampling:
    - The current report includes the responses of n=589 men surveyed from March 5 – April 30, 2015.
    - Sample drawn from Ipsos panel and partner panels, not a traditional population frame. Ipsos uses sample targets to draw sample.
    - Samples are calibrated to be representative of the US Population per the Census, and additional post-hoc weights are made on age, race/ethnicity, education, and income to ensure total respondent base is representative.
    - Credibility interval: +/- 5.0%
    - Ipsos provides n=500 respondents per three-month period. For the prewave timeframe, Ipsos surveyed an additional "boost sample" of respondents to attain a readable base by the earliest potential launch date. This resulted in n=589 respondents being surveyed by the end of April.

Questionnaire for Domestic Violence module is included in Appendix I
An overview of Ipsos's experience, methodology and technical approach is included in Appendix II

Domestic Violence – Continuous Tracking Questionnaire

DEMOGRAPHICS:
YEAR / MONTH
What is your date of birth (year and month)?

Select Year
Dropdown:
_1910   1910

…
_2010   2010
AGE 18+, OTHERWISE TERM

Select Month
Dropdown:
_1   January
_2   February
_3   March
_4   April
_5   May
_6   June
_7   July
_8   August
_9   September
_10   October
_11   November
_12   December
AGE 18+, OTHERWISE TERM

RESP_GENDER
What is your gender?
_1   Male
_2   Female

EN01CTY
In which country do you live?
_1   USA
_2   Canada
_3   Australia
_4   United Kingdom
_5   Other
EN01CTY=_1 (USA), OTHERWISE TERM

What is your 5-digit ZIP code?
Geo Fields – CODE:
     _1 "Northeast",
     _2 "Midwest",
     _3 "South",

In which industries or professions do you, or any member of your immediate household, work? Please select all that apply.

_1   **Advertising/Public Relations**
_2   **Architecture**
_2   **Automotive**
_3   **Beauty/Cosmetics**
_5   **Construction**
_4   **Education**
_5   **Electronics/Computer/Software**
_6   **Fashion/Clothing**
_7   **Financial Services**
_8   **Food/Beverages**
_9   **Government/Politics**
_10   **Grocery/Convenience/Department Stores**
_11   **Healthcare/Pharmaceuticals**
_12   **Internet/E-Commerce**
_13   **Insurance**
_14   **Management Consulting**
_15   **Marketing/Market Research**
_16   **Movie Studio**
_17   **Movie Theater or Theater Chain**
_18   **Music**
_19   **Paper Products**
_20   **Personal Care/Toiletries**
_21   **Pets (Grooming, Veterinary, Retail, Training)**
_22   **Publishing (Newspaper, Magazines, Books)**
_23   **Radio**
_24   **Real Estate/Construction**
_25   **Restaurants**
_26   **Sales/Sales Promotion**
_27   **Sports**
_28   **Telecommunications (phone, cell phone, cable)**
_29   **Television (Studio/Network/Cable/Satellite)**
_30   **Toys**
_31   **Transportation/Shipping**
_32   **Travel/Tourism**
_33   **Video Games**
_34   **Other Entertainment**
_35   **None of the above [Exclusive]**

USEDU2

What is the highest degree or level of school you have completed?
(If currently enrolled, select the previous grade or highest degree received.)

Education through Grade 12
_1   **Grade 4 or less**
_2   **Grade 5 to 8**
_3   **Grade 9 to 11**
_4   **Grade 12 (no diploma)**
High School Graduate

_5   Regular High School Diploma
_6   GED or alternative credential

College or Some College

_7   Some college credit, but less than 1 year of college credit
_8   1 or more years of college credit, no degree
_9   Associate's degree (for example: AA, AS)
_10   Bachelor's degree (for example: BA, BS)

After Bachelor's Degree

_11   Master's degree (for example: MA, MS, MEng, MEd, MBA)
_12   Professional degree beyond Bachelor's degree (for example: MD, DDS, DVM, LLB, JD)
_13   Doctorate degree (for example: PhD, EdD)

[ASK 6B IF USEDU2 IS CODE 6, OTHERWISE SKIP]
S6b. When did you obtain your GED or High School Equivalency Degree?

Within the past year
1- 4 years ago
5+ years ago

[ASK S11A IF AGE IS 18-24 AND CODES 7-10 AT USEDU2]
S11a. Are you currently attending a 4-year college?

