

2018 AAPOR Mail Survey Recap



Presented by Mechelle Timmons

Agenda

- ▶ AIR - National Household Education Survey (NHES); Does size (or type) really matter?
- ▶ RAND Corporation - American Teacher Panel; 10 experiments
- ▶ Nebraska BOSR; Impact of Personalization Strategies on Survey RR & Representation
- ▶ Westat - American National Election Study (ANES) The inconsistencies of undeliverable mail
- ▶ Simmons; Testing inclusion of an Informational Brochure
- ▶ Nebraska BOSR; Bullets vs. Paragraphs: How Design of Survey Cover Letters Impact RR
- ▶ AIR; Can specific households be targeted for FedEx reminders?
- ▶ National Center for Education Statistics - Is Shorter Better?

Strategies for Recruitment of Teachers into RAND's American Teacher Panel

Michael Robbins
RAND Corporation



Recruitment into the panel

- The standard recruitment method
 - Send a recruitment package via FedEx
 - Package contains:
 - Recruitment letter requesting enrollment
 - Brochure regarding panel
 - \$10 Target gift card (as pre-incentive)
 - 6 follow-up emails to non-respondents
- In prior work, this was shown to clearly outperform
 - \$10 promised incentive
 - Phone calling follow-up (with promised incentive)
 - Electronic pre-incentive
- We use contact information from a vendor
 - We estimate that ~20% of packages are not received

Recruitment experiment

Strategy		Incentive		Mode of contact
#	Brief description	Pre-	Promised	
1	Standard	\$10 Target gift card		Fed Ex
2	USPS standard	\$10 Target gift card		USPS
3	Cash pre	\$10 cash		USPS
4	\$40 Target promised		\$40 Target gift card	Fed Ex
5	\$60 Target promised		\$60 Target gift card	Fed Ex
6	Check promised		\$40 check	Fed Ex
7	Electronic promised		\$40 Electronic	Fed Ex
8	Combination	\$2 cash	\$40 Target gift card	USPS
9	ATP report*	\$10 Target gift card		Fed Ex
10	Email-less**	\$10 Target gift card		Fed Ex

*ATP report arm: A copy of a research report is included in the recruitment package.

**Email-less arm: We do not follow-up with non-respondents via email. They are sent two reminders via USPS.

Recruitment experiment

Strategy			Response rate	Cost per Recruit
#	Brief Description	<i>n</i>		
1	Standard (\$10 pre, FedEx)	1213	27.6%	\$66.55
2	USPS standard	250	18.8%	\$80.85
3	Cash pre	250	23.2%	\$65.52
4	\$40 Target promised	250	16.8%	\$91.97
5	\$60 Target promised	250	19.6%	\$104.85
6	Check promised	250	20.0%	\$83.99
7	Electronic promised	250	22.0%	\$78.09
8	Combination	250	19.2%	\$79.59
9	ATP report	250	26.8%	\$79.78
10	Email-less	250	24.0%	\$101.88

Recruitment experiment

- Only way to improve upon our standard approach:
 - Use a check in place of a Target gift card as a pre-incentive.
- The estimated improvement was not deemed substantial enough to warrant the requisite loss in efficiency.
- We continued using the standard strategy throughout the remainder of the recruitment.
 - Switched to \$10 Amazon (physical) gift card for 2017-2018

AAPOR | MAY 2018

DOES SIZE (OR TYPE) REALLY MATTER?

RESULTS FROM TWO EXPERIMENTS IN THE 2017 NATIONAL HOUSEHOLD EDUCATION SURVEY (NHES)

Ashley Kaiser | Danielle Battle | Rebecca Medway

MAKING
RESEARCH
RELEVANT

AMERICAN INSTITUTES FOR RESEARCH | AIR.ORG

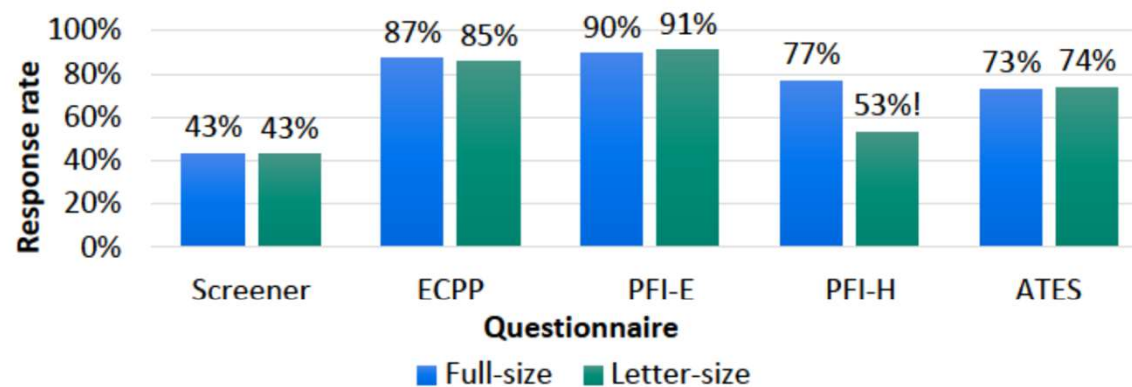


A Savings of \$44,745.00

Experiment 1: Envelope size experiment results

- No significant effect on the screener response rate
- No significant effect on the topical response rates

Figure 1: Response rate, by questionnaire and envelope size condition: 2017



! Interpret with caution. Either there are too few cases for a reliable estimate or the coefficient of variation is 30 percent or greater.

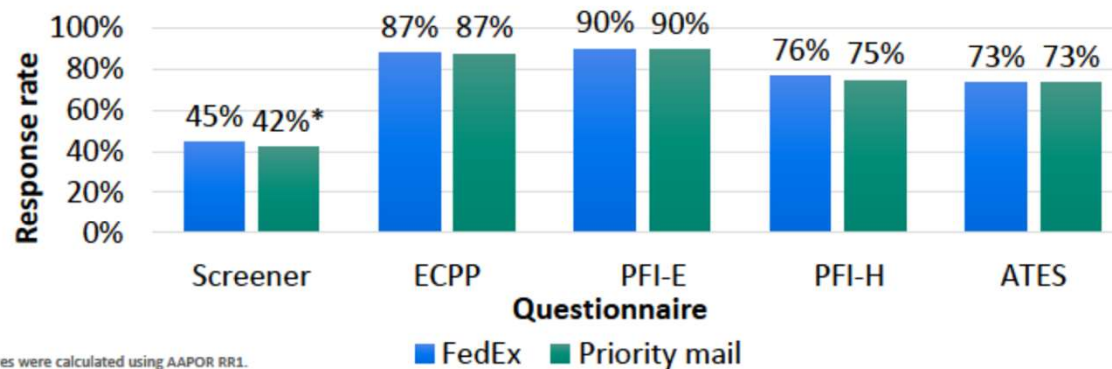
NOTE: Response rates were calculated using AAPOR RR1.

