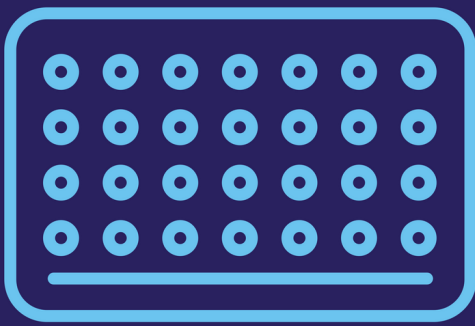




POWER
TO DECIDE

Youth Reproductive Health Access (YouR HeAlth) Survey

METHODOLOGY
SUPPLEMENT



Ipsos KnowledgePanel® Methodology

KnowledgePanel provides probability-based samples with an “organic” representation of the study population for measurement of public opinions, attitudes, and behaviors. The panel was first developed in 1999 by Knowledge Networks, an Ipsos company. Panel members are randomly selected so that survey results can properly represent the U.S. population with a measurable level of accuracy and a calculable response rate, features that are not obtainable from nonprobability or opt-in online panels (for comparisons of results from probability versus nonprobability methods, see MacInnis et al., 2018ⁱ and Yeager et al., 2011ⁱⁱ).

KnowledgePanel’s recruitment process was originally based exclusively on a national random digit dialing sampling methodology. In 2009, in light of the growing proportion of cellphone-only households, Ipsos migrated to an address-based sampling (ABS) recruitment methodology via the U.S. Postal Service’s Delivery Sequence File.ⁱⁱⁱ ABS not only improves population coverage, but also provides a more effective means for recruiting hard-to-reach individuals, such as cellphone-only households, non-internet households, young adults, and persons of color. Households without an internet connection are provided with a web-enabled device and free internet service.

After initially accepting the invitation to join the panel, participants are asked to complete a short demographic survey (the initial Core Profile Survey); answers to this survey allow efficient panel sampling and weighting for future surveys. Upon completing the Core Profile Survey, participants become active panel members. All panel members are provided privacy and confidentiality protections.

Adults from sampled households are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter. Moreover, telephone refusal-conversion calls are made to nonresponding households for which a telephone number could be matched to a physical address. Invited households can join the panel by:

- Completing and mailing back a paper form in a postage-paid envelope
- Calling a toll-free hotline phone number maintained by Ipsos
- Going to a designated Ipsos website and completing the recruitment form online

Household Member Recruitment

During the initial recruitment survey, all household members are enumerated. Following enumeration, attempts are made to recruit every household member who is at least 13 years old to participate in KnowledgePanel surveys. For household members aged 13 to 17, consent is

collected from the parents or the legal guardian during the initial recruitment interview. No direct communication with teenagers is attempted before obtaining parental consent.

Survey Sampling from KnowledgePanel

Once panel members are recruited and profiled by completing our Core Profile Survey, they become eligible for selection for client surveys. Typically, specific survey samples are based on an equal probability selection method (EPSEM) for general population surveys. Customized stratified random sampling based on “profile” data can also be implemented as required by the study design. Profile data can also be used when a survey calls for pre-screening—that is, members are drawn from a subsample of the panel, such as females, Republicans, grocery shoppers, etc. (This can reduce screening costs, particularly for lower incidence subgroups.) In such cases, we ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the population distributions.

As detailed above, significant resources and infrastructure are devoted to the recruitment process for KnowledgePanel so that our active panel members can properly represent the adult population of the U.S. This representation is achieved not only with respect to a broad set of geodemographic indicators, but also for hard-to-reach adults (such as those without Internet access or Spanish-language-dominant Hispanics) who are recruited in proper proportions. Consequently, the raw distribution of KnowledgePanel mirrors that of the U.S. adults fairly closely, barring occasional disparities that emerge for certain subgroups due to differential recruitment and attrition.

For selection of general population samples from KnowledgePanel, a patented methodology has been developed such that samples from the panel behave as EPSEM samples. Briefly, this methodology starts by weighting the pool of active members to the geodemographic benchmarks secured from a combination of the U.S. Census Bureau’s American Community Survey (ACS) and the latest March supplement of the U.S. Census Bureau’s Current Population Survey (CPS) along several dimensions. Typically, the geodemographic dimensions used for weighting the entire KnowledgePanel include the following dimensions, with additional nesting of dimensions as well:

- Gender (Male/Female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)

- Household income (under \$10k, \$10K to <\$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K to <\$100k, \$100K to <\$150k, and \$150K+)
- Home ownership status (Own, Rent/Other)
- Household size (1, 2, 3, 4+)
- Metropolitan Area (Yes, No)
- Hispanic Origin (Mexican, Puerto Rican, Cuban, Other, Non-Hispanic)
- Language Dominance (non-Hispanic and English Dominant, Bilingual, and Spanish Dominant Hispanic) when survey is administered in both English and Spanish

Using the resulting weights as measures of size, a probability-proportional-to-size (PPS) procedure is used to select study specific samples. It is the application of this PPS methodology with the imposed size measures that produces demographically balanced and representative samples that behave as EPSEM. Moreover, in instances where a study design requires any form of oversampling of certain subgroups, such departures from an EPSEM design are accounted for by adjusting the design weights in reference to the Census benchmarks for the population of interest.