Yes
No

USRETH2

Please answer BOTH questions about Hispanic origin and about race. For this survey, Hispanic origins are not Races.
Are you of Hispanic, Latino or Spanish origin?
_1   No, not of Hispanic, Latino or Spanish origin
_2   Yes, Mexican, Mexican American, or Chicano
_3   Yes, Puerto Rican
_4   Yes, Cuban
_5   Yes, Other Hispanic, Latino or Spanish origin
_6   Prefer not to answer

USRACE3

What is your race? Please select one or more choices.

_1   White
_2   Black or African American
_3   American Indian or Alaska Native

Asian
_4   Asian Indian
_5   Chinese
_6   Korean
_7   Filipino
_8   Japanese
_9   Vietnamese
_10   Other Asian

Pacific Islander

_11   Native Hawaiian
_12   Guamanian or Chamorro
_13   Samoan
_14   Other Pacific Islander

Other
_15   Some other race
_16   Prefer not to answer [Exclusive]

[IS RESPODENT SELECTS CODES 2-5 AT USRETH2 ASK ZNHA10- ZNHS1, OTHERWISE SKIP]
[IF RESPONDENT IS FROM GROUP 0003/0012/0013 MUST SELECT USRETH2 CODES 2-5 TO CONTINUE, OTHERWISE TERMINATE]
[IF RESPONDENT IS HISPANIC ASK:

ZNHAA. What language would you like to take this survey?
English
Spanish
Other **[TERMINATE]**

ZNHA10. What is your country of origin?
¿Cuál es su país de origen?
(Select up to two countries)
(Seleccione máximo de dos países)

[ENGLISH]
Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Spain
United States
Uruguay
Venezuela
Other (please specify)

[SPANISH]
Argentina
Bolivia

Brasil
Chile
Colombia
Costa Rica
Cuba
República Dominicana
Ecuador
El Salvador
Guatemala
Honduras
México
Nicaragua
Panamá
Paraguay
Perú
Puerto Rico
España
Estados Unidos
Uruguay
Venezuela
Otro **(ESPECIFIQUE)**

ZNHA11. In what country were the following people born?
¿En qué país nacieron las siguientes personas?
(Select all that apply)
(Seleccione todo que corresponda)

[GRID ACROSS]
You
Usted
Your Parents
Sus padres
Your Grandparents
Sus abuelos

[GRID DOWN]
[ENGLISH]
Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
Mexico

Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Spain
United States
Uruguay
Venezuela

[SPANISH]
Argentina
Bolivia
Brasil
Chile
Colombia
Costa Rica
Cuba
República Dominicana
Ecuador
El Salvador
Guatemala
Honduras
México
Nicaragua
Panamá
Paraguay
Perú
Puerto Rico
España
Estados Unidos
Uruguay
Venezuela

[IF ZNHA11 = ('SELF' = 'UNITED STATES'), SKIP TO ZNHA12A; OTHERWISE, CONTINUE]

ZNHA12. How many years have you lived in the United States?
¿Cuántos años ha vivido en los Estados Unidos?
[NUMERIC ENTRY BOX. RANGE: 1-99]

ZNHA12A .Of your 10 closest friends, how many would you say are Hispanic?
De sus 10 mejores amigos, ¿cuántos diría que son hispanos?
[NUMERIC ENTRY BOX. RANGE: 0 -10]

ZNHA13. What languages do you speak at home?
¿Qué idiomas habla en su casa?
(Select one)
(Por favor seleccione una sola respuesta.)

[ENGLISH]
English Only
English more than Spanish

Spanish and English equally
Spanish more than English
Only Spanish

[SPANISH]
Sólo inglés
Inglés más que español
Español y inglés por igual
Español más que inglés
Sólo español

[CREATE A MARKER:
IF 'ENGLISH ONLY' OR 'ENGLISH MORE THAN SPANISH' MARK AS 'ENGLISH SPEAKING'
IF 'SPANISH ONLY' OR 'SPANISH MORE THAN ENGLISH' MARK AS 'SPANISH SPEAKING'
IF 'SPANISH AND ENGLISH EQUALLY' PLACE INTO EITHER MAKER BASED ON LEAST FILLED LOGIC]

ZNHA14. What language to do you prefer for media, such as TV, internet, radio, etc?

