



AAPOR 72nd Annual Conference  
Embracing Change and Diversity in  
Public Opinion and Social Research



# Remind Me Again?

## Prompting and Reminding to Increase Response Rates

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Methodological Brief



# AAPOR 72nd Annual Conference

## Embracing Change and Diversity in Public Opinion and Social Research



SESSION MODERATOR

**Mary McDougall** | CEO, Survox Inc.





# AAPOR 72nd Annual Conference

## Embracing Change and Diversity in Public Opinion and Social Research



RECAP PRESENTER

**Brian Fowler** | COO, Survox Inc.





## Remind Me Again? Prompting and Reminding to Increase Response Rates

More Harm than Good? An Experimental Approach to Examining the Value of **Evening and Weekend Calls**



Casey A. Easterday  
Project Coordinator

HealthPartners Institute

Examining **Phone Follow-up** Effort in School Recruitment



Yan Wang  
Principal Research Scientist

American Institutes for Research

Assessing The Impact Of **Web Option** For Mothers Of New Children Using The Tailored Design Method.



Kurt Johnson  
CRS Research Manager

RTI International

Investigating the Effects of **Survey Links** on Response Rates



Raeal Moore  
Senior Research Associate

ACT, Inc

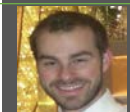
Date Me? An Experimental Examination of Including a **Deadline** on Survey Communications



Rebecca Powell  
Research Survey Methodologist

RTI International

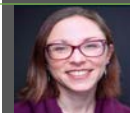
Testing the Impact of the **Type of Mail** Used on Augmenting Response Rates for a Leave-Behind Questionnaire in a Face-to-Face Survey



Daniel Lawrence  
Survey Director

NORC at the University of Chicago

Potential Unintended Consequences of an **Email Reminder** Strategy for a Household Survey with an Address-Based Sample Frame



Cameron McPhee  
Senior Researcher & Methodologist

American Institutes for Research



HealthPartners® Institute

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Casey Easterday

Survey Research Center  
HealthPartners Institute

More Harm than Good?

An Experimental Approach to Examining the  
**Value of Evening and Weekend Calls**

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72<sup>nd</sup> Annual AAPOR Conference  
May 19th, 2017

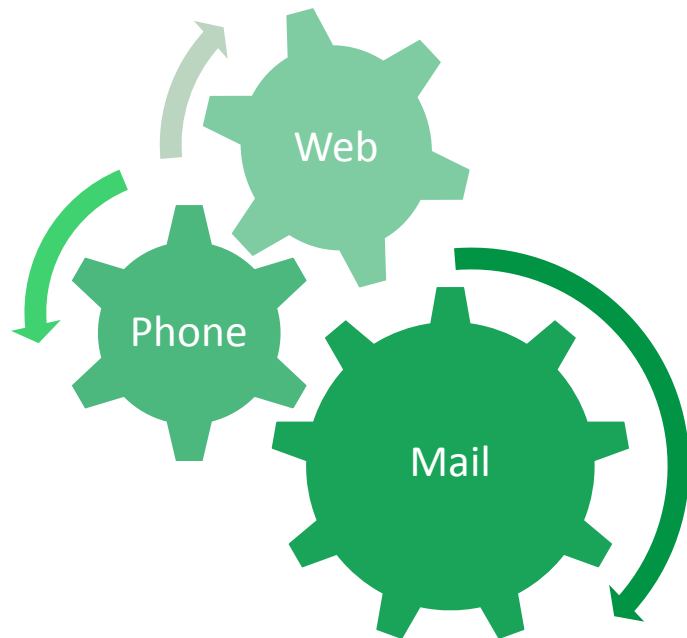
# HealthPartners Survey Research Center

What we do:

- Consult on survey design
- Prospective research
- Direct patient recruitment
- Retrospective research

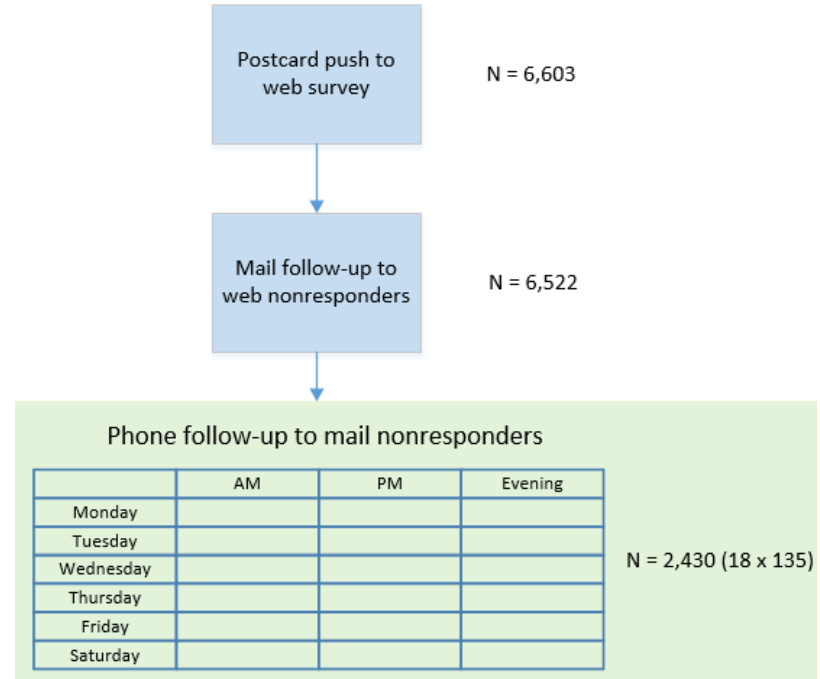
In 2015, we

- Served 40 projects nationally
- Recruited 700 patients
- Made 81,000 outbound calls
- Surveyed in 4 languages



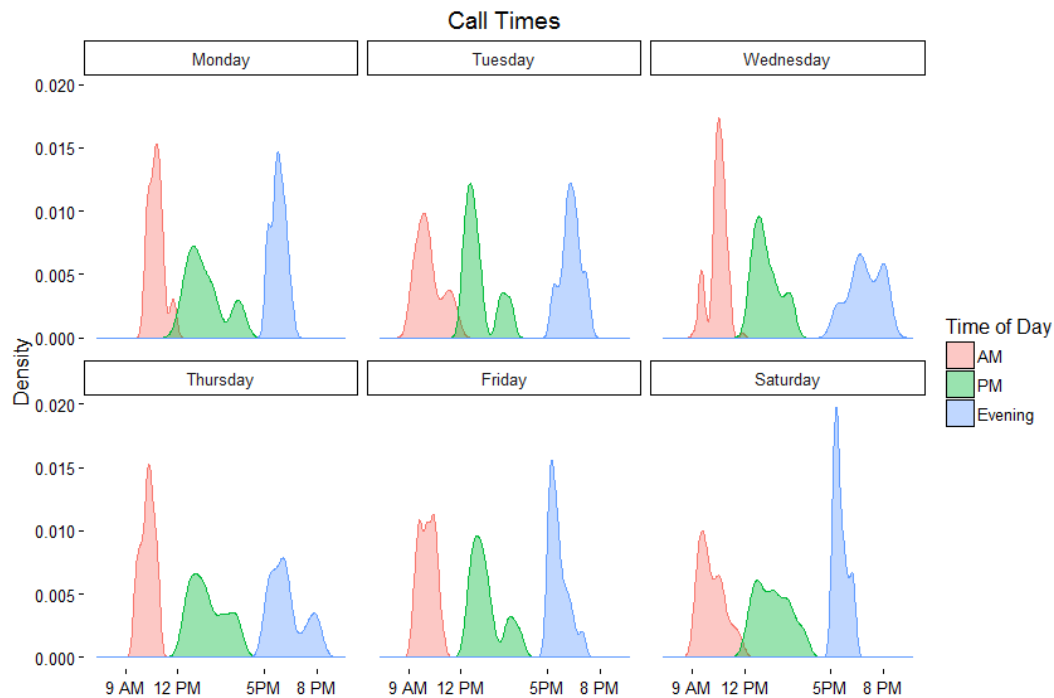
# Methods

- In August 2016, conducted full-factorial experiment
- Geography based sample with landlines in MN and Western WI
- Nonresponders randomized to 1 of 18 treatments for first call