Survey Administration

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to complete. This email notification contains a link that sends them to the survey. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

Typically, after three days, automatic email reminders are sent to all non-responding panel members in the sample. Additional email reminders are sent and custom reminder schedules are set up as needed. To assist panel members with their survey taking, each individual has a personalized member portal listing all assigned surveys that have yet to be completed.

Ipsos also operates an ongoing modest incentive program to encourage participation and create member loyalty. The incentive program includes special raffles and sweepstakes with both cash rewards and other prizes to be won. On average, panel members complete three to four surveys per month with durations of about 10 to 15 minutes per survey. An additional incentive is usually provided for longer surveys.

Limitations of the Design and Data Collection

All forms of public opinion research are subject to unmeasured error that cannot be eliminated. When a probability-based panel like KnowledgePanel is used, Ipsos employs the total survey error approach to identify and minimize error due to coverage error, sampling error, nonresponse error, measurement error, and data processing and editing error. Coverage error is addressed in our KnowledgePanel recruitment strategies. Sampling error

is addressed in recruitment and at the time of sample selection for each study. Nonresponse error is reduced in recruitment, study sampling, panel management strategies (including communication, incentive, and retention protocols), and weighting of the final data. These strategies support the computation of sampling error to estimate the extent to which the results from the sample might differ from population values. To reduce measurement error, our research staff evaluates questionnaires in terms of item flow, wording, and response formats to provide respondent- friendly surveys and elicit high-quality data. Additionally, we conduct a quality control review of data processing steps and any data cleaning to minimize errors.

ⁱ MacInnis, B., Krosnick, J., Ho, A., and M. Cho (2018). "The Accuracy of Measurements with Probability and Nonprobability Survey Samples: Replication and Extension." *Public Opinion Quarterly*, Winter 2018.

ⁱⁱ Yeager, D., Krosnick, J., Chang, L., Javitz, H., Levendusky, M., Simper, A. and R. Wang (2011). "Comparing the Accuracy of RDD Telephone Surveys and Internet Surveys Conducted With Probability and Non-Probability Samples." *Public Opinion Quarterly*, Winter 2011.

ⁱⁱⁱ Fahimi, M. and D. Kulp (2009). "Address-Based Sampling – Alternatives for Surveys That Require Contacts with Representative Samples of Households." *Quirk's Marketing Research Review*, May 2009.

Appendix C: Weighting Benchmark Distributions

Age 15-29 Female Population Benchmarks

Source: CPS 2024

Age	15-17	18-29 Black	18-29 Non- Black	Total
15-17	100	0	0	20.88
18-20	0	24.03	22.95	18.31
21-23	0	26.56	25.15	20.09
24-26	0	22.99	26.39	20.4
27-29	0	26.43	25.51	20.31

Qualified Respondents

Trimmed and scaled
by: weight_all

15-17	18-29 Black	18-29 Non- Black	Total
100	0	0	20.9
0	23.89	22.91	18.26
0	26.57	25.15	20.09
0	23.05	26.4	20.41
0	26.5	25.54	20.33

Race/Ethnicity	15-17	18-29 Black	18-29 Non- Black	Total
White, Non-Hispanic	50.12	0	61.8	50.72
Black, Non-Hispanic	13.11	80.99	0	14.05
Other, Non-Hispanic	6.44	0	9.48	7.52
Hispanic	26.34	8.06	27.2	24.35
2+ Races, Non-Hispanic	3.98	10.95	1.53	3.36

15-17	18-29 Black	18-29 Non- Black	Total
50.12	0	61.85	50.77
13.11	80.93	0	14.03
6.33	0	8.03	6.55
26.45	8.08	27.14	24.33
3.99	10.99	2.98	4.31

Education	15-17	18-29 Black	18-29 Non- Black	Total
15-17	100	0	0	20.88
18-29 HS or less	0	42.26	36.96	29.98
18-29 Some college	0	34.69	33.54	26.7
18-29 Bachelor or higher	0	23.06	29.5	22.44

15-17	18-29 Black	18-29 Non- Black	Total
100	0	0	20.9
0	42.16	36.94	29.95
0	34.73	33.52	26.68
0	23.11	29.53	22.46

Region	15-17	18-29 Black	18-29 Non- Black	Total
Northeast	17.36	17.22	16.9	17.04
Midwest	20.6	16.96	20.43	19.98
South	39.17	53.98	36.16	39.28
West	22.88	11.84	26.52	23.71

15-17	18-29 Black	18-29 Non- Black	Total
17.36	17.07	16.92	17.03
20.6	17.01	20.45	20
39.17	54.05	36.2	39.31
22.88	11.87	26.44	23.66

Metro Status	15-17	18-29 Black	18-29 Non- Black	Total
Non-metro	12.94	7.68	12.64	12.01
Metropolitan	87.06	92.32	87.36	87.99

15-17	18-29 Black	18-29 Non- Black	Total
12.94	7.7	12.65	12.02
87.06	92.3	87.35	87.98