[GRID ACROSS ENGLISH]
Only English
English more than Spanish
Spanish more than English
Only Spanish

[GRID ACROSS SPANISH]
Sólo inglés
Inglés más que español
Español más que inglés
Sólo español

Household Income
USHHI2
Please indicate your annual household income before taxes.
_1   Less than $5,000
_2 $5,000-$9,999
_3 $10,000-$14,999
_4 $15,000-$19,999
_5 $20,000-$24,999
_6 $25,000-$29,999
_7 $30,000-$34,999
_8 $35,000-$39,999
_9 $40,000-$44,999
_10 $45,000-$49,999
_11 $50,000-$54,999
_12 $55,000-$59,999
_13 $60,000-$64,999
_14 $65,000-$69,999
_15 $70,000-$74,999
_16 $75,000-$79,999
_17 $80,000-$89,999
_18 $90,000-$99,999

_19 $100,000-$124,999
_20 $125,000-$149,999
_21 $150,000-$199,999
_22 $200,000-$249,999
_23 $250,000 or more
_24   Prefer not to answer [TERMINATE]

_____

Marital Status
USMAR2
What is your marital status?
_1   Single, never married
_2   Living with partner
_3   Married
_4   Widowed
_5   Divorced or separated

Employment Status
US32EMP
Which of the following best describes your employment status?

_1   Employed - full-time
_2   Employed - part-time
_3   Self-Employed - full-time
_4   Self-Employed - part-time
_5   Retired
_6   Student - full-time
_7   Student - part-time
_8   Military
_9   Full-time parent, homemaker
_10   Not currently employed
_11   Prefer not to answer

USHOU1
Which of the following best describes your living situation?
_1   Own a house
_2   Own a condo/co-op
_3   Rent
_4   Live with parents/relatives
_5   Other
_6   Prefer not to answer

Household Composition
HHCMP10
How many people are living or staying at your current address? (Include yourself and any other adults or children who are currently living or staying at this address for at least two months)
[Drop Down List]
_1   1
_2   2
_3   3
_4   4
_5   5

_6	6
_7	7
_8	8
_9	9
_10	10
_11	11
_12	12+

HHCMP20
Please answer the following for each of the people who live with you:
Enter 0 if the child in your household is under 1 year old.

SCREENER:

S1. How often do you work with, interact with or have social contact with boys age 5 to 17, either because you are a close relative (uncle, cousin, grandparent, etc.), or by being a teacher, coach, tutor, mentor, scout leader, religious school teacher, co-worker, or in some other role?

     ___ Never *[**Not qualified for subsample unless parent of male child <18]***
     ___ Less than once a week *[**Not qualified for subsample unless parent of male child < 18]***
     ___ Once a week or more *[**Qualifies for subsample]***

MUST SELECT 'ONCE A WEEK OR MORE' TO QUALIFY FOR DOMESTIC VIOLENCE SAMPLE

S2. What age boys do you work with, know or have as a close relative, who you see once a week or more? Select all that apply.

     ___Age 5-11
     ___Age 12-17

OMNIBUS QUESTIONS (asked for up to 10 social issues per respondent)

Q1. For each of the following issues or organizations, please indicate whether or not you have recently seen, heard or read something about it in the news, online, on the radio, on a billboard or poster, in a magazine or newspaper (from a person, publication or through advertisements)

     Yes

No
Not Sure

[Preventing domestic violence, or violence against women and girls]

Q2. How <u>personally important</u> are each of the following social causes / community issues to you?

Not at all important
Somewhat unimportant
Neither important or unimportant
Important
Very important

[Violence against women and girls]

Q4. Understanding that some things are more difficult to do than others, how easy or difficult do you think it would be for you personally to do the following:

1. Very difficult
2. Somewhat difficult
3. Neither difficult or easy
4. Somewhat easy
5. Very easy
6. Not applicable to me

- Speak to boys you know about violence against women and girls
- Prevent domestic violence in your community

DOMESTIC VIOLENCE MODULE QUESTIONS

D1. How important do you think it is for <u>men to talk to boys</u> about each of the following topics?

