



# Conducting an Anonymous Survey with Follow-Up Targeted to Non-Responders

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# Study Protocol

- Mail survey
  - With web survey option
  - Up to seven mailings
  - \$5 incentive
  - Contact information will come from state level database
  - N = 3948

# Study Protocol, cont.

- Web Option
  - Unique Password
  - All three survey cover letters

# Mailings

Mailing:	Sent to:
Advance Letter	All sample members
First survey mailing	All sample members
Reminder Postcard	Non-responders only
Second survey mailing	Non-responders only
Reminder Postcard	Non-responders only
Third survey mailing	Non-responders only
Reminder Postcard	Non-responders only

# Rationale

- State-level Personally Identifiable Information (PII) can not be released to survey vendor
  - State data that includes sensitive information will be used for analysis
  - State residents have not released PII
- Desire to avoid sending survey packets to responders
  - Cost issues
  - Avoid receiving duplicate surveys from same respondent
  - Avoid having respondents becoming irritated with study for mailings after completion

# Rationale, cont.

- State is volunteering to participate in the study
  - Want to reduce burden for state employees
- State should not have access to survey data
  - Sensitive questions in survey

# Methodology – Pre-Survey

- State Tasks
  - Provide database with unique identification to survey vendor
    - Survey data will include data about the respondent
    - It will not include contact information or PII
  - Pull sampled cases and contact information into Tracking System used by the State
- Survey Vendor Tasks
  - Draw sample and provide cases selected to state

# Methodology – Advance Letter

- State Tasks
  - Print personalized advance letters on state letterhead and mailing labels in CaseID order
  - Mail advance letters
- Survey Vendor Tasks
  - Provide all postage and other supplies
  - Provide training on mailing assembly to state and assist with the mailings (including hiring local staff).
  - QC



# Methodology – Survey Mailing

- State Tasks
  - Print personalized cover letters on state letterhead and mailing labels in CaseID order
  - Mail survey packets
- Survey Vendor Tasks
  - Create mail packets with unique ID on the outside envelope, including incentive, in CaseID order
  - Provide training on mailing assembly to state and assist with the mailings (including hiring local staff).
  - Provide all postage and other supplies
  - QC

# Methodology – Tracking Surveys

- State Tasks
  - Enter returned survey packets (undeliverable) into web-based IMS
- Survey Vendor Tasks
  - Receive returned surveys and enter into web-based IMS
  - Data Entry

# Methodology – Follow-Up

- State Tasks
  - Postcards: Print mailing labels
  - Surveys: Print personalized cover letters on state letterhead and mailing labels in CaseID order
  - Mail follow-up mailings
- Survey Vendor Tasks
  - Provide file with the CaseIDs to mail to synch with the tracking database at the state (non-finalized cases)
  - Provide training on mailing assembly to state and assist with the mailings (including hiring local staff)
  - Provide all postage and other supplies
  - QC

# Summary

- Survey vendor will have state level data, but no PII
- Survey vendor will have survey data
- State will retain all PII
- State will not have access to survey data, except in summary form

# Status

- Data collection is completed
- Surpassed Response Rate Client was expecting
- Surpassed expected number of responses prior to each follow-up mailing
- Respondents seemed interested and engaged in survey
- Quality of the data were very good (according to analysts)

# Summary of Mailing

Mailing	Expected Date of Mailing	Actual Date of Mailing	Expected Number Mailed	Actual Number Mailed
Advance Letter	August 20, 2014	August 20-27, 2014	3948	3948
Survey Packet	August 22, 2014	August 25-29, 2014	3948	3948
First Postcard	September 5, 2014	September 10, 2014	3356	3344
Second Survey	September 19, 2014	September 19-22, 2014	3021	2448
Second Postcard	October 3, 2014	October 3, 2014	2720	1779
Third Survey	October 17, 2014	October 17, 2014	2448	1496
Third Postcard	October 31, 2014	October 31, 2014	2204	1335

# Summary of Response

	N	%	Adjusted %*
Web Completions	184		
Paper Completions	1732		
Paper Completions w/no label	27		
Total Completions	1943	49%	60%
Deceased	2		
Refused	118		
Undeliverable	710		
Total Other Final Status	830	21%	4%
No Response	1175	30%	36%
Total Mailed	3948	100%	82%