



Addressing Non-Response in ABS Studies with Short Field-Periods


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Erin Czyzewicz
Erin Ben-Porath



Key Areas of Interest

- “Short field period”
- Mode of completion when multiple modes are offered and difference by key demographics (e.g., age, gender, ethnicity, education, income)
- Post-incentive selection and differences by key demographics
- Effect of the inclusion of a QR code and mode of completion
- Effect of adding a \$2 pre-incentive on yield
 - Yield is the number of invitations needed to be sent to garner one completed interview (i.e., the higher the yield the more expensive and lower response rate)



Research Background

Detailed Description

Survey Background



- Seven cities
- 21,000 interviews
- 4 week data collection
- ABS sample and recruitment using custom city logos
 - Invitation letter
 - Reminder postcard with QR code
- Modes offered: Web, Inbound call-in CATI and Outbound CATI
 - Mobile optimization for mobile web completes
- \$10 incentive offered as either a check or online only retailer gift card

Contact Schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Day 1 Invitation Letter Mailed	2	3	4	5	6	7
8	9	10 Postcard Reminder Sent*	11	12	13	14
15 Outbound Telephone Dialing Starts**	16	17	18	19	20	21
22	23	24	25	26	27	28 Fieldwork Closes at Midnight

*Postcard reminders were sent based on sample (e.g., landline matched, cell matched, unmatched) productivity.

**Outbound CATI dialing targeted non-responders, especially in groups that were disproportionately non-responsive (e.g., Hispanic) and landline matched sample as cell matched was not as accurate or productive.

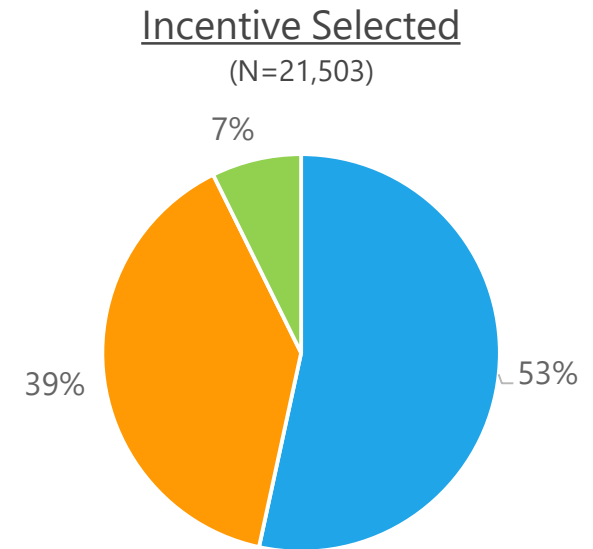
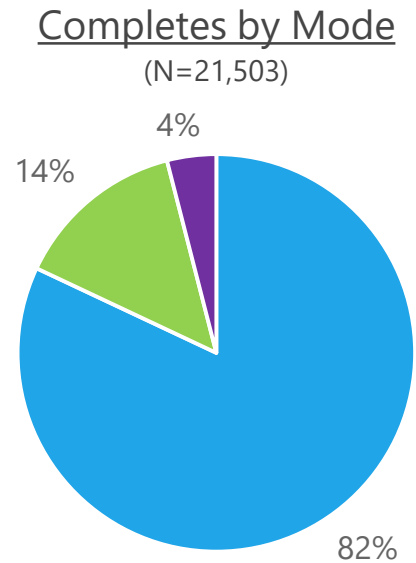


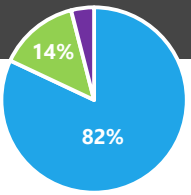
Fieldwork Findings

Detailed Description

Fieldwork Findings

- Self-administered web was significantly more productive than originally anticipated
- More than half of all respondents chose to receive an online only retailer gift card as an incentive.