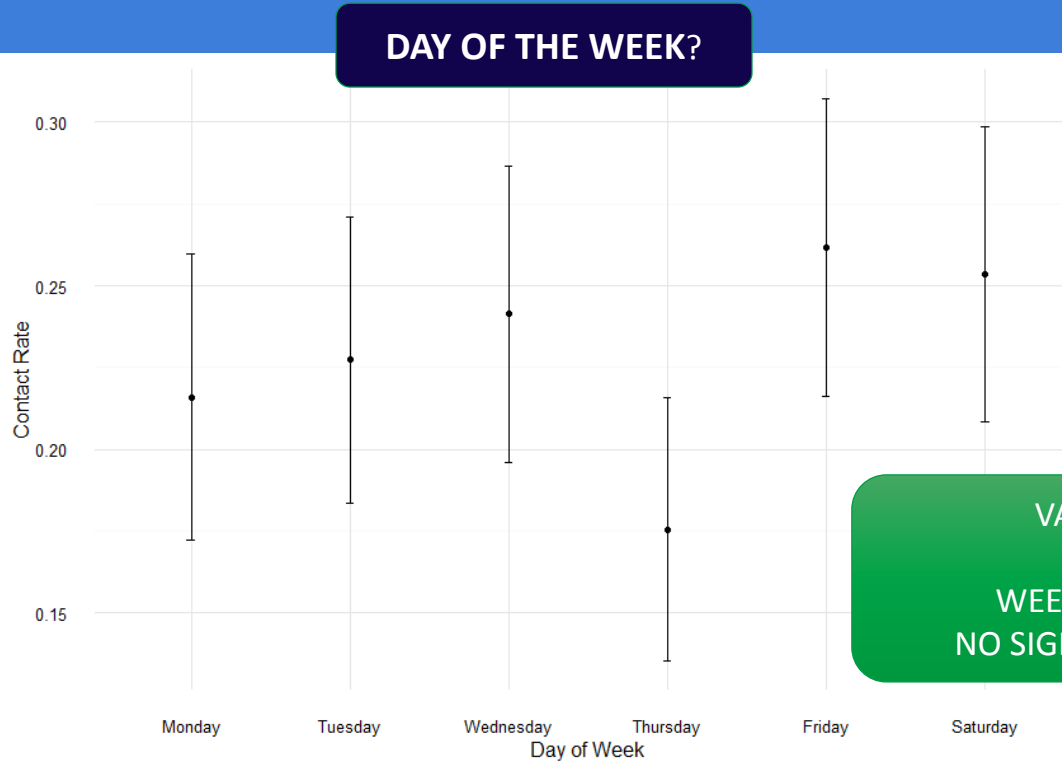




# Methods



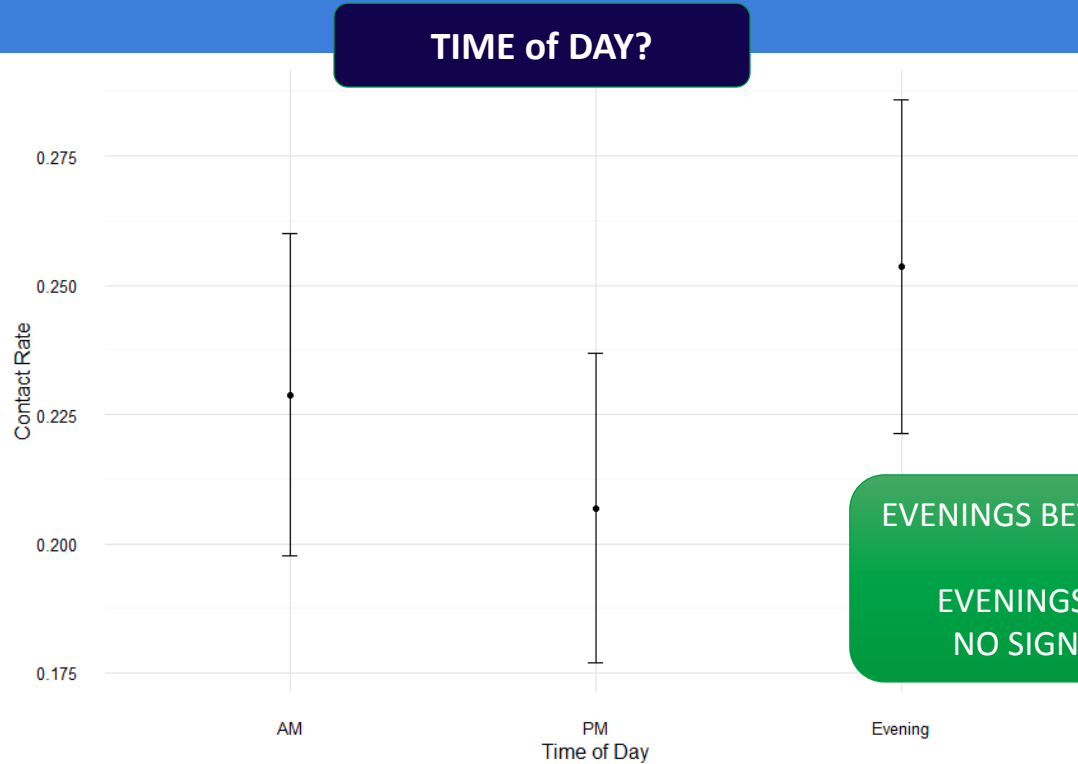
# Results – Contact Rate



VARIATION BY DAY

WEEKDAY vs. WEEKEND  
NO SIGNIFICANT DIFFERENCE

# Results – Contact Rate

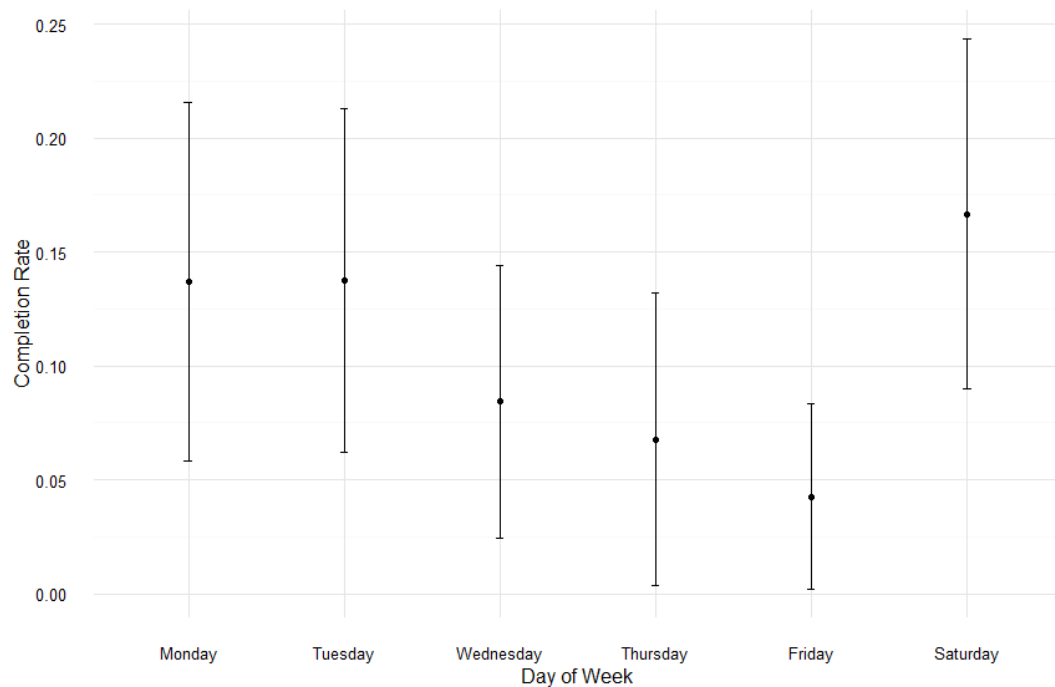


EVENINGS BETTER THAN AFTERNOONS

EVENINGS vs. BUSINESS HOURS  
NO SIGNIFICANT DIFFERENCE



# Results – Completion Rate

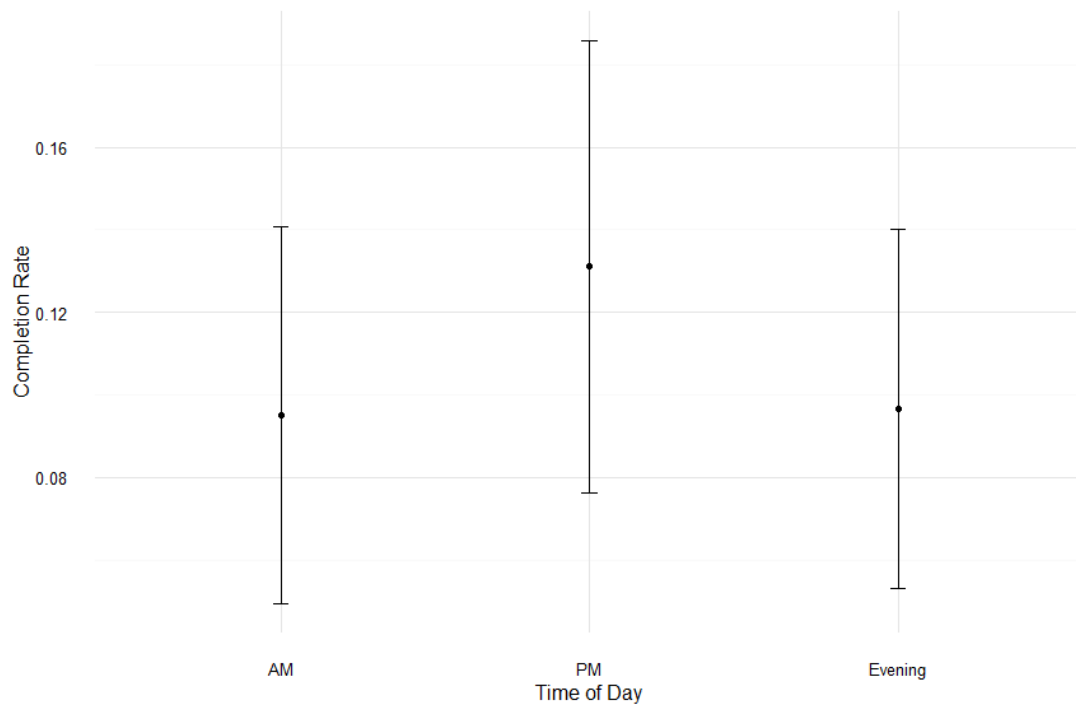


BEST:

1. SATURDAY
2. MONDAY
3. TUESDAY

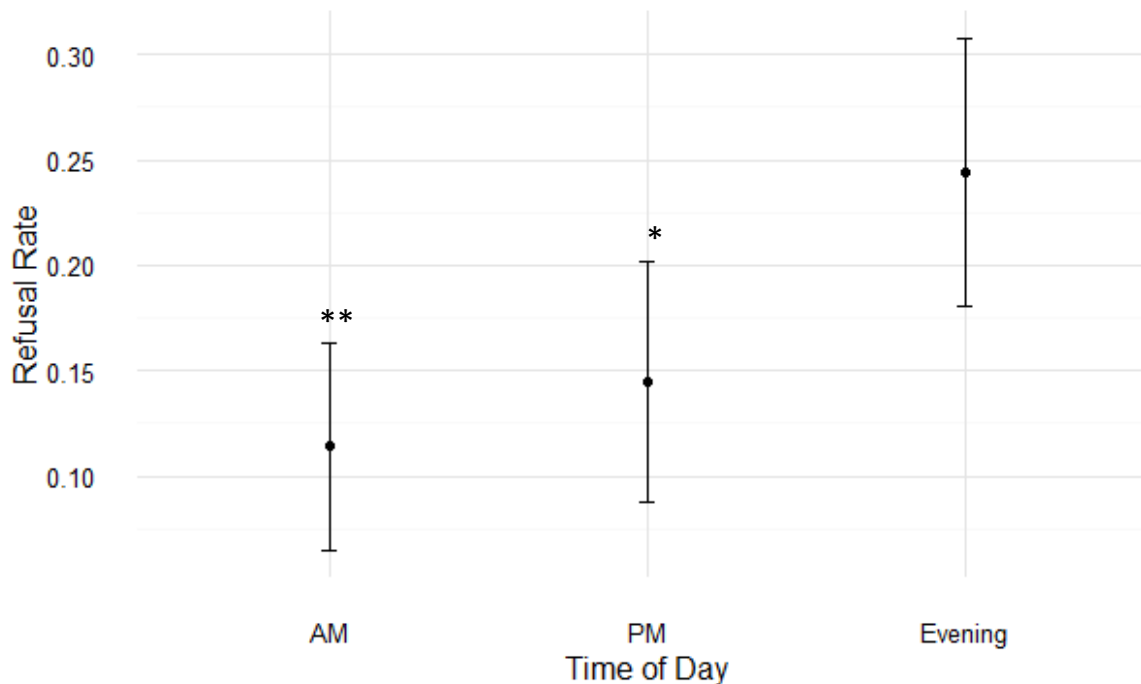


# Results – Completion Rate



AFTERNOON  
CONTACTS HAD  
HIGHEST  
COMPLETION RATES

# Results – Refusal Rate



\*  $p < .05$   
\*\*  $p < .01$

EVENING  
CONTACTS WERE  
LEAST  
COOPERATIVE

# Discussion & Conclusion

- Our results are:
  - Discordant with previous research suggesting Evening and weekend calls improve contact and completion
  - Support previous studies suggesting **greater refusals in evening**
- **Staffing alternative hours may be ineffective** in increasing RR and may actually decrease RR through increase refusals
- Future research to improve generalizability to broader populations and communication methods



HealthPartners® Institute

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Questions?

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[Jeanette.Y.Ziegenfuss@HealthPartners.com](mailto:Jeanette.Y.Ziegenfuss@HealthPartners.com)



# Examining Phone Follow-up Effort in School Recruitment

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Yan Wang and Corey Sinser  
American Institutes for Research

# ED School Climate Surveys (EDSCLS)

- 2013 White House initiative to provide schools, districts, and states with reliable, actionable data on school climate
- EDSCLS: a free-to-use open source school climate measurement and reporting system
  - **Consists of four surveys:**
    - » Students in grades 5-12
    - » Parents
    - » Instructional staff
    - » Noninstructional staff (including principals)
  - **Covers 3 domains:**
    - » Engagement
    - » Safety
    - » Environment



Recruitment effort was done in 2016-17 to create a baseline

# Recruitment Practices and Concerns

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- Most school-based surveys start recruitment before the beginning of the school year in which they hope to collect data
  - Accommodate calendar planning, testing schedules, vacation breaks, et cetera
- NCES's Principal Attrition and Mobility report in 2014 shows that roughly 22% of public school principals left their schools in a one-year follow-up
  - Rates were even higher for public charter schools, compared to traditional public schools
  - Makes it difficult to maintain rapport and continue conversations about survey participation, with a newly installed principal

Timing of recruitment was key due to seasonality of school year and high principal attrition

# Research Questions

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- 1) Is late **spring** or early **fall** a better period of time in which to recruit schools?
- 2) **How many times** should one attempt to call schools to gauge interest in survey participation?
- 3) Regarding **effort** needed for a successful recruitment, are there any differences among particular **school types**?