Income	15-17	18-29 Black	18-29 Non- Black	Total
Under \$25,000	7.35	13.41	6.93	7.92
\$25,000- \$49,999	13.5	19.31	13.73	14.46
\$50,000- \$74,999	14.01	18.35	15.08	15.31
\$75,000 and \$99,999	10.52	13.55	14	13.21
\$100,000 and \$149,999	18.75	15.56	20.54	19.47
\$150,000 and above	35.87	19.83	29.71	29.62

15-17	18-29 Black	18-29 Non- Black	Total
8.65	13.45	6.94	8.2
12.2	19.36	13.74	14.2
14.01	18.39	15.1	15.33
10.52	13.58	14.02	13.23
18.75	14.46	20.55	19.32
35.87	20.77	29.65	29.71

Age 15-17 Female Population Benchmarks

Source: CPS 2024

Age	Frequency	Percent
15	2129000	31.69
16	2352895	35.02
17	2237174	33.3

Race/Ethnicity	Frequency	Percent
White, Non-Hispanic	3367629	50.12
Black, Non-Hispanic	880679.4	13.11
Other, Non-Hispanic	433026.7	6.44
Hispanic	1770113	26.34
2+ Races, Non-Hispanic	267621.4	3.98

Region	Frequency	Percent
Northeast	1166259	17.36
Midwest	1383806	20.6
South	2631798	39.17
West	1537207	22.88

Metro Status	Frequency	Percent
Non-metro	869398.9	12.94
Metropolitan	5849671	87.06

Household Income	Frequency	Percent
Under \$49,000	1400808	20.85
\$50,000-\$74,999	941041.5	14.01
\$75,000 and \$99,999	706971.8	10.52
\$100,000 and \$149,999	1260145	18.75
\$150,000 and above	2410104	35.87

Total Age 15-17 Respondents

Weighted by:
weight_teen

Frequency	Percent
121.0403	31.69
133.7694	35.02
127.1903	33.3

Frequency	Percent
191.4602	50.12
50.06936	13.11
24.16881	6.33
101.0462	26.45
15.25548	3.99

Frequency	Percent
66.30548	17.36
78.67367	20.6
149.6259	39.17
87.39498	22.88

Frequency	Percent
49.42803	12.94
332.572	87.06

Frequency	Percent
79.64027	20.85
53.50113	14.01
40.19354	10.52
71.64315	18.75
137.0219	35.87

Age 18-29 Female Population Benchmarks

Source: CPS 2024

Age Group	18-29 Black	18-29 Non-Black	Total
18-20	24.03	22.95	23.14
21-23	26.56	25.15	25.39
24-26	22.99	26.39	25.79
27-29	26.43	25.51	25.67

Race/Ethnicity	18-29 Black	18-29 Non-Black	Total
White, Non-Hispanic	0	61.8	50.88
Black, Non-Hispanic	80.99	0	14.31
Other, Non-Hispanic	0	9.48	7.8
Hispanic	8.06	27.2	23.82
2+ Races, Non-Hispanic	10.95	1.53	3.19

Education	18-29 Black	18-29 Non-Black	Total
HS or less	42.26	36.96	37.89
Some college	34.69	33.54	33.74
Bachelor or higher	23.06	29.5	28.36

Region	18-29 Black	18-29 Non-Black	Total
Northeast	17.22	16.9	16.96
Midwest	16.96	20.43	19.81
South	53.98	36.16	39.3
West	11.84	26.52	23.92

Metro Status	18-29 Black	18-29 Non-Black	Total
Non-metro	7.68	12.64	11.76
Metropolitan	92.32	87.36	88.24

Household Income	18-29 Black	18-29 Non-Black	Total
Under \$25,000	13.41	6.93	8.07
\$25,000-\$49,999	19.31	13.73	14.71

Total Age 18-29 Respondents

Weighted by: weight_adult

18-29 Black	18-29 Non-Black	Total
23.89	22.91	23.08
26.57	25.15	25.4
23.05	26.4	25.81
26.5	25.54	25.71

18-29 Black	18-29 Non-Black	Total
0	61.85	50.94
80.93	0	14.28
0	8.03	6.61
8.08	27.14	23.78
10.99	2.98	4.39

18-29 Black	18-29 Non-Black	Total
42.16	36.94	37.86
34.73	33.52	33.74
23.11	29.53	28.4

18-29 Black	18-29 Non-Black	Total
17.07	16.92	16.94
17.01	20.45	19.84
54.05	36.2	39.35
11.87	26.44	23.87

18-29 Black	18-29 Non-Black	Total
7.7	12.65	11.78
92.3	87.35	88.22

18-29 Black	18-29 Non-Black	Total
13.45	6.94	8.08
19.36	13.74	14.73

\$50,000-\$74,999	18.35	15.08	15.66
\$75,000 and \$99,999	13.55	14	13.92
\$100,000 and \$149,999	15.56	20.54	19.66
\$150,000 and above	19.83	29.71	27.97

18.39	15.1	15.68
13.58	14.02	13.94
14.46	20.55	19.47
20.77	29.65	28.09