SOURCE: U.S. Department of Education, National Center for Education Statistics, NHES, 2017.

Experiment 2: FedEx vs. priority mail experiment

- Screener response rate was lower in the priority mail condition 42% vs 45%
- Gain was significantly larger in the FedEx condition 10% vs 7%
- No significant difference in the topical response rates by condition

Figure 3: Response rate, by questionnaire and FedEx/Priority mail condition: 2017



NOTE: Response rates were calculated using AAPOR RR1.

SOURCE: U.S. Department of Education, National Center for Education Statistics, NHES, 2017.

Conclusions and Takeaways

- Letter-size envelopes can save money without hurting response rates
- Fedex can boost response rates, but may be costly
- Expected plans for NHES 2019
 - Initial survey package: majority to receive letter-sized envelope
 - Third screener mailing will experiment for timing of FedEx mailing, will not continue with priority mail envelope

THE IMPACT OF PERSONALIZATION STRATEGIES ON SURVEY RESPONSE RATES AND REPRESENTATION

Richard Hull, Patrick Habecker, Bridget Goosby,
Jacob Cheadle, Jolene Smyth, and Lindsey Witt-Swanson

A portion of this research was supported by a grant from Eunice Kennedy Shriver National Institute of Child Health and Human Development (K01 HD 064537, Bridget Goosby, PI) and a University of Nebraska Minority Health Disparities Award.



Experiments

Experiment 1: Handwritten Thank You Postscript on Cover Letter

Experiment 2: Handwritten vs. Printed Signature on Cover Letter

Experiment 3: Personalization in Addressee and Salutation Lines of Envelope
and Cover Letter

Experiment 4: Photo of Biracial Researchers on Cover Letter

Experiment 1: Handwritten Thank You Postscript on Cover Letter

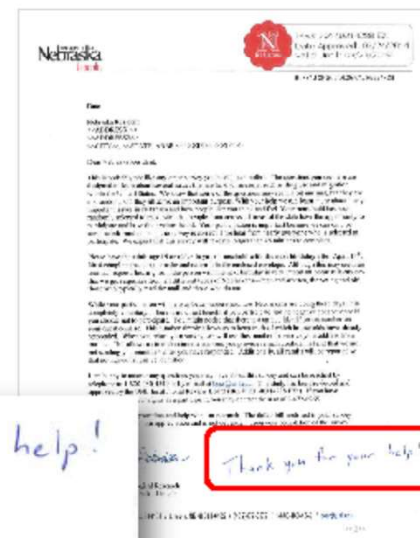
Version	Initial Mailing	Reminder Mailing
1	No note	No note
2	Note	No note
3	No note	Note
4	Note	Note

Sincerely,

Amanda Richardson

Amanda Richardson
Assistant Director
Bureau of Sociological Research
University of Nebraska-Lincoln

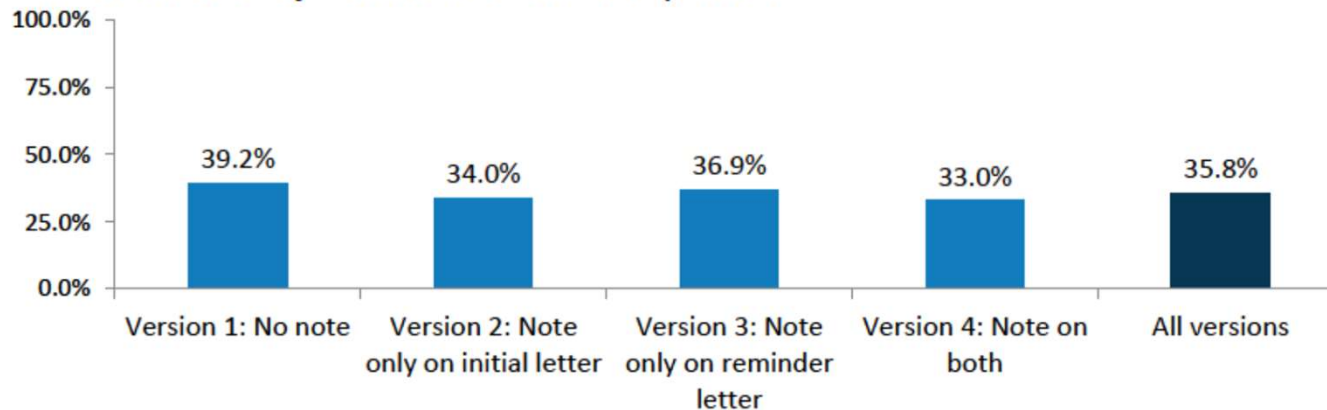
Thank you for your help!



Handwritten postscript had no impact on response rates.

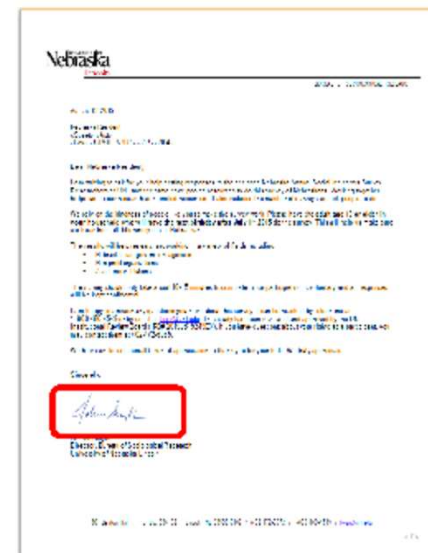
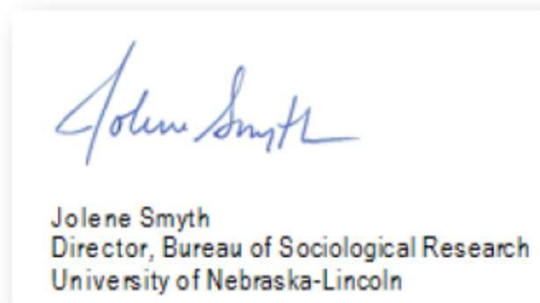
AAPOR Response Rate 2:

- No significant difference across versions ($\chi^2=4.83$, $p=0.185$).
- No effect on early returns over the field period.