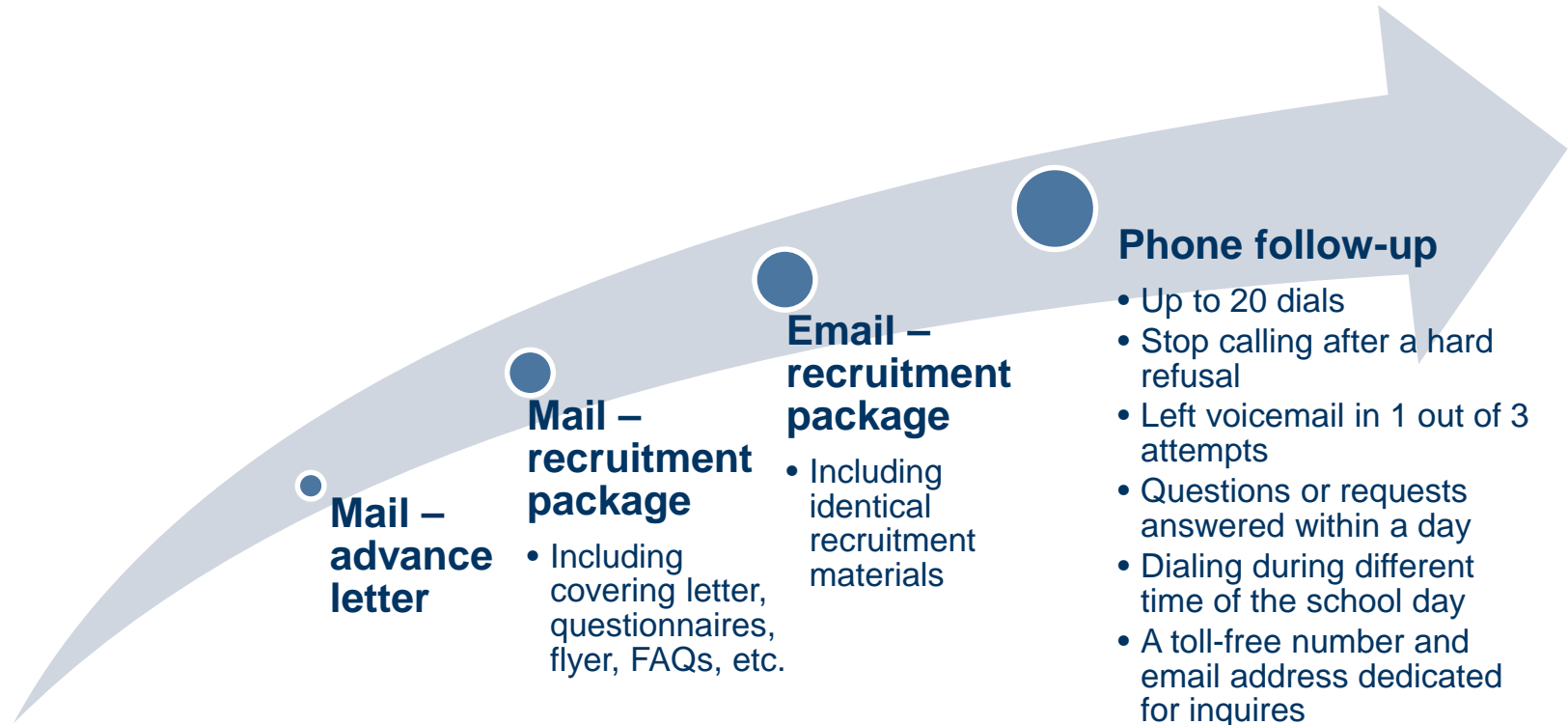
# Recruitment Stages

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1. Data collection in **spring 2017**
2. **1000** schools sampled, with assumption of 50% school participation rate
3. Sampled schools randomly divided into **two batches** – 700 vs. 300
  - If a participation of 70% could be achieved, the second batch would not need to be released, thus reducing cost and burden
4. Roughly 590 schools contacted in late spring of 2016 after removal of out-of-scope schools and schools in special districts
5. An additional 230 schools were added in the second batch, for a total of approximately **700** schools in active recruitment in the early **fall of 2016**
  - Including schools from approved districts and excluding schools that had made a decision

# Recruitment Methods

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# Call Results

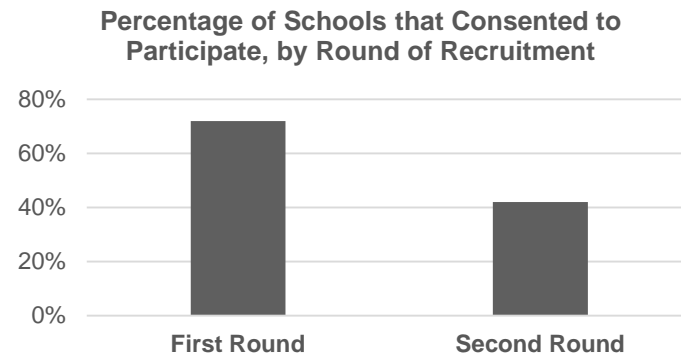
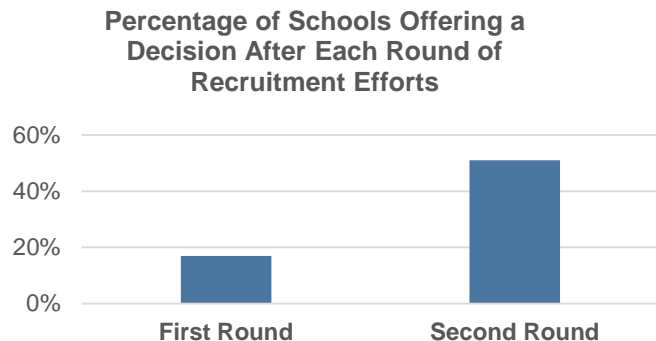
Similar results between Spring & Fall starts

- First Round – late spring/early summer
  - 44% calls were picked up
    - » 12% Principal not available
    - » 15% Scheduled call back
    - » 17% Left message
  - 56% were not
    - » 28% Answering machine
    - » 23% No answer
    - » 4% Phone busy
    - » 1% Other (e.g., number stopped working)
  - Average attempts: 13
- Second Round – late summer/early fall
  - 48% calls were picked up
    - » 16% Principal not available
    - » 15% Scheduled call back
    - » 17% Left message
  - 56% were not
    - » 25% Answering machine
    - » 13% No answers
    - » 12% Phone busy
    - » 2% Other
  - Average attempts: 10

# School Responses

Higher cooperation rate in first contact.  
The longer it took for a decision, the less likely to participate.

- After two rounds of recruitment, 51% of the total 820 schools offered a decision, with only 17% doing so after the first round
- Among the schools that provided us with a decision, **72%** agreed to participate after the first round, with the percentage decreasing to **42%** after two rounds
- Overall participation rate after two rounds of recruitment: **20%**

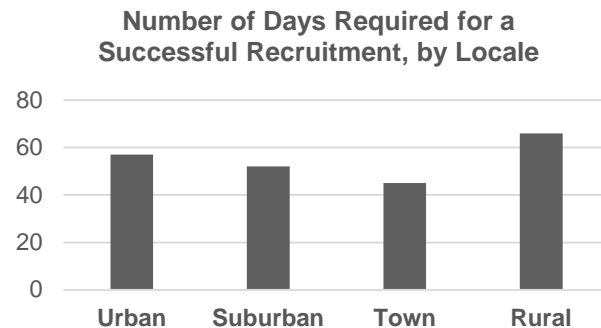
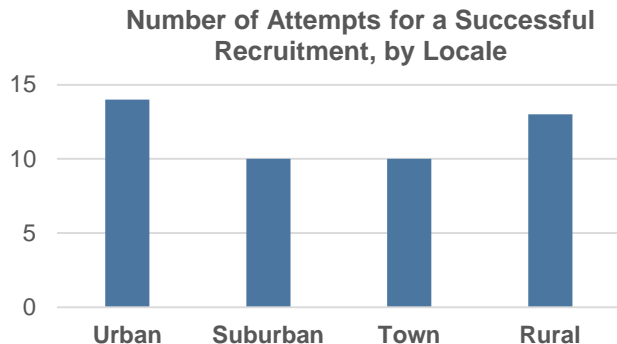




# School Responses

Less effort required to recruit  
Suburban & Town

- On average, it took 59 days, and 12 follow-up call attempts to recruit a participating school
- It took more attempts and a longer period to recruit rural schools, and fewer attempts to recruit urban/suburban schools



Make it simple. Start Early. Keep Trying.

## Lessons Learned

- It is exceedingly **difficult to reach a likely decision-maker** at the school (most likely principal), due to the busy nature of school days.
- **Minimizing study burden** for schools is the key.
- **Highlighting direct benefits** for schools is necessary - e.g. school data, reports, incentives.
- Recruitment needs to **start early**, and allow enough time for schools to make a decision. At least one **additional round** of recruitment should be planned for the beginning of the data collection school year.
- Our results also show that **rural, small schools, in smaller districts**, with more students eligible for FRPL are **more likely to participate**.
  - Schools with limited resources are the target users of the EDSCLS platform

# Thank You!

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1000 Thomas Jefferson Street NW  
Washington, DC 20007-3835  
General Information: 202-403-5000  
www.air.org

# Assessing the Impact of Web Option for Mothers of New Children Using the Tailored Design Method

Kurt Johnson, Ph.D. – RTI International

Michelle Menegay, MPH – Ohio Colleges of Medicine  
Government Resource Center

## Effectiveness of Multi-Modal Methodologies

# The Tailored Design Method and Push-to-Web

**The purpose of this study is to examine how the Push-to-Web methodology may benefit a traditional TDM Survey.**

- A significant amount of research has been done on the use of the web option in multi-modal data collection.
- The traditional **Tailored Design Method (TDM)** relies on multiple points of contact over a predetermined period of time. In most cases this includes up to 4 mail contacts, with a final alternative mode contact over the course of roughly 6 to 8 weeks.
- Dillman et al. (2017) have recently been suggesting that a **Push-to-Web** methodology may be a more cost-effective means of collecting self-administered (SA) data with some populations.
- **Concerns for Push-to-Web center around the profile of respondents that are more likely to complete surveys via the web, as well as the overall impact on survey response rates.**