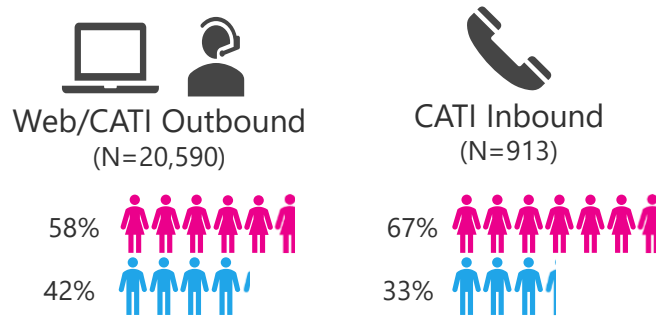




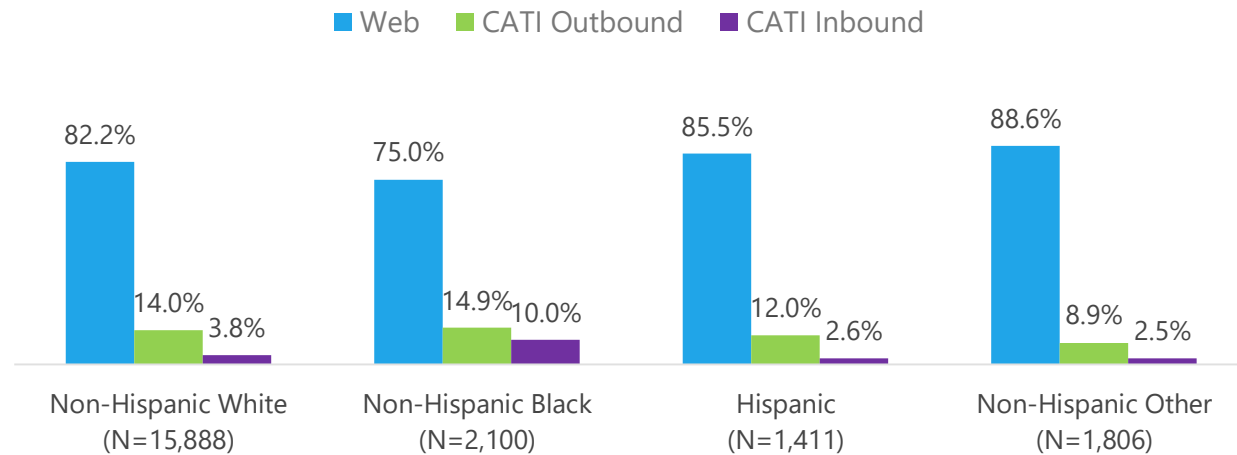
Fieldwork Findings: Completes by Mode

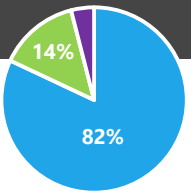
- Women are disproportionately more likely to call in to complete.
- Non-Hispanic Blacks are noticeably more likely to call in to complete than other racial groups.
- It is important to note that mode of completion for Hispanics varied more by city than other demographic groups.