Experiment 2: Handwritten vs. Printed Signature on Cover Letter

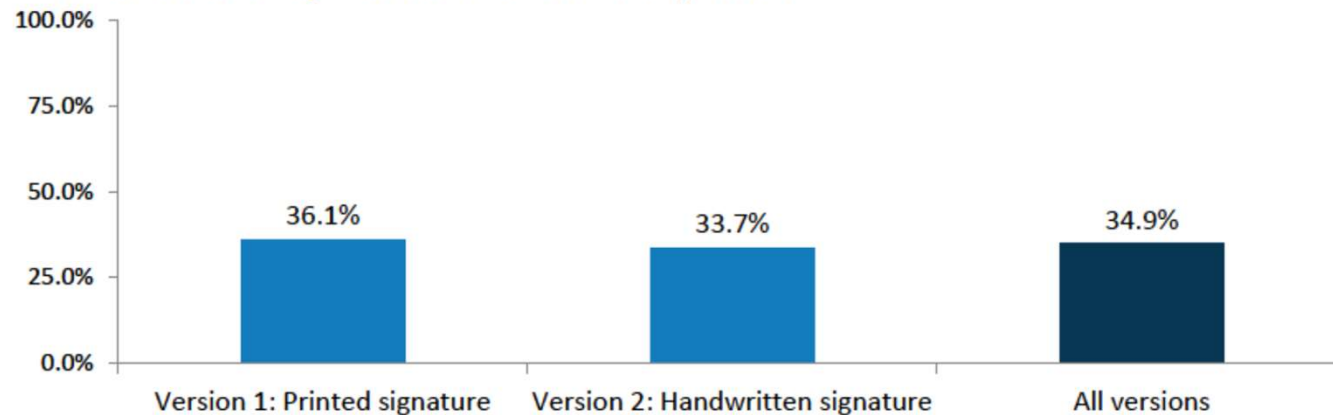
Version	Blue-ink Signature from BOSR Director
1	Printed
2	Handwritten



Handwritten signature had no impact on response rates.

AAPOR Response Rate 2:

- No significant difference across versions ($\chi^2=2.08$, $p=0.149$).
- No effect on early returns over the field period.



Experiment 3: Personalization in Addressee and Salutation Lines of Envelope and Cover Letter

Version	Addressed to
1	Resident
2	Nebraska Resident
3	Lincoln Resident

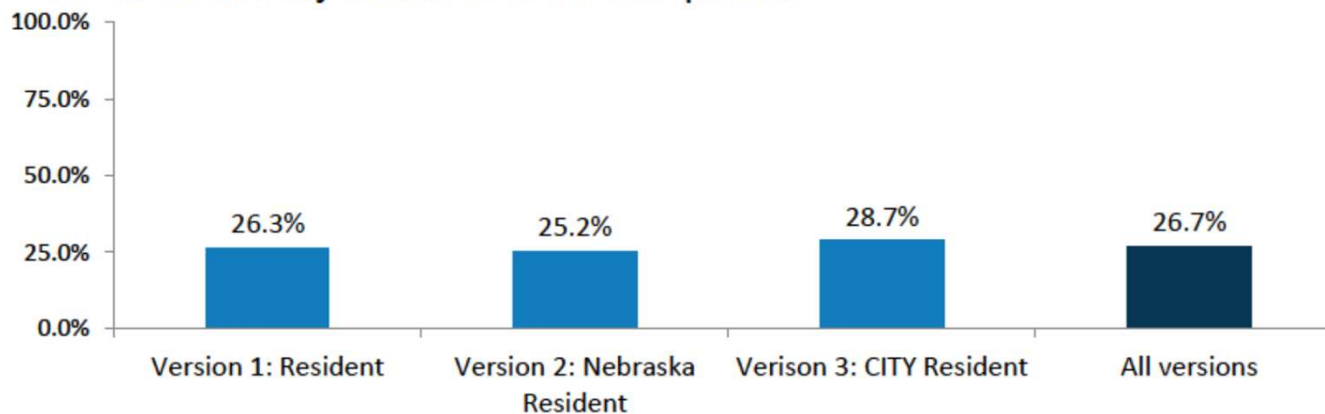
Resident
 <Addy>
 <City>, <STATE> <Zip>
 Dear Resident,



Personalizing the addressee and salutation had no impact on response rates.

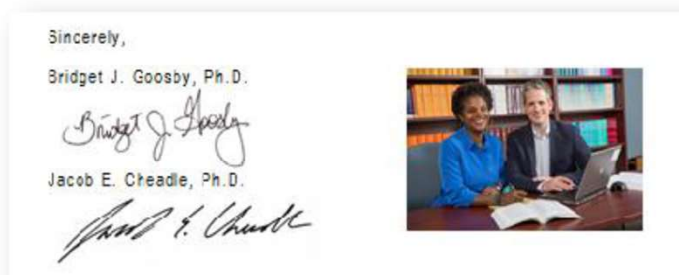
AAPOR Response Rate 2:

- No significant difference across versions ($\chi^2=3.15$, $p=0.207$).
- No effect on early returns over the field period.

