

Overview:

Breakthrough Research utilizes non-panel Internet recruitment through randomly placed invitations to participate along with proportional quota sampling to achieve a demographically balanced sample of adults based on gender, age, race, and geographic region. No post-stratification weighting is used, as proportional demographic quotas are met in advance of analysis.

Why this approach?

Probability-based Internet surveys generally recruit respondents via random digit dialing (RDD) telephone sampling techniques and then require willing panel members to answer surveys online. Non-probability based Internet surveys tend to recruit random samples of respondents via email.

Breakthrough Research's survey methodology represents a hybrid of these approaches in that invitations to participate are randomly placed before a known portion of a known population of adults in the target region.

This hybrid approach is intended to mitigate the limitations of non-probability sampling (i.e., inability to measure reliability) while also reaching what we believe to be an equally if not more representative sample of respondents.

Considerations that have shaped this approach:

Even as distantly as 2011, only 25% of Floridians and 31% of Americans over age 18 had landline phones. In contrast, greater than 50% of Floridian adults are active Facebook users, 78% report having high-speed Internet access in their homes, and 64% own a smartphone. Approximately 10% of American adults report being smartphone-dependent, meaning that they rely on their phone to access the Internet.

Finally, prior research provides basis for a hybrid sampling approach. Simultaneous and identical survey questionnaires were deployed by probability Internet samples, non-probability Internet samples, and Google Consumer Surveys (which gather data from a variety of randomly-placed ads to participate) demonstrated that the latter method is as accurate, if not more accurate, than traditional online approaches.

Specifics on the April 2015 survey on child sexual abuse:

Breakthrough Research conducted an online survey of 1,033 Floridian adults between April 10 - 16, 2015, for the Lauren's Kids foundation on the topic of child sexual abuse. Respondent recruitment was achieved by randomly placing invitations to participate in front of Internet users. Proportional quotas were then met, as needed, by placing greater frequencies of these invitations in front of random users based on self-reported demographic characteristics. The average margin of sampling error is estimated to be +/- 3.5%.