Completes by Mode by Gender



Completes by Race by Mode

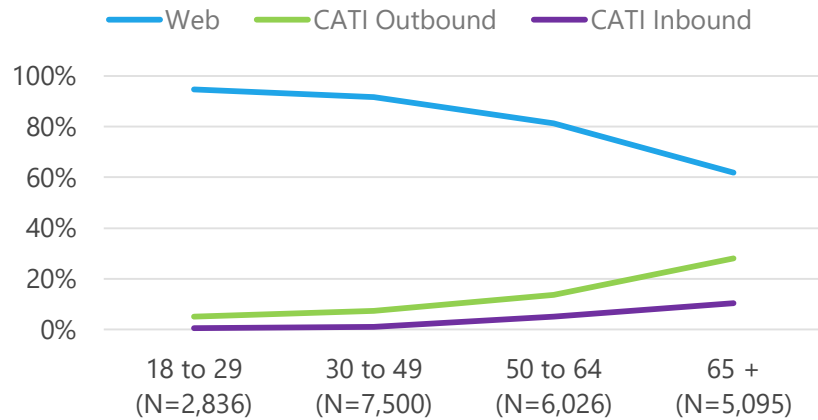




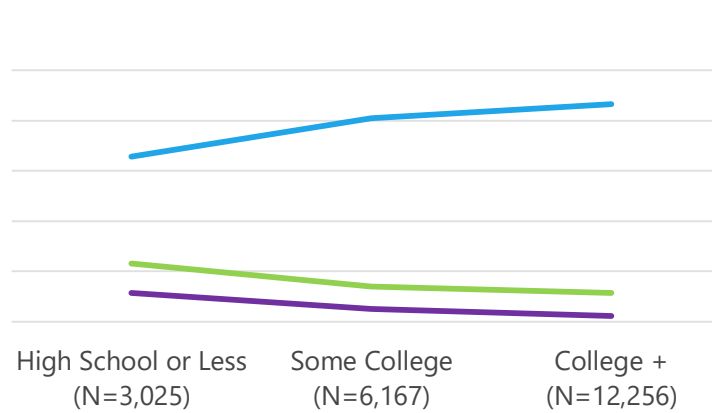
Fieldwork Findings: Completes by Mode

- As age increases, so do both outbound and inbound CATI completes.
- As education level increases, so does completion online. Income above \$50,000 is notably more likely to complete online compared to income less than \$50,000 a year.

