

Methodology

# Raising the Next Generation

Research with Parents and Caregivers

**MARCH 2021**

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CONDUCTED FOR THE ROBERT WOOD JOHNSON FOUNDATION  
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## — SURVEY METHODOLOGY

### Survey overview.

PerryUndem worked with SSRS to conduct the “Raising the Next Generation” survey.

The study collected data from a nationally representative sample of parents or caregivers who were Asian American and Pacific Islander (AAPI), Black, Indigenous, Latino, or White and who have children under 18.

In total, 2,023 interviews were completed. We completed the following the interviews with these five audiences:

- 417 Asian American and Pacific Islander (AAPI) parents and caregivers;
- 400 Black parents and caregivers;
- 406 Indigenous parents and caregivers;
- 400 Latino parents and caregivers; and
- 400 White parents and caregivers.

## — SURVEY METHODOLOGY

### **Sample design.**

The design included a hybrid approach. 63% of the interviews were conducted using RDD sample via the telephone, 5% with probability sample via the SSRS Opinion Panel, and the remaining 32% were conducted online using nonprobability sample.

Overall, 1,280 interviews were conducted by telephone, including landline (n=290) and cell phone (n=990) dialing. Another N=743 interviews were conducted online.

The telephone sample came from three sources: 1) prescreened sample from the SSRS telephone omnibus based on the screening criteria (respondent race, children in household, and income); 2) Listed Household sample that we believed was likely to meet the criteria of being an Indigenous parent/caregiver of children under 18; and 3) snowball, or referral sample for the Indigenous group only.

## — SURVEY METHODOLOGY

All Indigenous respondents – across all sample sources: prescreened omnibus sample, online probability sample, online non-probability panel sample, and listed sample – were asked to provide up to three referral names and contact information of people they knew and who they believed would meet the study criteria. The snowball sample approach yielded a total of 10 interviews.

Below is a breakdown of the interviews by sample type.

### Sample design continued.

	Total Interviews	Total Phone Interviews	Total Prob Panel Interviews	Total Non-Prob Panel Interviews
<b>Total</b>	<b>2023</b>	<b>1280</b>	<b>106</b>	<b>637</b>
Black	400	370	25	5
Latino	400	368	0	32
AAPI	417	77	61	279
Indigenous	406	77	19	310
White	400	388	1	11

## — SURVEY METHODOLOGY

### **Survey instrument and fielding process.**

PerryUndem developed the questionnaire in consultation with the SSRS project team. Extensive checking of the program was conducted to ensure that the design of the questionnaire was followed. For the web survey, the program was checked via desktop computer as well as other mobile devices to ensure consistent visualization across devices.

The phone portion of the survey took approximately 27 minutes to complete, and the self-administered online survey took approximately 11 minutes to complete.

A pretest was conducted from October 10 through October 13, 2020. A total of 174 interviews were collected during the pretest (38 phone interviews/136 probability and non-probability panel interviews). These pretest interviews were included in the final sample.

At the conclusion of the pretest, survey data was carefully checked for accuracy and completeness to ensure that any issues could be identified and resolved prior to the full launch. The full launch of the project resumed on October 29 and data collection was conducted until December 7, 2020.

## **Survey languages.**

The survey was offered in English, as well as Spanish, Chinese, Korean, and Vietnamese.

In total, 65 interviews were completed in Spanish and the remaining interviews were completed in English. No interviews were conducted in Chinese, Korean, or Vietnamese.

## **Snowball sample for Indigenous respondents.**

To reach our overall target of Indigenous parents/caregivers, the use of snowball sample was employed. The snowball approach asked Indigenous respondents to provide up to three referral names and the contact information of people that they know and who they believe would meet the study criteria of being Indigenous and the parent/caregiver of children under 18.

Respondents were offered an incentive of \$25 for a referral that qualified and completed the survey. The referral was also offered an incentive of \$25. This approach garnered a total of 107 additional contacts. On November 25, the snowball sample program was launched. This resulted in 10 Indigenous interviews.

## **Weighting information.**

Data was weighted to represent parents of children ages 0 to 17. The data was weighted by first applying a base weight then balancing the demographic profile of the sample to target population parameters. Several different sample sources were used to fill quotas by race and poverty status.

Adjustments for each respondent are then calculated as the reciprocal of the estimated response propensity found from the model.