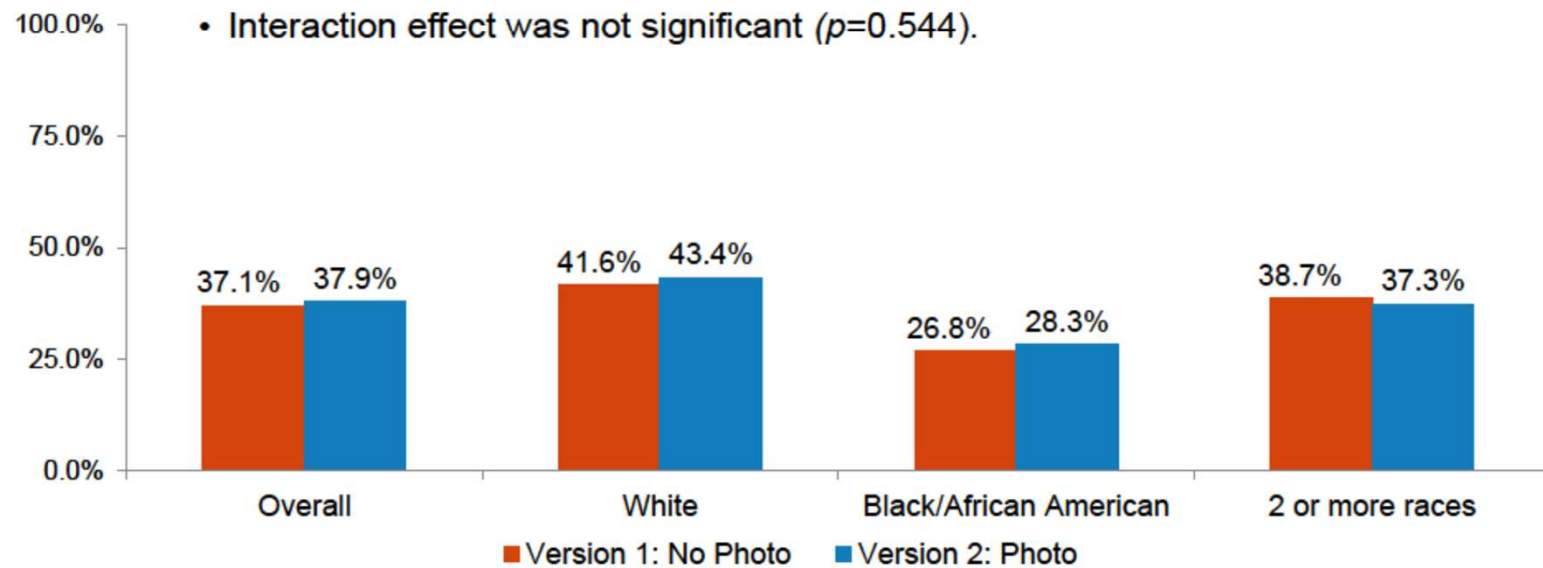


Experiment 4: Photo of Biracial Researchers on Cover Letter

Version	Cover Letter Treatment
1	No Photo
2	Photo



Presence of a photo did not impact response.



Summary of findings

- Handwritten postscripts had no impact on response rates, but moderately impacted age representation.
- Handwritten signatures did not increase response rate or representation.
- More personalized addressee/salutation lines had no impact on response rates, but did improve representation of men.
- Cover letter photo did not produce the desired outcome of increasing minority response.



One strike, two strikes, you're out. The inconsistencies of undeliverable mail

Vanessa Meldener, Westat
Michelle Amsbary, Westat
Matthew DeBell, Stanford University
Natalya Maisel, Stanford University

AAPOR 2018 Taking Survey and Public Opinion Research to New Heights

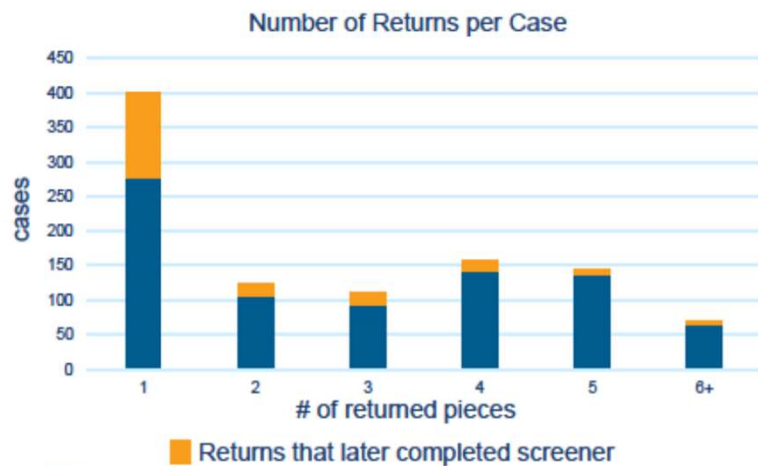
Mailing Protocol

- Mail protocol to push respondents to the web

n	Screener		Pre-election		Post-election	
	n	%	n	%	n	%
7,800	3,732	53%	3,090	86%	2,590	83%

- Nearly 57,000 pieces of mail sent to 7,800 addresses
- 2,770 pieces of mail returned as undeliverable (4.9%)
- 1,007 cases had at least one piece of undelivered mail (12.9%)

Number of Returned Mail per Case



Westat | AAPOR 2018

- 185 completed screeners from cases that had at least 1 piece of returned mail
- That is 5% of the screener completes!
- Specifically
 - 1 return – 31%
 - 2/3 returns – 15%
 - 4+ returns – 7%

Reason of First Return

	No such address	Not deliverable as addressed	Other	Vacant	Total
Pre Complete	34	74	4	24	136
Pre Partial	1	3	0	0	4
Total	35	77	4	24	140

- 24 completes were first vacant, which could indicate people moved in
- 116 completes were due to delivery issues

Summary and Next Steps

- Screener and Pre-election completed in non-negligible number from cases that had at least one piece of returned mail
 - Send a minimum of 2 mailings before closing out a case
 - Reasons are very inconsistent, but all undeliverable mail is treated as ineligible
 - Determine the eligibility criteria for “Vacant”
- Contradicts prior findings: additional mailings to cases with undeliverable mail are not worth the effort
- Replicate with other mail studies to drive respondents to the web but also other protocols

SIMMONS[®]

ESSENTIAL CONSUMER INTELLIGENCE

Testing the Inclusion of an Informational Brochure in the First Recruitment Mailing to an ABS Sample in a Mixed-Mode Survey

Gerry Dirks, Simmons

Lisa Lusskin, Simmons

Beth Ponce, Simmons

Paul Felstead, Simmons

Josephine Leonard, Simmons

Paul J Lavrakas, Independent Consultant

AAPOR 2018, Denver CO

English



About 66% of Americans enjoy spending time at home with family.

What does Simmons do?

At Simmons Research, we are constantly coming up with innovative studies that allow people to share their unique perspectives. We have been conducting high-quality national research studies for over 60 years, listening to people's opinions and encouraging them to be ambassadors for their communities.

Why did I receive a letter from you?

Your household has been specially selected to take part in our National Consumer Survey! We ask people about what they like to eat, read, watch, and listen to. We also ask about activities, products, brands, and how people feel about the decisions they make every day. The information that you provide helps businesses stay in touch with consumers.

What can I expect as a research participant?

We first ask households to complete a short survey, then based on the results, we may send you the follow-up National Consumer Survey. You will be well-compensated for your participation.

How does Simmons protect my privacy?

We will never use your personal information to advertise, promote, or market goods or services directly to you. When we create reports from results, all personally identifying information is removed. Here at Simmons Research, we consider the bond of privacy with participants to be our most important asset.