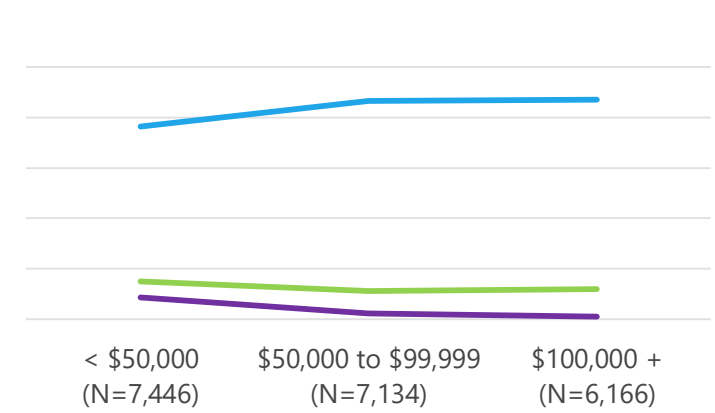
Completes by Age by Mode

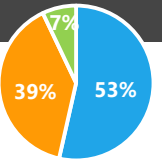


Completes by Education by Mode



Completes by Income by Mode

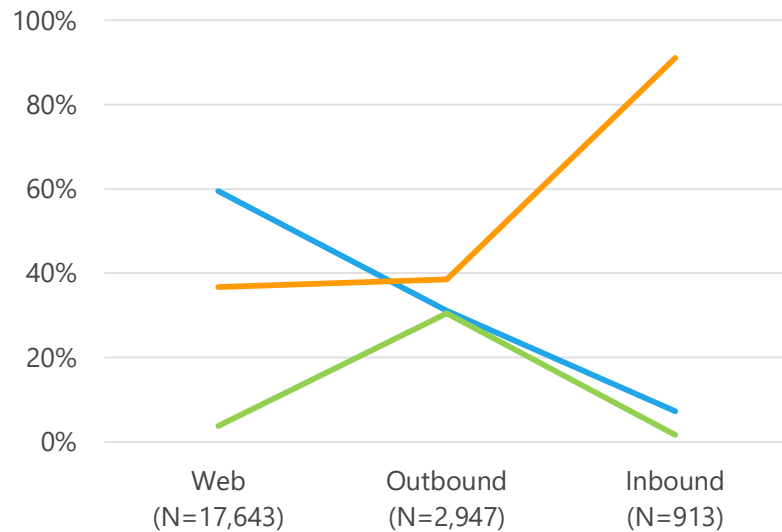




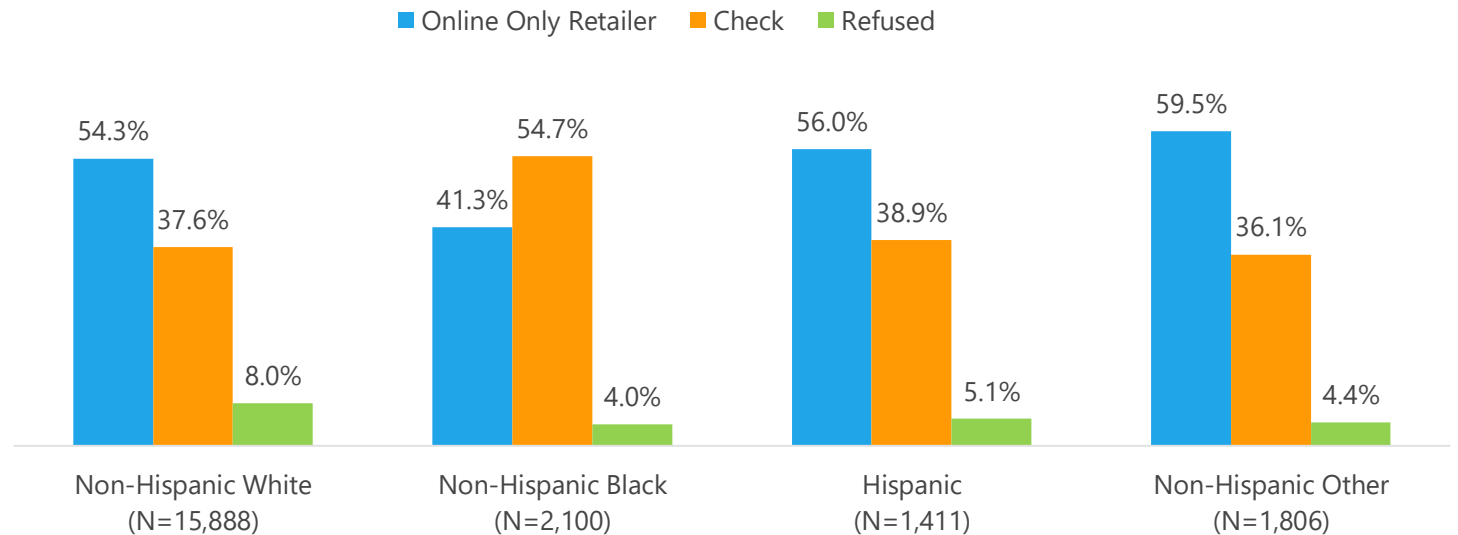
Fieldwork Findings: Incentive Selection

- Non-Hispanic Blacks were most likely to request a check.
- Not surprisingly, those that completed online were the most likely to request their incentive via an online only retailer gift card.

Incentive Selection by Mode



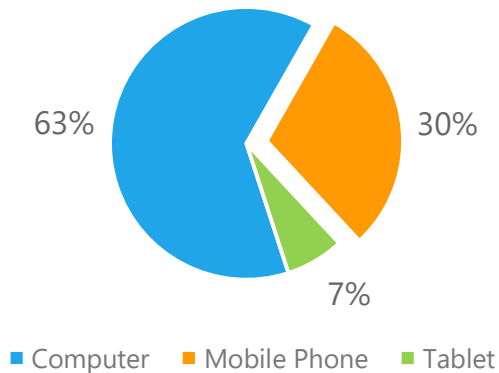
Incentive Selection by Race



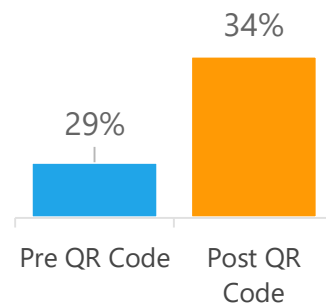
Fieldwork Findings: Device Type and QR Code

- A little over one third completed the survey on a mobile device (e.g., a phone or tablet).
- With the exception of race, all other key demographics are generally consistent between those who completed prior to QR availability and those who completed after a QR code was offered.
- White non-Hispanics were noticeably more likely to complete prior to the QR code being provided.