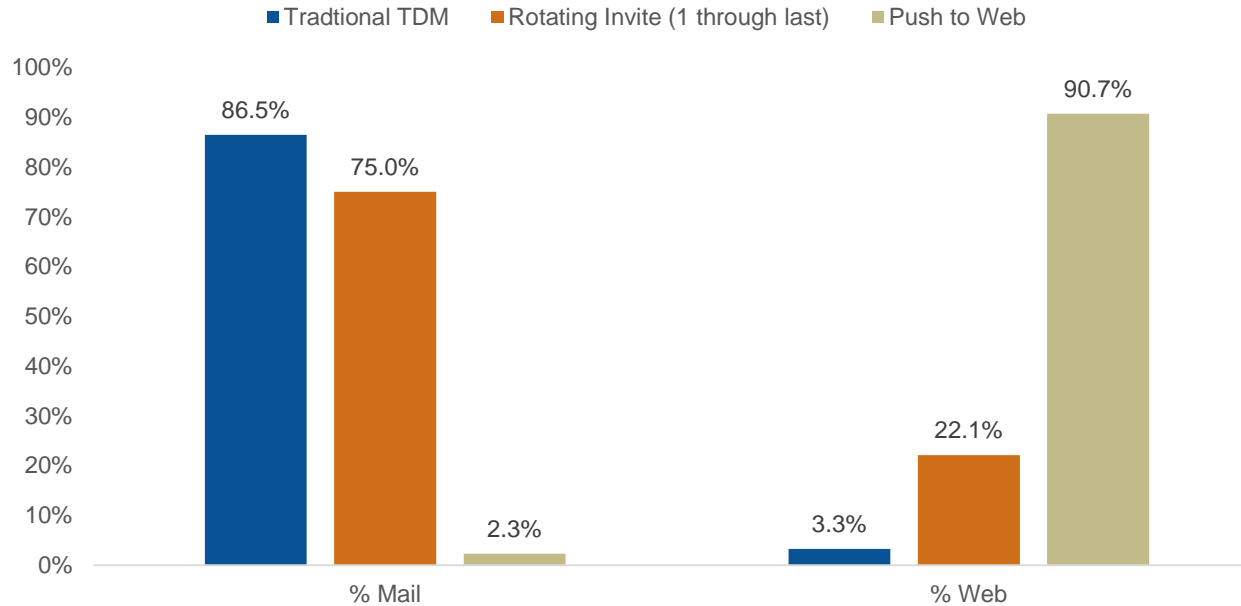
# Ohio Pregnancy Assessment Survey (OPAS)

- Our data comes from the State of Ohio's Pregnancy Assessment Survey (OPAS).
- The CDC's PRAMS Survey has informed the direction of this research.
  - PRAMS **combines** a traditional **Tailored Design Methodology** with an **invitation to complete the survey via the internet**; this invitation is delivered during the last self-administered contact.
- Similar in content and approach to PRAMS, the OPAS uses birth records to create a survey **sample consisting of mothers with recent births** in the state of Ohio.

# Ohio Pregnancy Assessment Survey (OPAS)

- To encourage Push-to-Web with recent mothers, we created **three broad treatments** for delivering the invitation to participate online:
  - 1) **Traditional TDM** – The invitation to complete the web survey was included with the final contact of the mail survey.
  - 2) **Varied Invitation to Web** – The invitation was systematically rotated across each mail survey contact.
  - 3) **Push-to-Web** – The initial invitation **consisted of** letters **encouraging participants** to complete the survey online. Subsequently two mail survey contacts were made after the invite to web.
- At initial invite, regardless of treatment, participants were provided an initial incentive of \$1.
- All treatments had a phone non-response follow-up. These data are not reported in this presentation.

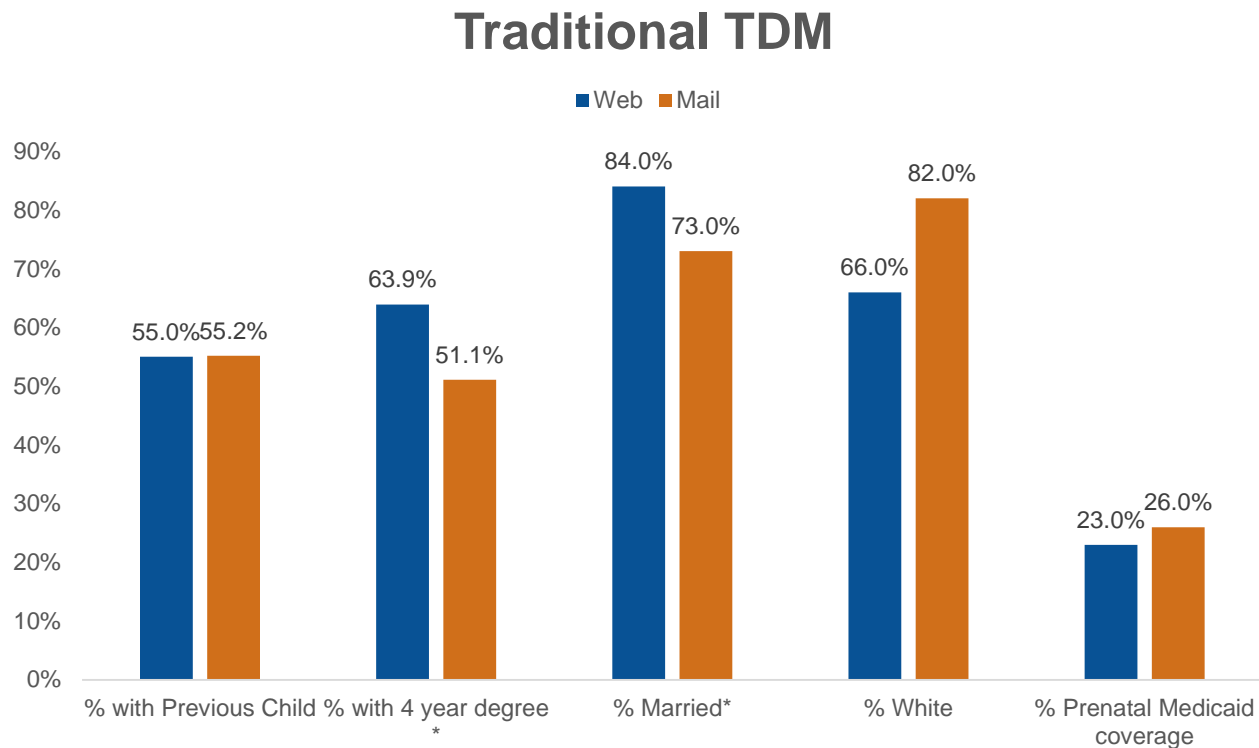
## Self-Administred Response by Mode by Treatment



Web had higher participation from Push-to-Web group  
Mail was preferred in other two methods.

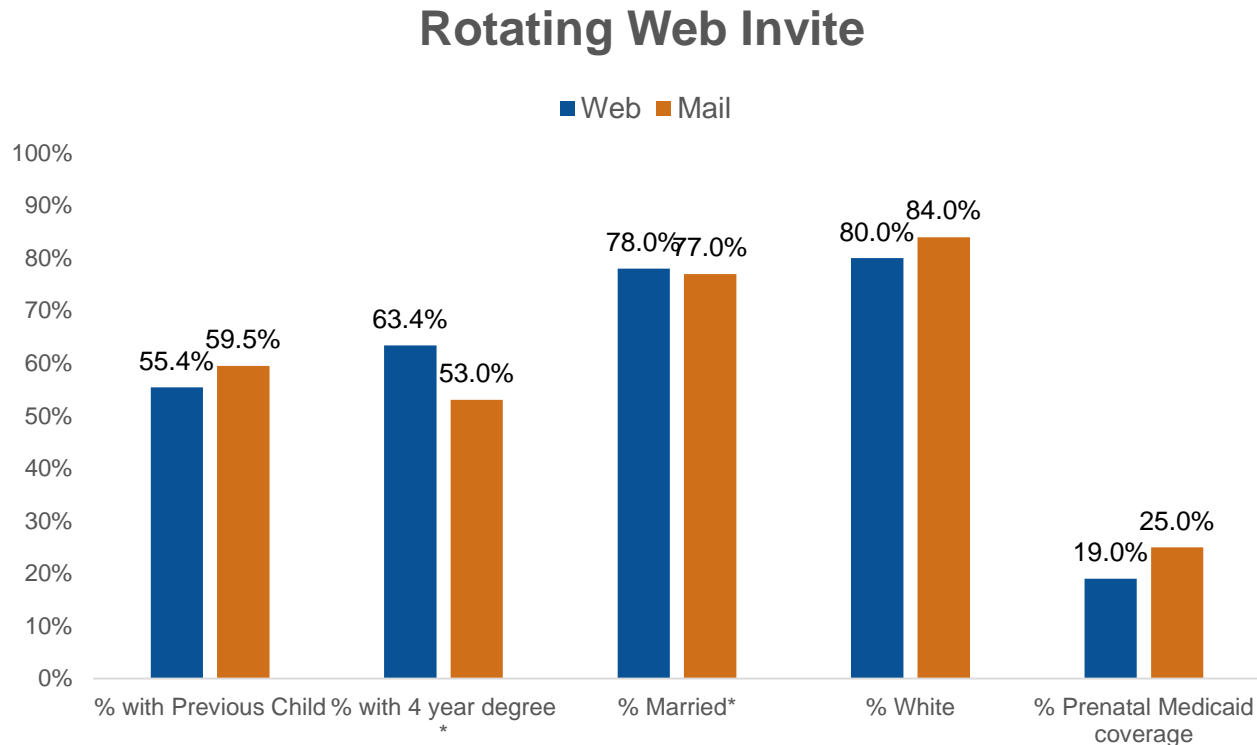


# Respondent Characteristics by Mode (TDM)



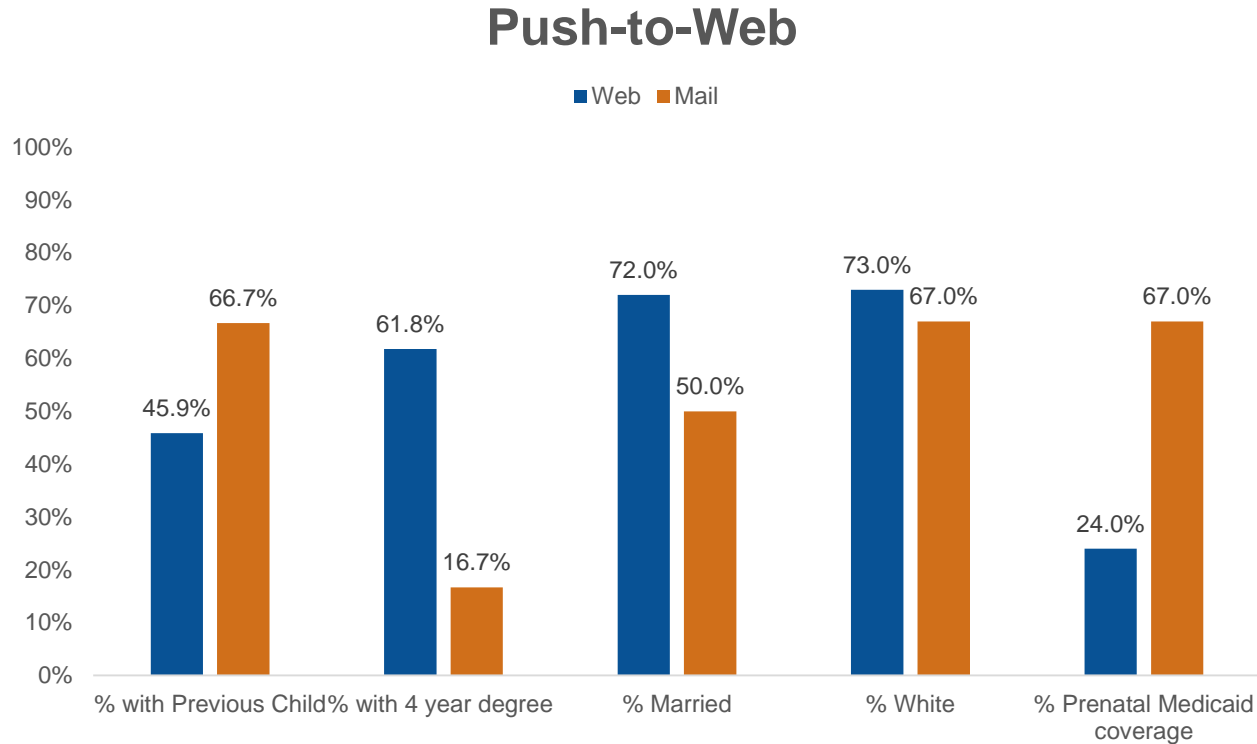
Web preferred by Married and those with Children  
Mail preferred by Whites