SIMMONS
NATIONAL CONSUMER SURVEY

Copyright © Simmons Research | All rights reserved

Simmons Research | 800 Fairway Drive, Suite 295
Deerfield Beach FL 33441

www.simmonssurvey.com
1-(866) 266-7806

Spanish



Aproximadamente el 66% de los estadounidenses disfrutan pasar tiempo en casa con la familia.

¿Qué hace Simmons?

En Simmons Research, constantemente creamos estudios innovadores que permiten a las personas compartir sus preferencias de consumo. Llevamos más de 60 años realizando estudios de mercado de alta calidad a nivel nacional, escuchando las opiniones de las personas y motivándolos a representar a sus comunidades.

¿Por qué recibí una carta de ustedes?

¡Su hogar ha sido especialmente seleccionado para participar en nuestro Estudio Nacional del Consumidor! Le preguntamos a las personas sobre lo que les gusta comer, leer, ver y escuchar. También preguntamos acerca de las actividades, los productos, las marcas y las decisiones que las personas toman todos los días. Esta información ayuda a las empresas a estar al día con las preferencias de los consumidores.

¿Qué puedo esperar como participante del estudio?

Primero le pedimos a los hogares que completen una breve encuesta, y luego, basados en los resultados, podemos enviarle el Estudio Nacional del Consumidor. Usted recibirá un regalo en efectivo por su tiempo y participación.

¿Cómo protege Simmons mi privacidad?

Nunca usaremos su información personal para publicar, promocionar o comercializar productos o servicios directamente a usted. Cuando creamos reportes basados en el estudio, se elimina toda la información de identificación personal. Aquí en Simmons Research, consideramos que el vínculo de privacidad con los participantes es nuestro valor más importante.

SIMMONS
NATIONAL CONSUMER SURVEY

Copyright © Simmons Research
Todos los derechos reservados

Simmons Research | 800 Fairway Drive, Suite 295
Deerfield Beach FL 33441

www.miopinioncuenta.com
1-(866) 266-7806

Experimental Findings

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Test_Group(1)	.038	.052	.537	1	.464	1.039
	FrontEndIncentive	.034	.032	1.124	1	.289	1.035
	BackEndIncentive	-.008	.008	.981	1	.322	.992
	Hispanic(1)	.399	.060	44.489	1	.000	1.490
	Constant	-2.216	.176	159.209	1	.000	.109

a. Variable(s) entered on step 1: Test_Group, FrontEndIncentive, BackEndIncentive, Hispanic.

- The inclusion of the brochure had no significant effect on cooperation; which was 13.3% for the Control (No Brochure) condition and 12.9% for the Test (Brochure) condition
- The significant Hispanic strata covariate was associated with the non-Hispanic subsample cooperating at a significantly higher rate than the Hispanic subsample regardless of whether they received the brochure

Bullets versus Paragraphs: How the Design of Mail Survey Cover Letters Impacts Response

Quan Zhou
Jolene D. Smyth
Kristen Olson

*University of Nebraska-Lincoln
Bureau of Sociological Research
AAPOR 73rd Annual Conference
May, 2018. Denver, CO*



This study

- Experimentally compares two versions of letters

- Standard cover letter

Dear Nebraska Resident,

We are writing to ask for your help with this year's Nebraska Annual Social Indicators Survey (NASIS). Researchers at UNL, Extension, the Nebraska Department of Natural Resources, and the Nebraska Department of Health and Human Services have pooled resources to do this survey of Nebraskans. This uses limited resources more responsibly and reduces the number of surveys people are asked to do.

We rely on the kindness of people like you to make the survey work. Please have the **adult age 19 or older in your household who has the next birthday after July 1st 2017** do the survey. This results in a random sample of Nebraskans.

- Bulleted cover letter

Dear Nebraska Resident,

We are writing to ask for your help with this year's Nebraska Annual Social Indicators Survey (NASIS). Rather than writing a long letter, we'll get right to the important points.

- **Who should do the survey?** The adult age 19 or older in your household who has the next birthday after July 1st 2017. This results in a random sample of Nebraskans.
- **What should this person do?** Take 10-15 minutes to answer the questions and return the survey in the postage-paid return envelope.

Experimental Design – Initial Cover Letter



BUREAU OF SOCIOLOGICAL RESEARCH

DATE

Nebraska Resident
«Street» «Apt»
«City», «STATE_ABBR» «ZIP»-«ZIP4»

Dear Nebraska Resident,

We are writing to ask for your help with this year's Nebraska Annual Social Indicators Survey (NASIS). Researchers at UNL, Extension, the Nebraska Department of Natural Resources, and the Nebraska Department of Health and Human Services have pooled resources to do this survey of Nebraskans. This uses limited resources more responsibly and reduces the number of surveys people are asked to do.

We rely on the kindness of people like you to make the survey work. Please have the **adult age 19 or older in your household who has the next birthday after July 1st 2017** do the survey. This results in a random sample of Nebraskans.

The results will help researchers working in a variety of fields including Nebraska state government agencies, non-profit organizations, and academic institutions. These results will help inform state government decisions, determine potential focus areas for non-profits, and advance general knowledge through academic research all of which benefit society and Nebraskans, like you. Science like this only works with help from the public.

The survey should only take about 10-15 minutes to complete. Your participation is voluntary and all responses will be kept confidential. Data will be shared with those who added questions to the survey and with other interested researchers and students. Results will only be reported in the aggregate; your answers will be combined with other people's answers in all reports and no identifying information will be reported. Results in these reports will not reveal who was included in the survey. There are no known risks to participating in this survey.

A future research card has also been included in this packet. If you are interested in participating in other research opportunities, please complete the card and return it in the provided envelope. After you return it, we will use the contact information you provide and your survey responses to determine if you are eligible for future research opportunities that become available. We will contact you if you are eligible. We will not share your contact information from this card outside the Bureau of Sociological Research (BOSR). If at any time you prefer not to be contacted for future research, simply inform BOSR of this decision, and we will remove your contact information from our list.

We are happy to answer any questions you have about this survey. We can be reached by telephone at 1-800-480-4549 or by email at bosr@unl.edu. This study has been reviewed and approved by the UNL Institutional Review Board (IRB 20160816239 FB). If you have questions about your rights as a participant, you may contact them at 402-472-6965.

Thank you for helping make the 2017 NASIS a success.