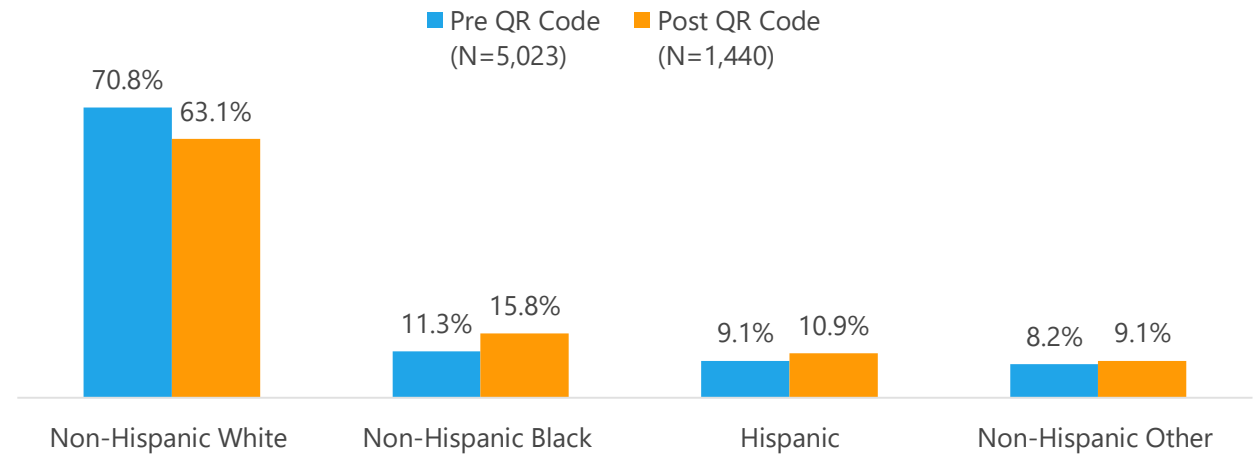
Device type Completed On:
(N=17,643)



Mobile Device Total Complete
(N=17,643)