(RANDOMIZE LIST:)
Violence against women and girls
Racial discrimination
Underage drinking
Bullying

Not at all important
Somewhat unimportant
Neither important or unimportant
Somewhat Important
Very important

D2. Which statement best describes you in terms of <u>talking to boys you know about violence against women.</u>

1. I have not thought about doing this
2. I occasionally think about doing this
3. I have not done this but am planning to

4. I occasionally do this
5. I regularly do this

D3. Have you done any of the following in the <u>past 6 months</u>? (Multiple select)

RANDOMIZE LIST:
      Spoken to a boy about violence against women and girls
      Spoken to a boy about bullies in school
      Spoken to a boy about underage drinking
ALWAYS LAST:
      Spoken to others about preventing domestic violence
      Gone online for information about preventing domestic violence

D4. Please indicate how much you agree or disagree with the following statements:

      Strongly agree
      Somewhat agree
      Somewhat disagree
      Strongly disagree
      Not sure

[Randomly rotate statements]
I think someone else **is already** talking to the boys I know about violence against women and girls
I feel that someone else **should be** talking to the boys I know about violence against women and girls

D5. **SHOW TV AD montage – Display Text:** These images are from a PSA that shows how fathers, coaches, teachers and others show boys what to hit, but might not be talking to them about "what not to hit." Have you seen this TV ad before today?
      Yes
      No
      Not sure

Sampling Approach

The Ad Council Continuous Tracking Omnibus Survey requires an on-going sample of the U.S. population with the ability to have weekly national samples of 1,000 interviews or more. In addition, the samples structure must reflect regional and demographic distributions of the United States with the potential to oversample key subgroups. Ipsos has extensive survey design and execution capabilities. Our approaches are characterized by flexibility, innovativeness and soundness of design. Our studies cut across the design and execution of telephone, online, mail and in-person modes of interviewing, and we often use a combination of modes of interviewing. Each mode has its advantages and disadvantages, but we tailor our designs to meet the study's and client's needs.

The Ad Council Continuous Tracking Omnibus Survey requires the flexibility and cost structure found in online studies. Ipsos is large supplier of online survey research to the government and commercial clients. Ipsos maintains its own opt-in panel of more than 800,000 panel members. We also have strategic relationships with other panel companies where we can sample their members. In these cases, we share information about our panel members to exclude persons or households that are a member of our and the partner's panel. This allows us to extend our reach hard to find populations. In addition to the traditional panel sources, Ipsos has developed a river sampling methodology where we invite people while they are using the internet to complete a survey. This allows us to include people who do not join panels such as younger people, males and specific ethnic groups such as Latinos and African-Americans. The blended sampling approach is called Ampario, and it is controlled by our Cortex router system. The Cortex Router system closely controls the sample composition as specified by the project requirements. The results of these approaches are samples with more robust properties than a sample based on a single panel.

The recruitment processes for Ipsos' i-Say panel, our partner panels, and river sampling are not considered probability based sample. Some may view panel as a sample frame, and random samples are selected from it. But, the voluntary nature of member recruitment, the size of the panel and its use of rewards for participation cause it to be viewed as a non-probability sample. As a result, online panels require a framework for the execution and evaluation of data for these studies.

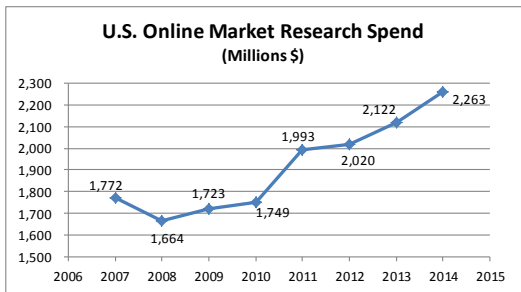**Online Surveys and Ipsos' Framework**

Ipsos is one of the largest providers of online surveys in the United States and the world. Some of our projects use client supplied samples such as a recent study for the US Air Force where nearly 200,000 Active Duty, Reserve and Air National Guard Air Force personnel were selected and contacted online. The majority of Ipsos's work is based on non-probability panel samples. Ipsos, and its legacy companies, were early adopters of online opt-in panels. The entry into online opt-in panels was greatly influenced by the experience of Ipsos's predecessor company, Market Facts/ Synovate. They maintained and successfully used a U.S.-based consumer opinion mail panel for over 50 years with noted success in capturing U.S. opinion, behavior, and attitudes.[1] Its effectiveness was due mostly to the design and maintenance of the panel.