Sincerely,

Lindsey Witt-Swanson

Lindsey Witt-Swanson
Assistant Director
Bureau of Sociological Research
University of Nebraska-Lincoln

907 Oldfather Hall / P.O. Box 880325 / Lincoln, NE 68588-0325 / (402)472-3872 / 1-800-480-4549 / bosr@unl.edu

443 Words

Flesch-Kincaid
Grade Level:
11.3



BUREAU OF SOCIOLOGICAL RESEARCH

DATE

Nebraska Resident
«Street» «Apt»
«City», «STATE_ABBR» «ZIP»-«ZIP4»

Dear Nebraska Resident,

We are writing to ask for your help with this year's Nebraska Annual Social Indicators Survey (NASIS). Rather than writing a long letter, we'll get right to the important points.

- **Who should do the survey?** The adult age 19 or older in your household who has the next birthday after July 1st 2017. This results in a random sample of Nebraskans.
- **What should this person do?** Take 10-15 minutes to answer the questions and return the survey in the postage-paid return envelope.
- **Who is asking these questions?** Researchers at UNL, Extension, the Nebraska Department of Natural Resources, and the Nebraska Department of Health and Human Services have pooled their resources to do this survey. This uses limited resources more responsibly and reduces the number of surveys people are asked to do.
- **Is participating voluntary?** Yes. By participating you can help us truly know what the people of Nebraska think. Science like this only works with help from the public.
- **Will my data be kept confidential?** Yes. Your answers will be combined with other people's answers in all reports and no identifying information will be reported. Results in these reports will not reveal who was included in the survey. There are no known risks to participating.
- **Who uses this information?** Those who added questions and sometimes other interested researchers and students who reach out to us, including state government, non-profit organizations, media, and students.
- **Who do I contact if I have questions?** For questions about the survey, call 1-800-480-4549 or email bosr@unl.edu. For questions about your rights as a research participant, call the UNL Institutional Review Board at 402-472-6965. They have reviewed and approved this study (IRB 20160816239 FB).
- **What is the future research card?** This card gives you the opportunity to be contacted for future research opportunities.

Thank you for helping make the 2017 NASIS a success.

Sincerely,

Lindsey Witt-Swanson

Lindsey Witt-Swanson
Assistant Director
Bureau of Sociological Research
University of Nebraska-Lincoln

