

## **Community in the Time of Corona Phase 2 Survey Methodology**

ISPU developed the questionnaire for this study and commissioned Qualtrics for the study sampling and fielding. Qualtrics fielded the survey to a non-probability, nationally representative online sample of self-identified American Muslims and of the American general public. Qualtrics samples have been shown to outperform other non-probability samples and to be useful for surveying small subpopulations, such as Muslims<sup>12</sup>. In our analysis, we make comparisons among gender, age, and racial groups. For race comparisons among the Muslim sample, we compared white, Black, Arab, and Asian Muslims. Among the general public, we compared white, Black, and Hispanic Americans. Other racial/ethnic groups were not compared due to small sample sizes. A total of 1,648 surveys were completed. ISPU owns all data and intellectual property related to this study.

Qualtrics fielded the survey of Muslims and the general population from March 22 through April 8, 2021. ISPU programmed the survey into the Qualtrics platform and was reviewed by the Qualtrics project management team. 825 American Muslims completed the survey and 823 from the American general public.

ISPU commissioned Qualtrics to provide nationally representative samples of American Muslims and the general public. For the Muslim sample, demographic quotas were set on age, education, gender, household income, and race/ethnicity using ISPU's [American Muslim Poll](#) data. Not all quotas were achieved, so the data were weighted on age, education, household income, and race/ethnicity. For the general public, demographic quotas were set and achieved on age, gender, and household income to match census estimates.

Qualtrics has been providing online samples for over ten years. Qualtrics partners with over 20 online sample providers to supply a network of diverse, quality respondents to our worldwide client base. The majority of samples come from traditional, actively managed, double-opt-in market research panels. Social media is occasionally also used to gather respondents. Qualtrics maintains the highest quality by strategically selecting sample partners. Sample blend can be replicated across multiple projects when required for reliability. To exclude duplication and ensure validity, Qualtrics checks every IP address and uses unique and sophisticated digital fingerprinting technology that is continuously being improved. In addition, every strategic sample partner uses deduplication technology to provide the most reliable results and retain the integrity of the survey data. The panelists Qualtrics leverages are used for corporate and academic market research only. For hard-to-reach groups, Qualtrics utilizes niche panels brought about through specialized recruitment campaigns. We are able to benefit from our rich partner network to gain access to many hard-to-reach groups. The profiling attributes included

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<sup>1</sup>Zack, E, Kennedy, J., and Long, S. (2019). [Can Nonprobability Samples Be Used for Social Science Research: A Cautionary Tale](#). *Survey Research Methods*, Vol 13, No2, pg 215-227.

<sup>2</sup> Miller, C., Guidry, J. Dahman, B., and Thomson, M. (2020). [A Tale of Two Diverse Qualtrics Samples: Information for Online Survey Researchers](#). American Association for Cancer Research.



in our panels give detailed knowledge of respondents, assisting in reaching niche targets, also regularly adding new specialized panels and working with our partners to increase our reach to difficult targets. Respondents are invited to surveys in various ways. Often, potential respondents are sent an email invitation informing them that the survey is for research purposes only, how long the survey is expected to take, and what incentives are available. Members may unsubscribe at any time. Other times, respondents will see surveys they are likely to qualify for upon signing into a panel portal. Other common invitation methods include in-app notifications and SMS notifications. To avoid self-selection bias, survey invitations do not include specific details about the contents of the survey and are instead kept very general. Respondents will receive an incentive based on the length of the survey, their specific panelist profile, and target acquisition difficulty, amongst other factors. The specific rewards vary and may include cash, airline miles, gift cards, redeemable points, charitable donations, sweepstakes entrance, and vouchers<sup>3</sup>.

We recognize the limitations of using a nonprobability sample in terms of potential bias in the sample due to respondents not being randomly selected. We attempted to mitigate the issue of generalizability by implementing demographics quotes and weights (where needed) to our samples.

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<sup>3</sup> [Qualtrics ESOMAR 28 Questions](#). Qualtrics: 2019.