## **Weighting information continued.**

The first step in weighting was the application of a base weight. Interviews from the SSRS Probability Panel were assigned the base weight from the panel. These original base weights were computed differently depending on the recruitment method used. Panelists recruited via the SSRS Omnibus were assigned the original Omnibus base weight and panelists recruited via ABS were assigned a base weight that accounts for the disproportionately-stratified ABS sample design and the number of adults in each household.

Omnibus recruits, whether from probability panel or pre-recruited from Omnibus, were assigned the base weight computed when the original Omnibus interview was conducted. This base weight accounts for different probabilities of respondent selection based on phone use, household composition, and the relative sizes of the landline and cell samples and frames.

The non-probability panel, the listed sample, and the snowball sample base weights were equal to one. The base weights were then standardized to sum to the number of interviews from each sample type.

## **Weighting information continued.**

In addition to the base weight, a non-Internet Adjustment (NIA) was made to the data. For this adjustment, SSRS applies a propensity score to model non-Internet households so that estimates can be projectable to the full U.S. population and not just Internet users. Propensity scores were estimated by fitting a regression of the panel response status on a range of demographic and attitudinal covariates. Adjustments for each respondent are then calculated as the reciprocal of the estimated response propensity found from the model.

Each of the five race groups was raked separately using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure.

The dimensions used in the rakings were sex, age, education, census region, and poverty status. For the Hispanic and AAPI samples, an additional weighting dimension was country of origin. The AAPI sample additionally weighted on nativity. Benchmark distributions were obtained from the 2018 American Community Survey data (ACS).

## Margin of error.

The margin of sampling error for the survey was:

- AAPI parents +/- 6.6 percentage points;
- Black parents: +/- 8.2 percentage points;
- Indigenous parents: +/- 6.7 percentage points;
- Latino parents: +/- 6.8 percentage points; and
- White parents: +/- 7.3 percentage points.

## — QUALITATIVE RESEARCH

### **Focus groups and one-on-one interviews to inform the survey.**

Before fielding the survey, we conducted extensive qualitative research to help inform the survey design.

With all five audiences, we held one-on-one-interviews and focus groups to better understand how parents talk about their own lives, their challenges raising children, and what supports make having a family easier.

The research was conducted in locations across the country with lower-income parents (<250% FPL), and service providers who work with families, in seven languages. This work took place between February 2019 and January 2020. We also held one-on-one interviews with parents during the COVID pandemic (mid-2020).

The next slide provides more specifics on this research.

## — QUALITATIVE RESEARCH

### Research methods

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37 interviews with parents (<250% FPL) (February-March 2019; April-September 2020)

30 focus groups with parents (<250% FPL) (April-November 2019)

5 focus groups with service providers working with families (December 2019-January 2020)

### Topics covered

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Parents' optimism about their children's future

Feelings about parenting

Perceptions of inequity in America

Feelings about their neighborhoods / communities

Factors that impact children's ability to thrive

Challenges their children will likely experience

Positive experiences their children will likely have

Worries about children experiencing discrimination

Parents' experiences with discrimination

How discrimination has impacted parents' opportunities

What enables families to thrive

### Study participants

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*Most have incomes <250% FPL (about \$54,000 for a family of three):*

Alaska Native parents

Arab parents

Black parents

Chinese parents

Indian parents

Indigenous parents

Korean parents

Latino parents

LGBTQ parents

Native Hawaiian parents

Southeast Asian parents

Vietnamese parents

White parents

*All participants were compensated for their participation.*

### Research conducted in...

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Arabic

Cantonese

English

Korean

Mandarin

Spanish

Vietnamese

### Study locations

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*In-person interviews and focus groups conducted in...*

Albuquerque, NM

Anchorage, AK

Bismarck, ND

Buffalo, NY

Colorado Springs, CO

Fresno, CA

Honolulu, HI

Houston, TX

Irvine, CA

Newark, NJ

New York, NY

Pearl, MS

San Francisco, CA

Savannah, GA

Seattle, WA

Tulsa, OK

*During COVID-19, 21 online interviews have been conducted with low-income parents living in cities, suburbs, small towns, and rural areas in...*

Arizona, California, Colorado, Florida, Illinois, Louisiana, Michigan, New Jersey, New York, Ohio, and Texas

**For more information or  
further details about this  
project, visit  
EveryFamilyForward.org.**