907 Oldfather Hall / P.O. Box 880325 / Lincoln, NE 68588-0325 / (402)472-3872 / 1-800-480-4549 / bosr@unl.edu

310 Words

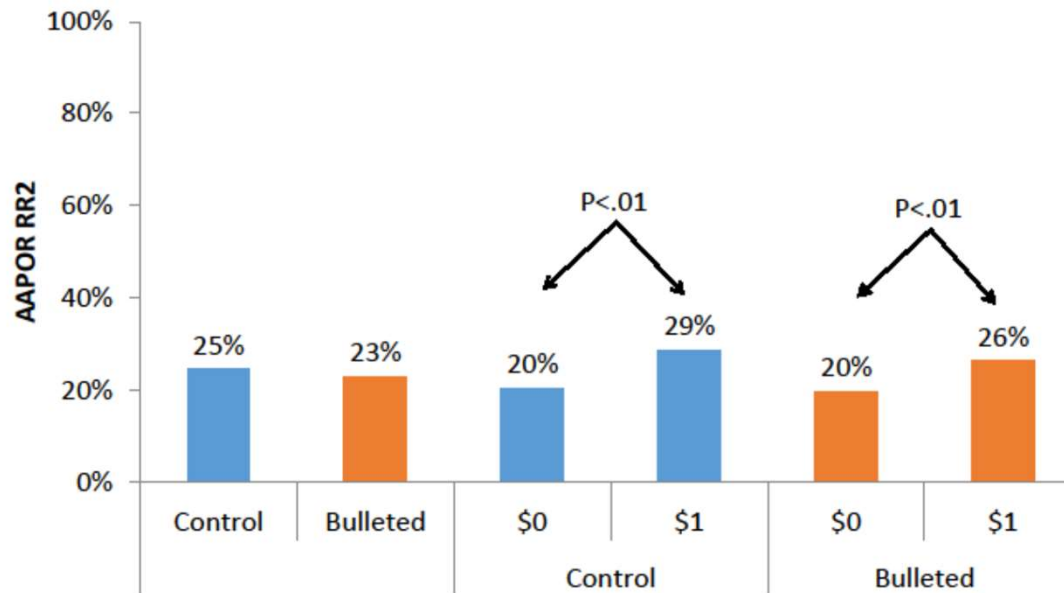
Flesch-Kincaid
Grade Level:
9.4



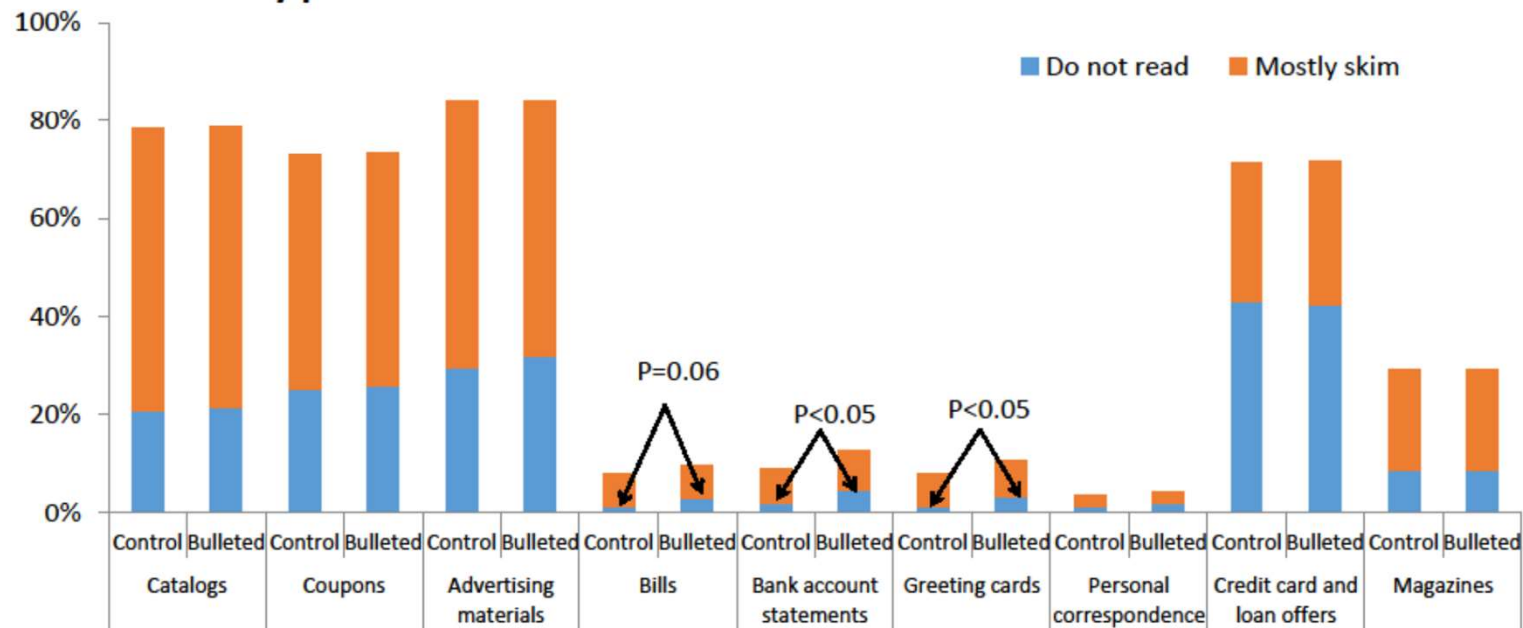
Hypotheses

- Bulleted letter will yield higher response rate
 - \$1 encourages attention to the letter → amplify the effects of bulleted letter
 - \$1 helps overcome the burden of the control letter → have stronger effect on control letter
- People with lower cognitive ability (65+, high school or less) will be more likely to respond to the bulleted version
- Bulleted letter will bring in
 - More busy people
 - More mail-getters
 - More do-not-readers and skimmers

**Only the incentive impacted response rate.
The letter treatment had no effect.**



Bulleted version did get more do-not-readers for some types of mail



Summary

- The incentive impacted response rate, but the bulleted letter did NOT.
- The bulleted letter with \$1 incentive appears to have the smallest average error relative to the benchmarks.
- People with lower cognitive ability were NOT more likely to respond to the bulleted version
- The bulleted letter did NOT bring in more busy people or mail-getters.

AAPOR | MAY 2018

CAN SPECIFIC HOUSEHOLDS BE TARGETED FOR FEDEX REMINDERS?

EVIDENCE FROM A NATIONAL SURVEY

Mahi Megra | Rebecca Medway | Cameron McPhee | Mickey Jackson

MAKING
RESEARCH
RELEVANT

AMERICAN INSTITUTES FOR RESEARCH | AIR.ORG



Initial Observations

In NHES 2017 administration, we included an **experiment** where sample members were randomly assigned to receive the third screener mailing via FedEx or Priority Mail.

- FedEx led to a 3 percentage point screener response rate gain.
- Certain households such as those with Hispanic heads of households were significantly more likely to respond to FedEx versus Priority Mail.

Research Questions

- Can we accurately predict sampled cases' sensitivity to FedEx mailings – both in the sample on which the model is originally estimated and in a separate validation sample?
- Can we use these sensitivity scores to identify cases that should receive a less expensive Priority mailing instead of a FedEx mailing in early mailings?

Motivation for Research Question

NHES 2019 will include an experiment that attempts to identify cases that are *least* likely to be impacted by FedEx mailing.

- More FedEx Sensitive Cases



- Less FedEx Sensitive Cases



Methods-Modeling Approach

- Sensitivity:
 - The change in the case's probability of being a screener respondent when sent a FedEx mailing, relative to its probability of screener response when sent a Priority mailing.

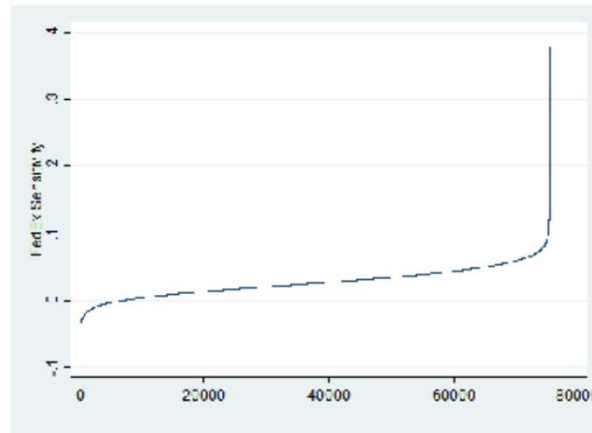
$$Sensitivity_{FedEx} = p_{FedEx} - p_{Priority}$$

Where p_{FedEx} is the probability of the cases responding having received a FedEx mailing and $p_{Priority}$ is the probability of responding having received Priority mailing.

- To obtain p_{FedEx} for the Priority cases, we used the logistic regression model estimated above with the value of the FedEx indicator set to 1 for all cases (regardless of their actual mailing condition).
- To obtain $p_{Priority}$ for the FedEx cases, we used the logistic regression model estimated above with the value of the FedEx indicator set to 0 for all cases (regardless of their actual mailing condition).

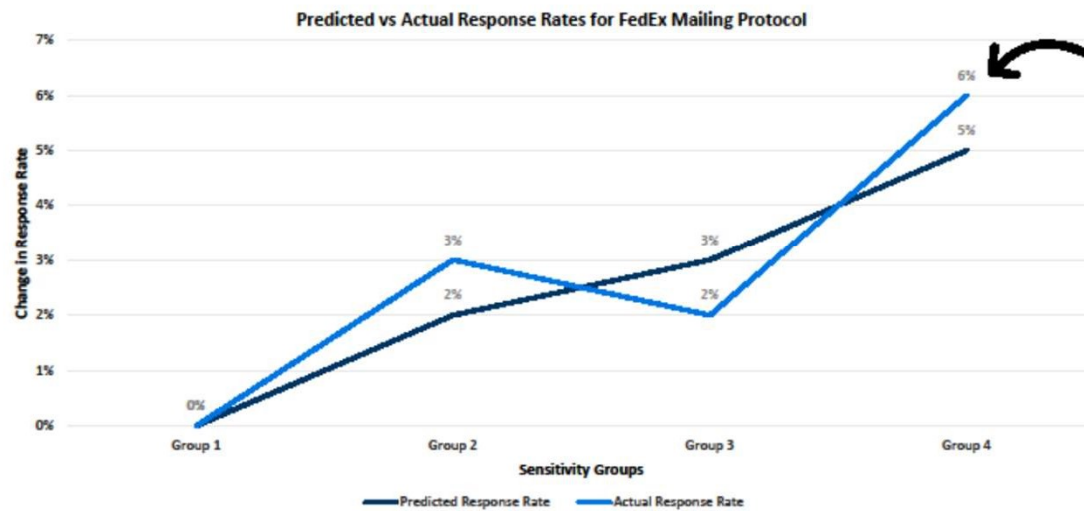
Findings-Range of Sensitivity Scores

- Plot of sensitivity score does not suggest any particular grouping; hence, we decided to use quartiles of the sensitivity score as 4 groups.