# Respondent Characteristics (Rotating Invite)



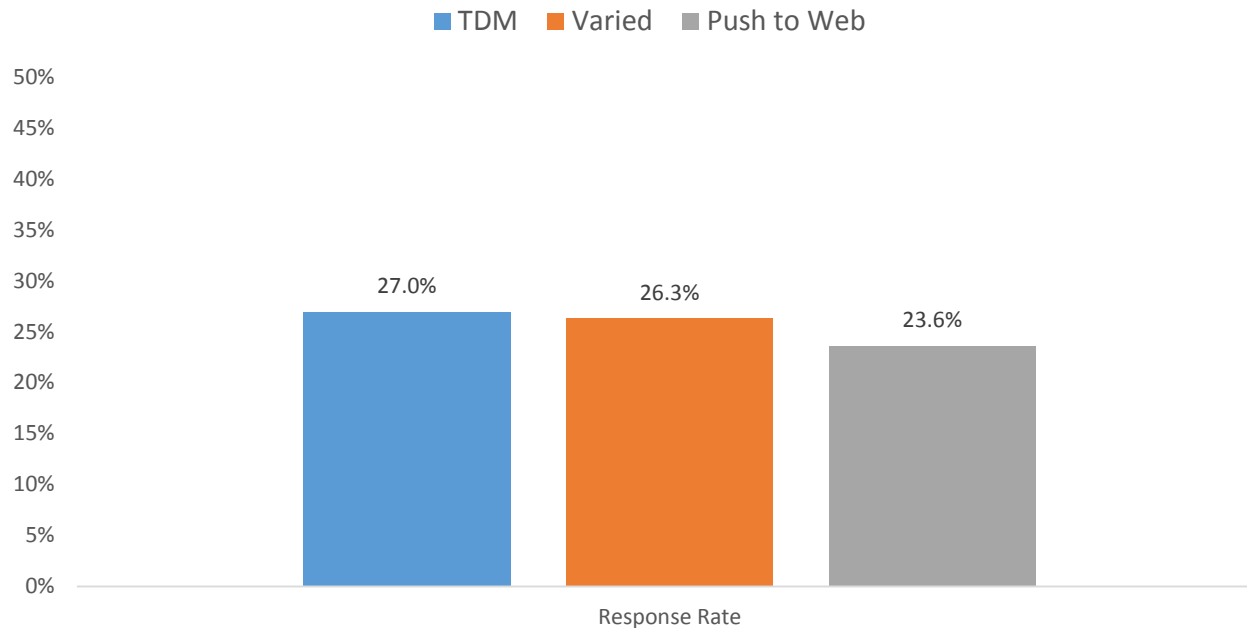
Differences were reduced

# Respondent Characteristics (Push-to-Web)



**Push-to-Web really influenced Educated & Married.  
Multiple Child households preferred Mail.**

## Total SA RR by Treatment



Push-to-Web had lowest Response Rates

- We found that the overall **survey response rate is slightly lower using the Push-to-Web** methodology than the TDM.
- This is consistent with some of the general population research in this area.
  - While the approach may reduce cost in the self-administered stage, the lower self-administered response rate may require additional non-response follow-up efforts.

- We found that overall the **Push-to-Web** methodology showed the **greatest difference in mode choice** by respondent characteristics.
- Further research should focus on timing, incentive pushes, and administration with a wider variety of populations.

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# Date Me?

## An Experimental Examination of Including a Deadline on Survey Communications

AAPOR 2017—New Orleans, LA  
May 19, 2017

Rebecca J. Powell  
Emily M. Geisen  
Marshica Stanley Kurtz  
Murrey G. Olmsted



# Background

- Goal to increase response rates in a timely manner
- Can language in the cover letter portray importance?
- Previous literature shows mixed results:
  - Increased RR when using a deadline compared to no deadline — Porter and Whitcomb, 2003; Martin, 2009
  - No differences in RR when using a deadline compared to no deadline – Bouffard et al., 2004; Dillman, 1991
- Suggestions by Dillman and colleagues (2014):
  - Use “as soon as possible” for most communications
  - Reserve a deadline or the term “approaching soon” for the final mailing

# 2017 Physicians Survey

- National survey of physicians
- Data is used to calculate a reputation score for U.S. News & World Report Best Hospitals and Best Children's Hospitals
- Mail survey where physicians write in nominations for best hospitals in their specialty
  - 16 adult specialties (200 physicians in each)
  - 10 pediatric specialties (150 physicians in each)
  - Sampling frame: list of Doximity non-members
  - Probability of selection is proportionate to size (PPS) within each census region: Midwest, Northeast, South, and West

# Survey Examples

## Survey of Adult Physicians



### Best Hospitals

Your nominations will be reflected in the 2017-18 U.S. News & World Report <<print\_specialty>> rankings.

Please name up to 5 U.S. hospitals that in your opinion provide the best care in <<print specialty>> for patients who have the most challenging <<adult fill>>. Do not consider location or cost. For a hospital that is part of a health system or medical school, please name the individual hospital.


	Hospital	City	State
a.			
b.			
c.			
d.			
e.			

**Fax response to (800) 476-9721**  
**or return in postpaid envelope.**



Conducted by:  
RTI International  
3040 Cornwallis Rd, PO Box 12194,  
Research Triangle Park, NC 27709-2194

## Survey of Pediatric Physicians




### Best Children's Hospitals

Your nominations will be reflected in the 2017-18 U.S. News & World Report pediatric <<print\_specialty>> rankings.

Please name up to 10 U.S. hospitals that in your opinion provide the best care in <<print specialty>> for patients who have the most challenging conditions or who need particularly difficult procedures. Do not consider location or cost. For a hospital that is part of a health system or medical school, please name the individual hospital.

	Hospital	City	State
a.			
b.			
c.			
d.			
e.			
f.			
g.			
h.			
i.			
j.			

**Fax response to (800) 476-9721**  
**or return in postpaid envelope.**



Conducted by:  
RTI International  
3040 Cornwallis Rd, PO Box 12194,  
Research Triangle Park, NC 27709-2194

# Data Collection

- Data collection timeline
  - Adults: January 4th – April 25th
  - Pediatrics: January 11th – April 25th
- Mailing Protocol: 4 mailings
  - Invitation letter with incentive (\$2 bill and pen) sent USPS
  - Reminder letter sent USPS
  - Reminder letter sent USPS Priority
  - Final reminder letter sent UPS

# Experiment

- Randomly Assigned Physicians to one of three conditions:
  1. **Deadline:** Deadline of March 15<sup>th</sup> (for adults) or March 1<sup>st</sup> (for pediatrics) included in all four mailings (Adults N=1066; Pediatrics N=500)

**Please submit your responses by March 15, 2017.**

**Please submit your responses by March 1, 2017.**

2. **ASAP:** “as soon as possible” included in all four mailings  
(Adults N=1066; Pediatrics N=500)

**Please submit your responses as soon as possible.**

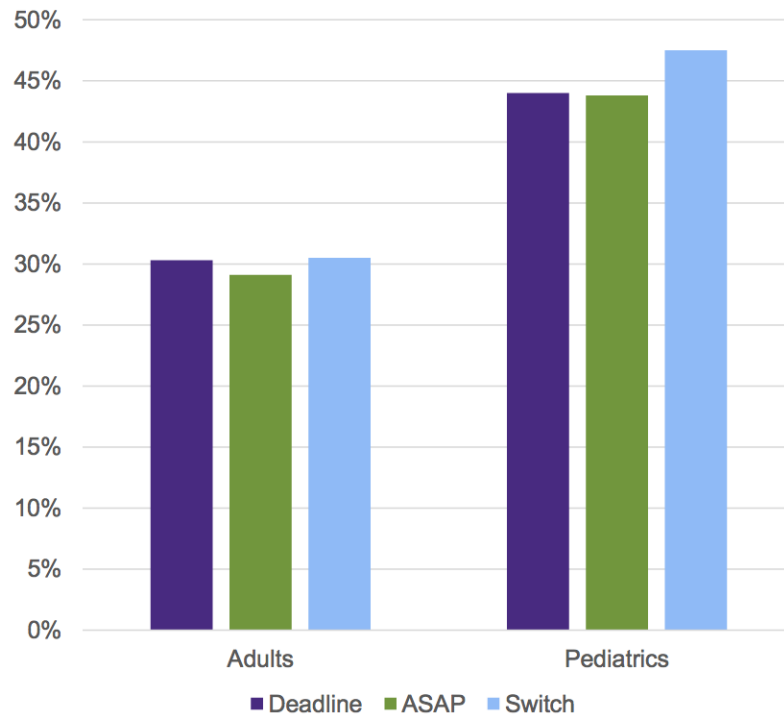
3. **Switch:** “as soon as possible” for the first three mailings then switch to include a deadline of March 15<sup>th</sup> (for adults) or March 1<sup>st</sup> (for pediatrics) in the final mailing  
(Adults N=1068; Pediatrics N=500)

- Response Rates (RR):
  - Compare final RR across the three conditions
  - Compare boost in RR after each mailing across the three conditions
  - Compare RR at the deadline of March 1<sup>st</sup> (or 15<sup>th</sup>)
- Average time to return the survey across conditions
- Average number of nominations across conditions

# Results

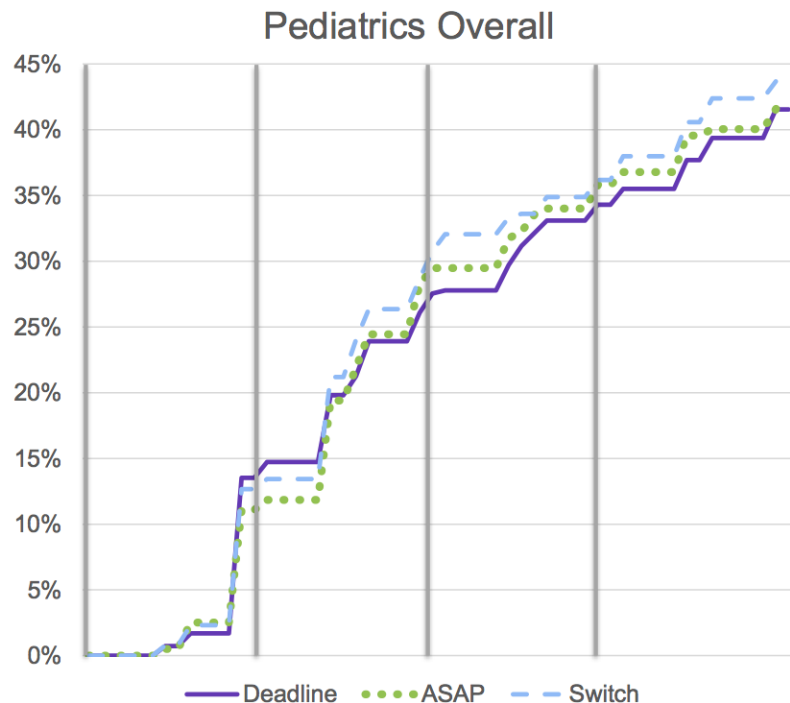
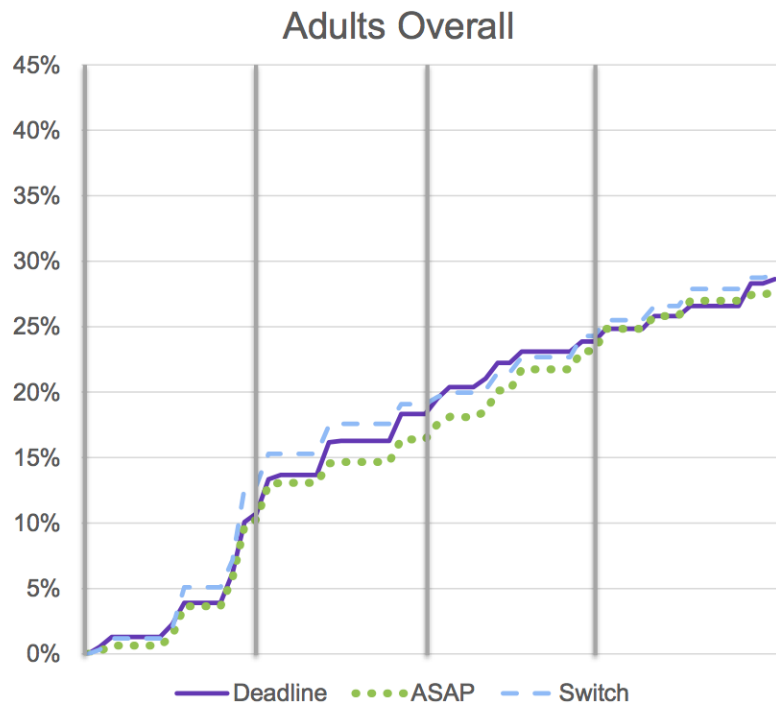
# Results: RR by the end of data collection