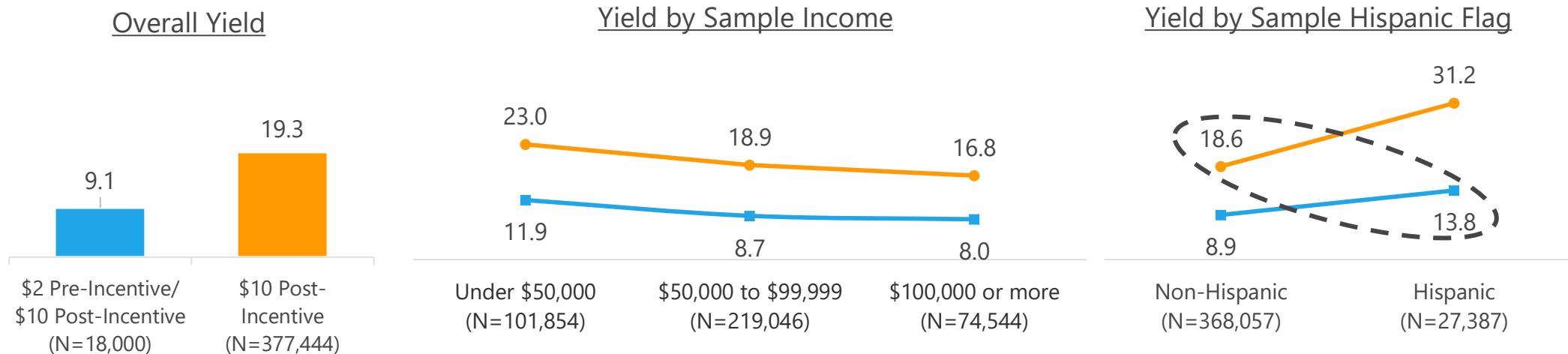


Race among Mobile Device Complete by QR Code Availability



Fieldwork Findings: \$2 Pre-Incentive Impact

- The inclusion of a \$2 incentive dramatically improved the yield.
- Not surprisingly, the higher the sample income (mean income at the block level), the better the yield in both the \$2 pre-incentive group as well as the \$10 post-incentive only.
- Sample that was flagged with a Hispanic surname produced a much worse yield than those who had not been flagged with a Hispanic surname.

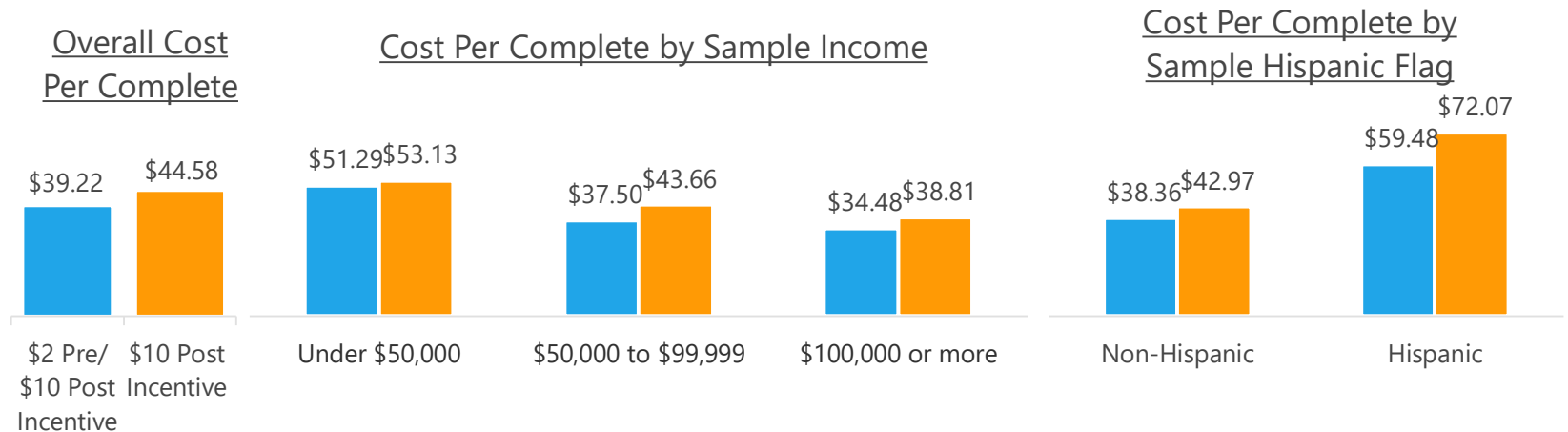




Implications & Recommendations for Future Research

Implications/ Recommendations for Future Research

- The inclusion of a QR code appears to boost completion on a mobile device.
 - Including a QR code may be beneficial, but only if your survey is mobile optimized.
- Include a call-in number to ensure a more representative population can “self” complete (i.e., encourage low income and Black non-Hispanics to complete).
- Make sure to include other incentive offerings besides an online only retailer gift card as online only retailer gift card are not as appealing for lower income populations.
- For short field period ABS studies, include a \$2 pre-incentive as it is more cost effective.
 - The cost to mail a one page invitation letter in a 6” x 9” envelope first class and a reminder postcard is \$2.31. Based on the yields in this study, including a \$2 pre-incentive would result in significant cost savings.



Erin Czyzewicz

SSRS

eczyzewicz@ssrs.com

contact

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