The size of the online marketing and survey industry has grown steadily over the last decade. Ipsos has seen the same type of growth in demand for online surveys as has the industry. As a result of demand within Ipsos and the industry, the maintenance and growth of online panels are more challenging than with the consumer opinion mail panel. Ipsos currently maintains the i-Say panel, an exclusive proprietary online panel consisting of around 800,000 members.

Members have been recruited or requested to join our panel over the years. Key demographics are collected, and they become a frame for us to select samples that resemble a research project's target population. In the early 2000's, it became clear that the growth in survey research demands were outstripping the ability of a single panel to provide the necessary respondents. The figure to the right shows the magnitude of research just at Ipsos. Ipsos began to identify

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[1] For explicit discussion of the use of this panel see 1) Putnam, Robert D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon & Schuster; and 2) Pollard, W. E. (2002). Use of consumer panel survey data for public health communication planning: an evaluation of survey results. *American Statistical Association 2002 Proceedings of the Section on Health Policy Statistics*, 2720-2724. The latter paper is based on the panels use in CDC studies.

online panel companies to form relationships where member information can be to remove panel members that were members of both panels, and Ipsos could then access the other panels for their surveys.

U.S. Online Market Research Spend (Millions $)

2,300
2,200
2,100
2,000
1,900
1,800
1,700
1,600
1,500

2006   2007   2008   2009   2010   2011   2012   2013   2014   2015

1,772   1,664   1,723   1,749   1,993   2,020   2,122   2,263

In addition, trends began to emerge in the composition of ours and other's panels. The young, the affluent, minorities and males are reluctant to join panels, and those that join tend to participate at lower rates the other panelists. As a result, surveys from a single panel often suffer from underrepresentation in population subgroups and overuse of panel members, and this result in lower cooperation rates. Ipsos confronted this challenge in a dynamic manner. Supplementing with another company's panel relieved the problem somewhat, but the low representation groups were still subject to overuse. Ipsos's approach was to create a blended-sampling process (next figure). Blended-sampling is designed to broaden the reach of the Ipsos panel to includes panelists from up to a dozen other panel companies, but also include individuals who would not join a panel tackling aspects of coverage and response biases of concern in discussions of Total Survey Error (TSE).[2]

Ipsos's blended sampling approach combines sample selected from the i-Say panel with sample provided by other panel companies and sample from Ampario. Ampario is another proprietary service of Ipsos. Ampario is a river sampling process in which individuals are approached in about 400 different (non-panel) website partners. Here potential survey participants are intercepted while they are on the Internet, either shopping, participating in social media or gaming. The Ampario process identifies situations when individuals would amenable to receiving an invitation to conduct an interview and makes the offer with a link to Ipsos's Cortex router system. Ipsos's Cortex system is often referred to as a router to direct sample, but it is also an active sample management system. At any point in time, the Cortex system is managing sample for a dozen different studies. It assesses incoming sample, determines the need for the sample, and randomly assigns it to one of its studies. As such, the people arriving at the study's questionnaire are a cross-section of the population with better characteristics for the hard to fill categories than one would get using the i-Say panel alone or even i-Say with another panel's sample.

All said, Ipsos's long history with panels and the blended sample approach is the basis of our experience with using non-probability samples for different types of research projects. Ipsos understands the limitations of non-probability sampling, but we also understand its advantages for screening and studying low incidence populations, providing quick turnaround vehicle for crisis management, and a platform for testing public service messages and announcements. We examine each study's purpose and consider the propriety and feasibility of using non-probability samples.

Just as with the development of blended sampling to mitigate issues with sample, Ipsos has been exploring frameworks to better understand non-probability sampling. A more detailed discussion about the framework is possible, but briefly, we have incorporated blended sampling within a Bayesian framework. The Bayesian framework provides a basis for providing confidence statements, and it also sets up the basis for investigating potential biases and ways to calibrate our results to mitigate any biases.

Sometimes a non-probability sample alone will not fully fit the purpose of a study, but it provides depth that would otherwise be too expensive. In cases such as these, Ipsos has and would consider combining probability and non-probability samples to gain timeliness, depth, acceptability and accuracy. Once again, the Ipsos team has the experience, expertise and creativity to examine problems from multiple directions and come up with solutions that meet the purpose of the study and fit the requirements and budget.

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[2] Groves, R. M., & Lyberg, L. (2010). Total survey error: Past, present, and future. *Public Opinion Quarterly*, *74*(5), 849-879.