- The “switch” condition had slightly higher RR for Pediatric physicians
- However, there are no differences in RR across the three wording conditions for either Adults or Pediatrics





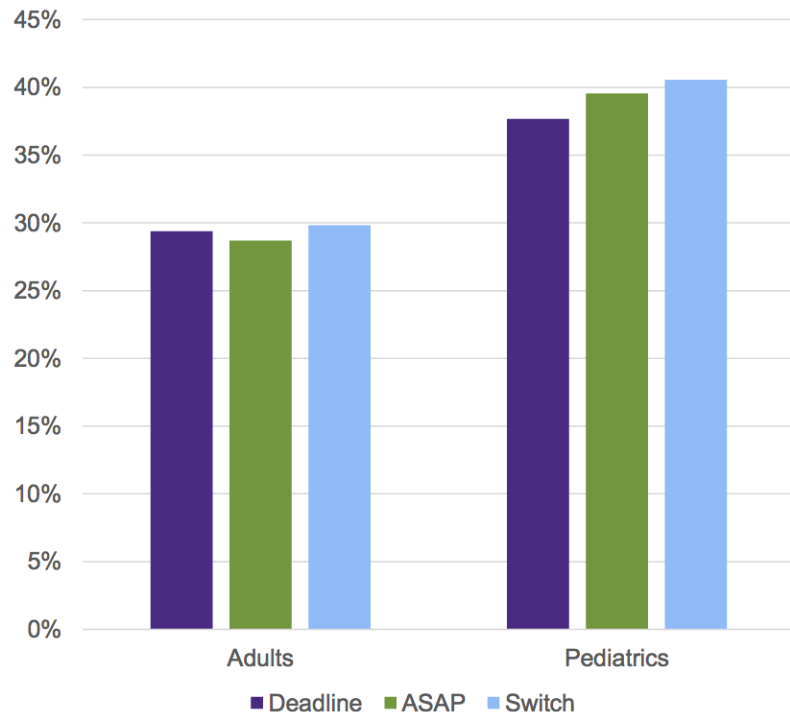
# Results: Additional Completes after each mailing



No significant differences in additional completes after each mailing for either survey

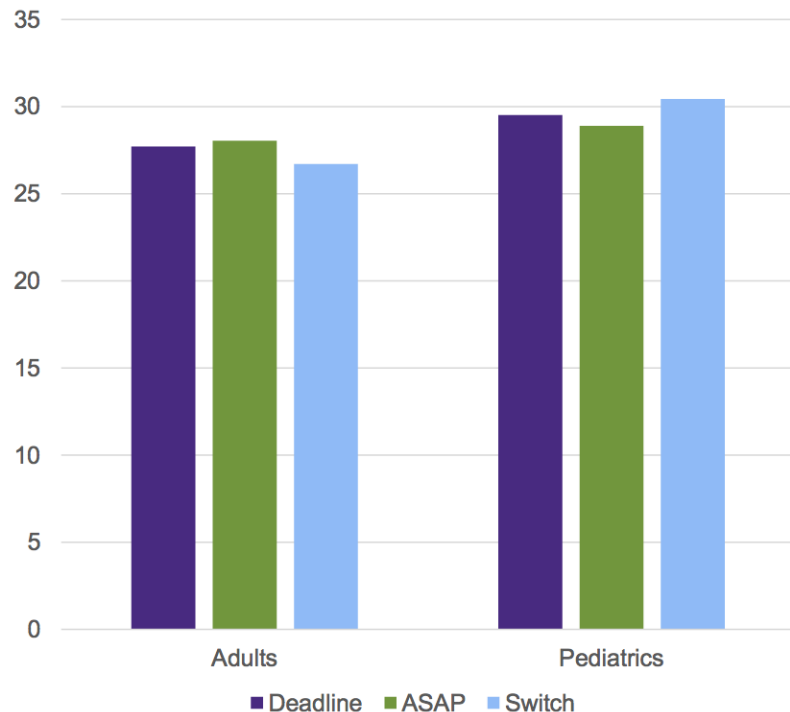
# Results: RR by the deadline

- Trend: “Switch” treatment has higher response rates by deadline
- However, no significant differences

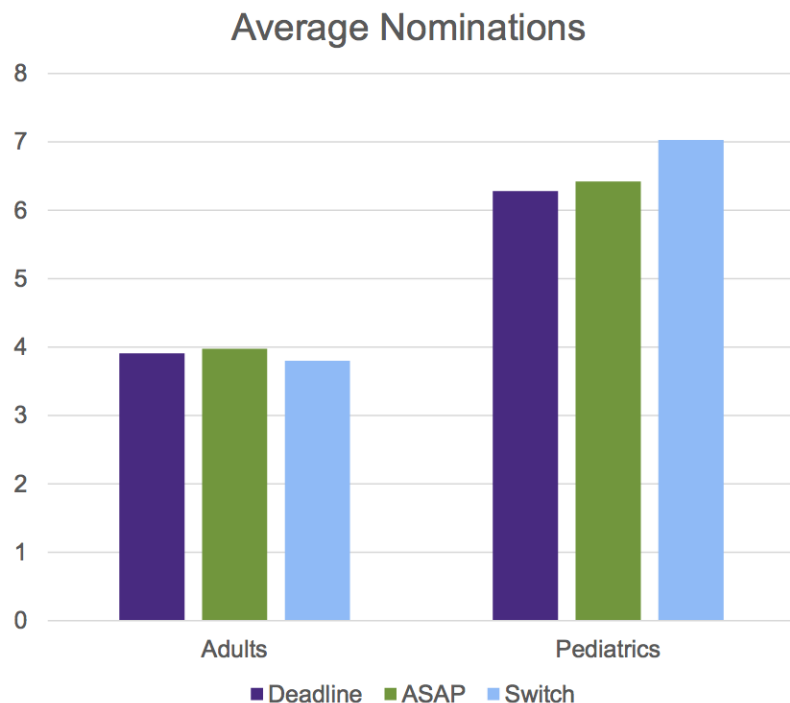


# Results: Average Number of Days to Return

- Opposite results for adults and peds.
  - Adults: “Switch” treatment took on average fewer days to return
  - Pediatric: “Switch” took on average more days to return
- No significant differences



# Results: Average Number of Nominations



- Adult physicians can nominate a max of 5 hospitals
- Pediatric physicians can nominate a max of 10 hospitals
- No significant differences across the treatments

# Conclusions and Future Research

- Conclusions:
  - Did not see significant differences by treatment
    - Response Rates (Overall, By deadline, After each mailing)
    - Days to Return
    - Number of Nominations
    - Demographics and Physician Specialty
  - Respondents most likely do not read the letter fully.
    - Especially later letters
- Future Research:
  - See this replicated on other surveys
    - Non-physician population

# Thank you! Questions?

Rebecca J. Powell, PhD

RTI International

[rpowell@rti.org](mailto:rpowell@rti.org)

# Investigating the Effects of Survey Links on Response Rates

Raeal Moore, Ph.D., Emily Uhl, B.A., Levena Varghese, Ph.D.

AAPOR 2017 Annual Conference

# The people



- September 10, 2016 national test date (N = 361,864)
- Stratified random sample of 43,920 students invited
- Grades 9-12



**DOES SIZE MATTER?**

**LOCATION?**

**REPETITION?**

## The design

3 manipulated experiences to the invitation message

1. Survey link location
2. Survey link type
3. Number of survey links

# Link Location

Dear \${m://FirstName},

Thank you for recently registering for the ACT® test. ACT is dedicated to gathering feedback from students. We would like to ask you just a few questions about yourself. Ultimately, we hope that the answers you provide will help us to improve the questions we ask at registration.

ACT will not ask you to buy anything based on your responses, and no one will contact you as a result of your participation. Your responses will be kept strictly confidential, reported in group form only. Your decision to participate will not influence your ACT score or when you receive your score.

Please take the Student Information Survey here.

**BODY**

We thank you for your time and look forward to your candid input.

Sincerely, ACT

If you do not want to receive additional e-mails from ACT concerning this project, you may \${l://OptOutLink?d=choose not to participate}.

# Link Location

Dear \${m:FirstName},

Please take the Student Information Survey here.

**OPENING**

Thank you for recently registering for the ACT® test. ACT is dedicated to gathering feedback from students. We would like to ask you just a few questions about yourself. Ultimately, we hope that the answers you provide will help us to improve the questions we ask at registration.

ACT will not ask you to buy anything based on your responses, and no one will contact you as a result of your participation. Your responses will be kept strictly confidential, reported in group form only. Your decision to participate will not influence your ACT score or when you receive your score.

We thank you for your time and we look forward to your candid input.

Sincerely,  
ACT

If you do not want to receive additional e-mails from ACT concerning this project, you may \${l:OptOutLink?d=choose not to participate}.

## Link type

Dear \${m:FirstName},

Please take the Student Information Survey here.

**MASKED**

Thank you for recently registering for the ACT® test. ACT is dedicated to gathering feedback from students. We would like to ask you just a few questions about yourself. Ultimately, we hope that the answers you provide will help us to improve the questions we ask at registration.

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Sincerely,  
ACT

If you do not want to receive additional e-mails from ACT concerning this project, you may\${l:OptOutLink?d=choose not to participate}.

# Link type

Dear \${m://FirstName},

Please take the Student Information Survey here:

[https://act.co1.qualtrics.com/jfe/form/SV\\_37X9SqOZfQNY8iV](https://act.co1.qualtrics.com/jfe/form/SV_37X9SqOZfQNY8iV)

**LONG URL**

Thank you for recently registering for the ACT® test. ACT is dedicated to gathering feedback from students. We would like to ask you just a few questions about yourself. Ultimately, we hope that the answers you provide will help us to improve the questions we ask at registration.

ACT will not ask you to buy anything based on your responses, and no one will contact you as a result of your participation. Your responses will be kept strictly confidential, reported in group form only. Your decision to participate will not influence your ACT score or when you receive your score.

We thank you for your time and we look forward to your candid input.

Sincerely,  
ACT

If you do not want to receive additional e-mails from ACT concerning this project, you may\${l://OptOutLink?d=choose not to participate}.

# The number of links



Dear \${m://FirstName},

Please take the Student Information Survey here:

[https://act.co1.qualtrics.com/jfe/form/SV\\_37X9SgOZfQNY8iV](https://act.co1.qualtrics.com/jfe/form/SV_37X9SgOZfQNY8iV)

Thank you for recently registering for the ACT® test. ACT is dedicated to gathering feedback from students. We would like to ask you just a few questions about yourself. Ultimately, we hope that the answers you provide will help us to improve the questions we ask at registration.