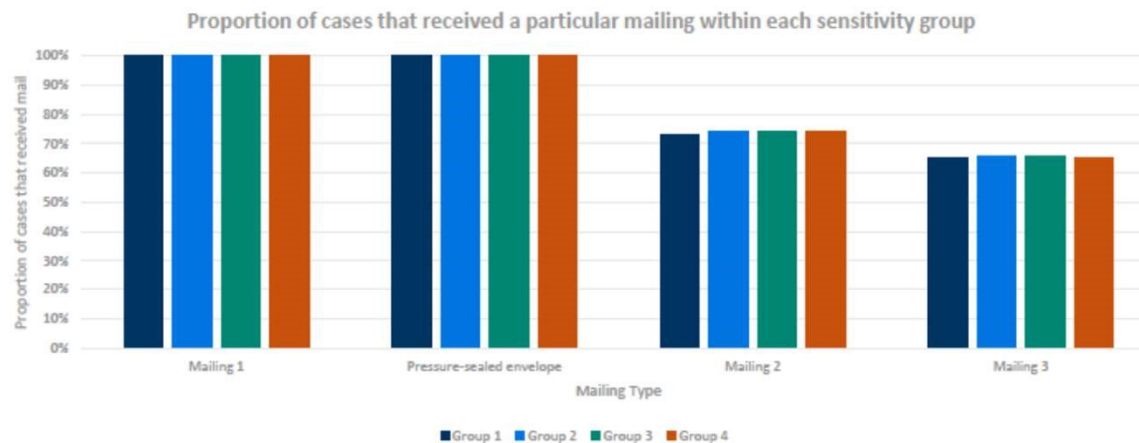
Findings-Utility

- In general, the expected difference between the response rates for FedEx vs Priority mailing followed the same pattern as the actual difference.



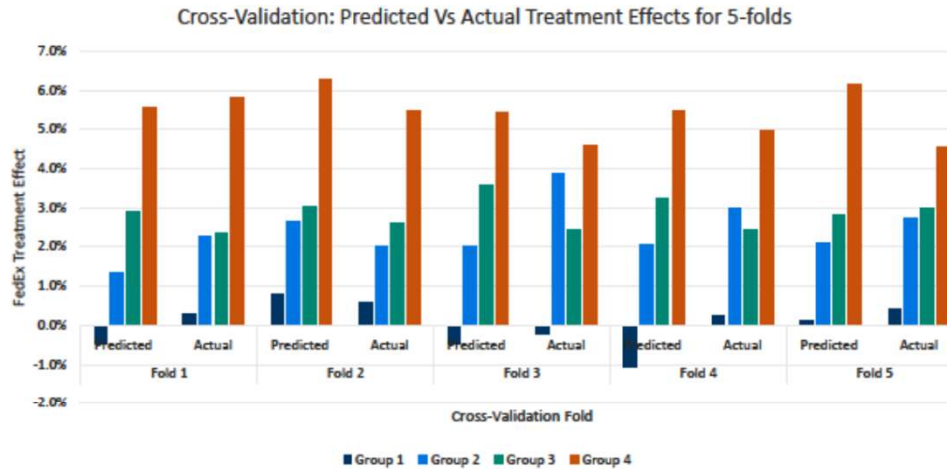
Findings-Response Propensity Vs Sensitivity

- The proportion of each type of mailing received by all sensitivity groups was essentially the same suggesting that response propensity and sensitivity are not correlated.



Findings-Cross Validation

- 5-fold cross validation suggests that the model is stable and has external validity.



Implications

- We are able to find groups that have different sensitivity scores.
 - Both in the test sample and validation samples.
- FedEx sensitivity seems to be different from response propensity
- In general targeting cases that are more sensitive to FedEx seems to increase respondent representativeness.
- We will actually experiment with sending FedEx mailing based on sensitivity score and hope to present the results for AAPOR 2019.

The shorter the better?

Andy Zukerberg (National Center for
Education Statistics)

Danielle Battle and Ashley Kaiser,
(American Institutes for Research)

Background

- Conducted as part of National Household Education Survey (NHES) 2012 collection
- Two stage mail out – mail back survey
- First stage was short screener
- Second stage was longer topical questionnaire
 - Early Childhood Program Participation (ECPP) or Parent and Family Involvement in Education (PFI)

Experiment

- Occurred at 4th mailing of topical questionnaire
- ECPP sent to 7,814 households (4th mailing: short form 1,111; regular form 1,073)
- PFI sent to 17,563 households (4th mailing: short form 2,294; regular form 2,337)

Questionnaire	Number of questions	Blank pages	Total pages
ECPP regular	139	1	24
ECPP short	67	1	16
PFI regular	113	2	24
PFI short	50	2	16

Sample Size and Response Rate at 4th mailing

	Short		Regular	
	Number Complete	Response Rate	Number Complete	Response Rate
ECPP	79	7.1%	58	5.4%
PFI	167	7.3%	142	6.1%

Results – ECPP

- More respondents to the regular form did not speak English at home than respondents to the short form (14.9% of regular form respondents compared to .8% of short form respondents)

Results- PFI

- More single parent households responded to the short form compared to the regular form (41.8% vs. 29.7%) and significantly more two parent households responded to the regular form than the short form (70.4% vs. 58.2%)
- More college graduates responded to the regular form than short form (18.7% compared to 11.5%)
- Household income also showed differences with those earning between \$20,001 and \$50,000 being more likely to respond to the short form (45% vs. 28.5%) than the regular form
- Those earning \$100,001 or more were more likely to complete the regular form than the short form (24% vs. 12.5%)

Results- Combining ECPP and PFI

- When combining the ECPP and PFI respondents only one income level showed a difference:
 - \$50,001 to \$75,000 income range was more likely to complete the regular form than the short form (17.5% vs. 11%)

Limitations

- Do not have data for characteristics of non respondents
- Overall response rate to fourth mailing was low, leaving few cases for comparison
- Sample members may not have understood that the form was shorter than previous mailings

Conclusions

- While short form did not significantly increase response rate, it did have a different distribution of some characteristics than the regular form
- It is not clear that the differences are enough to overcome the loss of data or to potentially reduce bias
- May have performed better if introduced earlier in non response follow-up process

Thank You!!

Mechelle Timmons
mechelle.timmons@DataForceResearch.com
704-826-7828