ACT will not ask you to buy anything based on your responses, and no one will contact you as a result of your participation. Your responses will be kept strictly confidential, reported in group form only. Your decision to participate will not influence your ACT score or when you receive your score.

Or take the Student Information Survey here.

We thank you for your time and we look forward to your candid input.

Sincerely,  
ACT

If you do not want to receive additional e-mails from ACT concerning this project, you may\${l://OptOutLink?d=choose not to participate}.

**TWO  
MIXED  
FORMAT**

# The number of links



Dear \${m://FirstName},

Please take the Student Information Survey here.

Thank you for recently registering for the ACT® test. ACT is dedicated to gathering feedback from students. We would like to ask you just a few questions about yourself. Ultimately, we hope that the answers you provide will help us to improve the questions we ask at registration.

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**TWO  
MIXED FORMAT  
ORDER REVERSED**

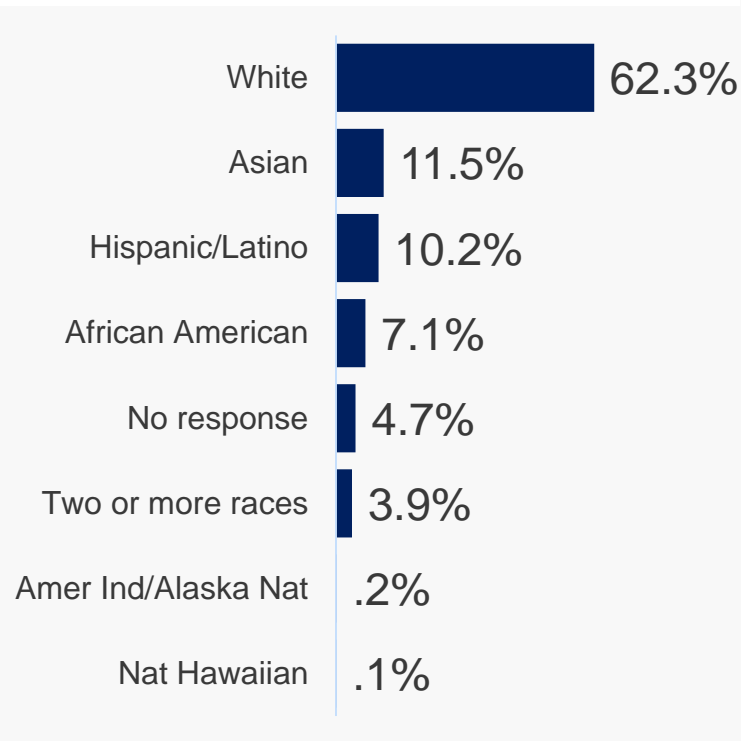
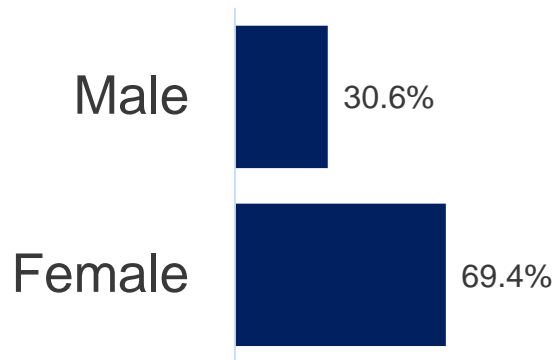
The survey  
participants

11.7 % response rate

5,140 students answered  
at least 80% of the survey

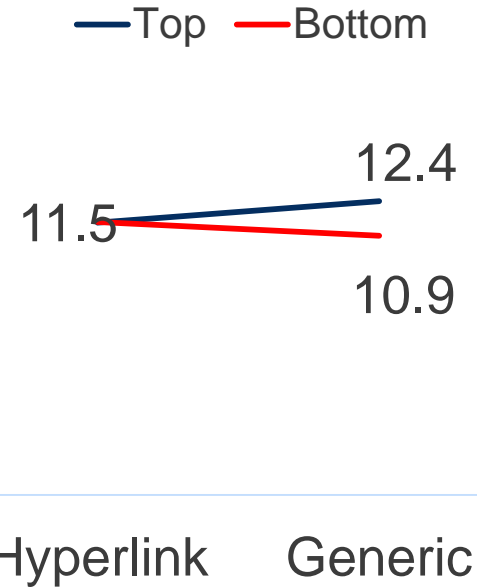


# The survey participants



# RQ1: Link type & location

LOCATION MATTERS | TYPE DOES NOT



## RQ2: Ordering of two links

Hyperlink Bottom;  
Generic Top

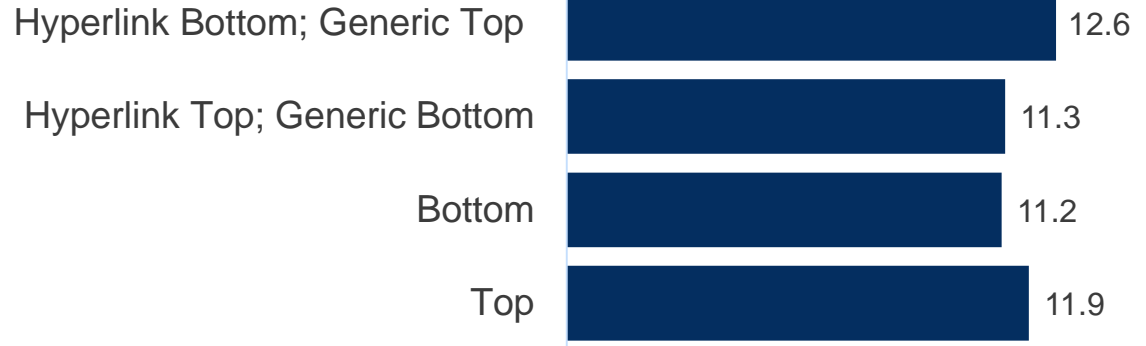
12.6

Hyperlink Top;  
Generic Bottom

11.3

**LONG URL AT TOP > MASKED URL**

## RQ 3: one or two links



**LOCATION MATTERS MORE THAN REPETITION**

# Summary

1. Large sample sizes and practical significance
2. **Place the link at the top** of the email invitation
3. It **doesn't matter if the link is generic or a hyperlink**
4. **One link is sufficient** in the email message
5. If you choose to provide two links, place the generic link at the top of the email

Thank you

Raeal Moore, Ph.D.  
Senior Research Scientist  
[Raeal.moore@act.org](mailto:Raeal.moore@act.org)



# Testing the Impact of the Type of Mail Used on Augmenting Response Rates for a Leave-Behind Questionnaire in a Face-to-Face Survey

Daniel Lawrence, Erin Burgess, Ned English,  
Katie Archambeau, and Colm O'Muircheartaigh

May 19<sup>th</sup>, 2017

# Study Background

- The NSHAP interview
  - In-person CAPI
  - Physical measures collection
  - Supplemental PAPI leave-behind questionnaire (LBQ)
- The National Social Life, Health, and Aging Project (NSHAP) is a longitudinal survey of adults born between 1920-1947, conducted at five-year intervals
  - Returning Respondents (RR)
- Wave 3 of NSHAP included the screening and recruitment of a new, younger cohort of respondents born between 1948-1965
  - New Cohort Respondents (NC)
  - Wave 3 data collection occurred 2015-2016, with 4,777 completed interviews





# Leave-Behind Questionnaire (LBQ)

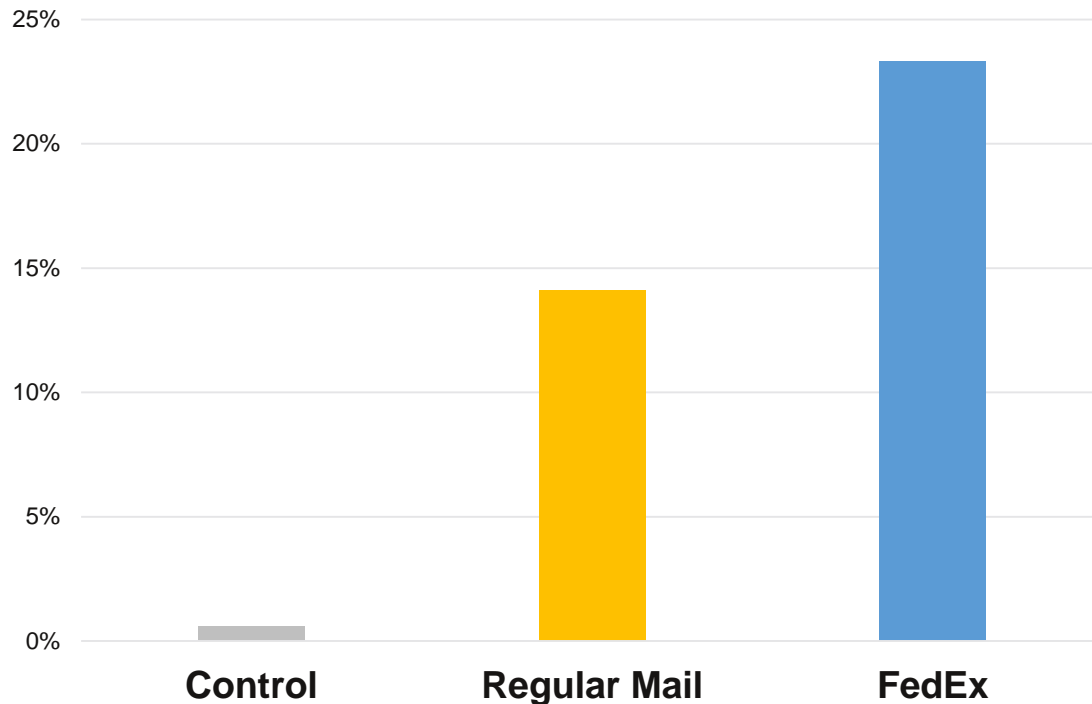
- Description
  - Approximately 90 items
  - Estimated 25-35 minutes to complete
- Distribution protocol
  - Given to all respondents at conclusion of in-person interview
  - Different version by cohort type (NC slightly longer)
- Prompting protocol
  - If unreturned after three weeks, eligible for a sequence of up to **three telephone prompting** contacts
  - LBQ re-mailed upon request, but not automatically

# Experimental Design

- Experiment began ~9 months into data collection
  - LBQ return rates lagging behind previous waves' benchmarks
- **Two-part research question**
  - Would a **mail follow-up** to the standard **telephone prompting** protocol increase response rates?
  - Would the **type of mail** used for the follow-up have a differential impact?
- Initial phase drew random sample of respondents eligible for LBQ prompting
  - Group 1: Control (n=345)
  - Group 2: Initial Regular Mail Treatment (n=255)
  - Group 3: Initial FedEx Treatment (n=253)
- Treatment groups received a new copy of the LBQ and another prepaid return envelope by either regular mail or FedEx

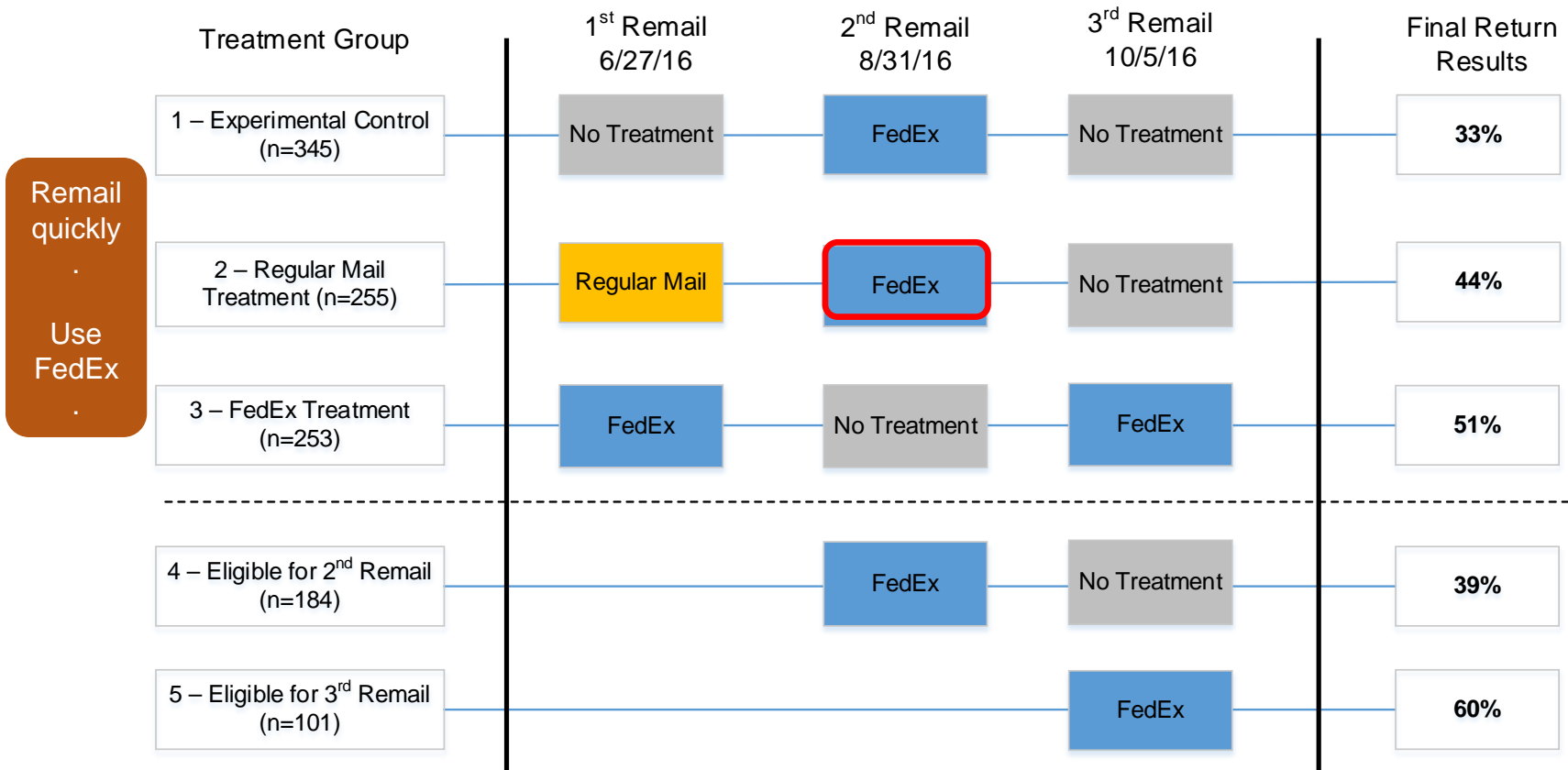
# Results – Three Weeks Post-Remailing

**LBQ Return Rate after 3 Weeks**



TYPE OF  
MAIL  
MATTERS

# Treatment Timeline



# Change in Overall LBQ Response Rates

Group	Overall Return Rate before Experiment	Overall Return Rate - Final
Returning Respondents (RR)	80%	91%
New Cohort Respondents (NC)	68%	80%
All Respondents	75%	85%

**ADDING MAILING = 10% RESPONSE RATE GAINED**

# Lessons Learned

- **FedEx** clearly outperformed regular mail
  - Increased cost possibly offset by fewer prompting hours
  - Regular mail still provided a clear boost over the control group
- **Proximity of follow-up mailing to interview date** likely a key factor
  - Lowest return rate for group 1 (average time between interview and remail: 260 days)
  - Highest return rate for group 5 (average time between interview and remail: 71 days)
- No evidence that **unannounced remailing** alienated respondents
- Future rounds of NSHAP
  - Use FedEx
  - Send after very modest waiting period
  - Perhaps even more important with the new, younger cohort

Use FedEx, Do so Quickly,  
No need to pre-announce mailing

Contact: Daniel Lawrence  
lawrence-daniel@norc.org  
(312) 325-2544

**Thank You!**



**NORC**  
*at the* UNIVERSITY of CHICAGO

 insight for informed decisions™

# What Happens When I Ask for Your Email Address?

## Potential Unintended Consequences of an Email Reminder Strategy for a Household Survey with an Address-Based Sample Frame

Sarah Grady, National Center for Education Statistics (NCES)

Cameron McPhee, American Institutes for Research (AIR)

*This presentation is intended to promote the exchange of ideas. The views expressed during the presentation and in presentation materials are part of ongoing research and analysis and do not necessarily reflect the position of the U.S. Department of Education.*



# Background

- **Web surveys can leverage email reminders** to encourage respondents to complete.
  - only if email addresses are on the frame or if the survey has collected email addresses from non-completers.
- **Is this a good idea?**
- Experiment conducted in 2016 National Household Education Survey (NHES).

# Design of the experiment

- Embedded within a web response rate experiment (web survey size,  $n = 35,000$ )
- NHES is a nationally representative, two-stage survey with an address-based sampling (ABS) frame and mail materials
- 50 percent of cases randomly pre-assigned to receive email question

# Asking for email did not lower unit response rate

	R was asked for an email address		R was not asked for an email address	
Second-stage survey	Number	Percent	Number	Percent
Survey of young children (ECPP)	370	93.5	350	92.0
Survey of school-aged, enrolled children (PFI-E)	850	93.8	830	93.8
Survey of school-aged, homeschooled children (PFI-H)	20	72.7*	40	92.0
Survey of adults (ATES)	2,100	96.2	1,940	96.8

- denotes a statistically significant difference from 92 percent estimate of response rate when R was not asked for an email address.

# Percentage of respondents who provided an email address

	Item-level response rate to email question
Second-stage survey total	80.5
Survey of young children (ECPPI)	82.4
Survey of school-aged, enrolled children (PFI-E)	83.7
Survey of school-aged, homeschooled children (PFI-H)	88.6
Survey of adults (ATES)	78.7

**~80% provided email when asked**

NOTE: Includes only cases where the screener respondent was also the second-stage survey respondent. Screener unit response rate was 40%.

SOURCE: U.S. Department of Education, National Center for Education Statistics, 2016 National Household Education Surveys Program (NHES:2016).

# Don't ask respondents for email address of others

## Adult Training and Education Survey unit response

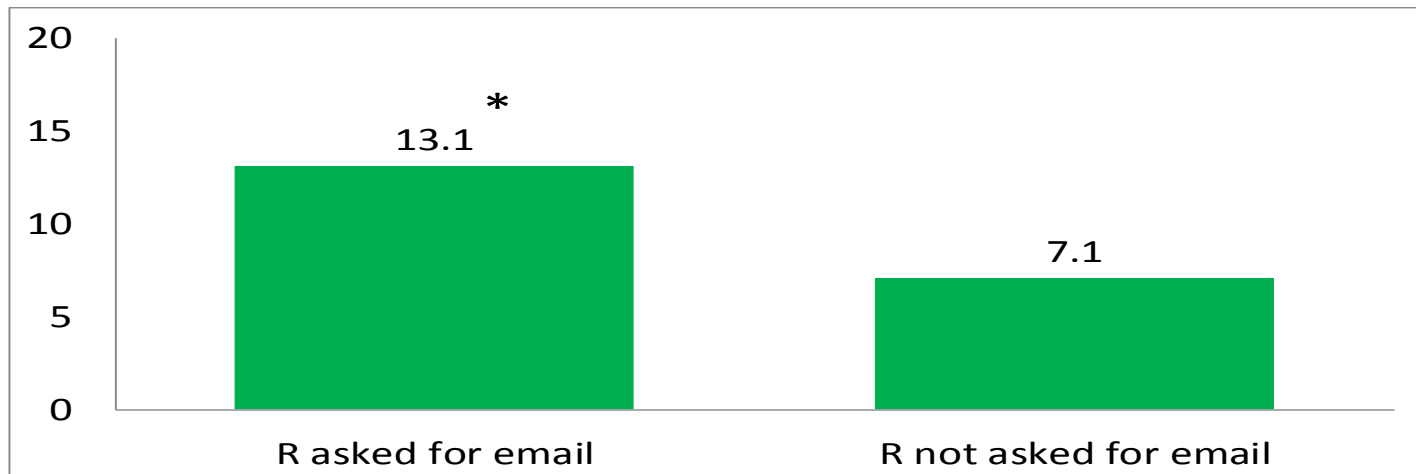
Second-stage survey	R was asked for an email address		R was not asked for an email address	
	Number	Percent	Number	Percent
Survey of adults (ATES), different second-stage sample member	560	57.8*	770	64.0

\* denotes a statistically significant difference from 64 percent estimate of response rate when R was not asked for other adult's email address.

NOTE: Numbers are rounded to nearest 10. Screener unit response rate was 40%.

SOURCE: U.S. Department of Education, National Center for Education Statistics, 2016 National Household Education Surveys Program (NHES:2016).

Percentage of adult survey screener respondents who answered “yes” to “Are you [sampled person]?” though another adult was sampled, by whether the respondent was asked for other adult’s email address



**Asking for another's email triggered 2x more lying.**

# Conclusions and Next Steps

- Asking for **respondent's email address** is a **viable strategy**
  - Unit response rates not measurably lower.
  - About 8 in 10 respondents provided an email address.
  - Over 98 percent of those addresses were usable.
- Asking for **another household adult's email** lowered unit response and encouraged proxy response.
- Next: comparison of cost savings from email prompt vs. cost of setting up an email operation.

# Questions?

Sarah Grady

[sarah.grady@ed.gov](mailto:sarah.grady@ed.gov)

Cameron McPhee

[cmcphee@air.org](mailto:cmcphee@air.org)



# Survox



ALEXA



SIRI



WATSON



MICROSOFT



GOOGLE

# Voice Is The New Data

# IVR in CX Healthcare

20 – 40%  
Cooperation Rate in Healthcare

SURVEY	A	B	C	D	E	F
<b>Recruitment</b>	Assumes cooperation and launches			1st Q asks for cooperation		Agent recruits
<b># Questions</b>	12	14	6	13	13	<b>50</b>
<b>Avg Minutes</b>	3	4	2	2	2	13
<b>Audience</b>	All Ages	All Ages	Seniors	Seniors	Seniors	All Ages
<b>Personalized</b>	Yes	Yes	No	No	No	No
<b>Hang UP</b>	60%	55%	50%	47%	59%	73%
<b>Opt Out</b>				22%	4%	
<b>Start and Leave</b>	20%	22%	10%	4%	4%	8%
<b>Take Survey</b>	20%	23%	40%	27%	32%	19%
<b>Qualified Connections</b>	100%	100%	100%	100%	100%	100%

# Learn More?

You can download the white paper

[\*Phone 2.0 | Voice Reimagined\*](#)

for full details on the IVR healthcare research.

# Survox Summit | Going Virtual !!!



Recordings  
Available

- April 20*    *Managing Distributed Phone Survey Operations*
- May 04*    *Marketing Your Data Collection Capabilities*
- May 25*    *Innovative Methods for Data Collection*
- June 8*     *Multi-mode Surveys & Multi-source Sample*
- June 15*   *Data Analysis and Visualization*
- June 22    Sample Management
- Sept 14    Interviewer Productivity
- Sept 28    Integration & Automation Through APIs
- Oct 12     Zero Learning Curve | Fantasy or Reality for New Supervisors

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