

Strategies for Tracking Young Populations in Telephone Surveys

Ricky Hull

Project Manager

Bureau of Sociological Research

University of Nebraska-Lincoln

University of Nebraska

Bureau of Sociological Research



Nebraska Post School Outcomes Project Survey

- Telephone Survey
- Population: Individuals in Nebraska with IEPs, one year after exiting high school
- Interview is conducted with former student or proxy (parent/guardian) if student is unreachable/incapable
- Conducted annually
- Field period: July to mid-October
- Pre-notification letter



Nebraska Post School Outcomes Project Survey

- Collect data on 3 federal reporting outcome targets:
 - Enrolled in higher education
 - Competitively employed
 - Enrolled in other education or employment
- Supplemental data on education, employment, adult agencies, high school experience, dropping out of high school (when applicable)



Background

- Young adult population is often very transitory.
- Contact info provided is usually at least a year old (sometimes older).



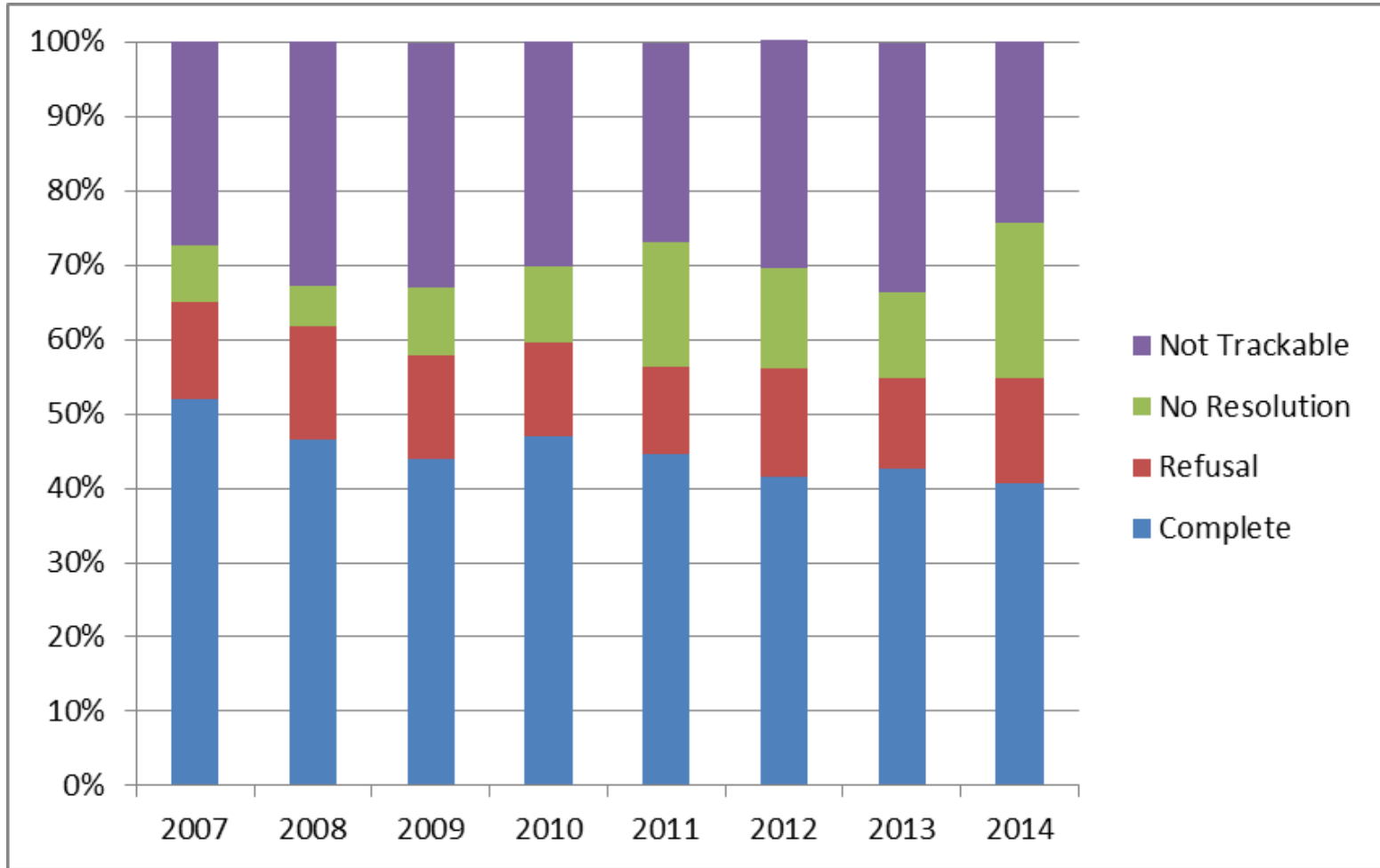
Response Rate

- Sample size: n=2,471
 - Completed interview: 40.6% (n=1,004)
 - Refusal: 14.3% (n=354)
 - No resolution: 20.8% (n=513)
 - Ineligible: 1.8% (n=43)
 - Not trackable: 22.5% (n=557)

- 432 prenotification letters returned undeliverable



Trends in Response



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Tracking Respondents

- 900 out of 2,471 (36.4%) cases required tracking at some point
- 557 cases were deemed not trackable by the end of the study



Tracking Respondents

- New contact information provided over the phone.
- Paid online phone search vendor (USA People Search)
- Phone card & business reply envelope (new in 2014)



Tracking – New Contact Info Provided Via Phone

- 286 of 900 tracked cases (31.8%) had new number provided.
- 43 of those lead to a dead end.
- 133 lead to completed interview.



Tracking – Online Search

- 388 of 900 tracked cases (43.1%) had new number provided.
- 207 of those lead to a dead end.
- 17 lead to completed interview.



Tracking – Mailed Phone Card

- Included in prenotification letter, sent to entire sample
- Card requesting phone number
- Mailed back via business reply envelope
- New to 2014

Please take a moment to fill out this card with your current phone number so that we can more easily reach you. Once you are done, please use the postage-paid return envelope to send the card back to us.

If you have any questions, please give us a call at 1-800-480-4549.

Your phone number:

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Thank you for your help!

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Tracking – Mailed Phone Card

- Only 54 cards returned
- Of the 54 returned cards, 22 were returned with the same number already on record.
- 2 numbers were a dead end.
- 30 lead to completed interviews.



Conclusions

- New contact information provided (via mail and phone) was fairly accurate and lead to a high completion rate.
 - Especially phone cards returned.
- Phone cards were largely unsuccessful.
 - People are hesitant to give out personal information.
- Online searching not very accurate.
- Young, highly mobile population is still difficult to track.



Future Considerations

- Experimental design.
- Evaluate more than just data from most recent year.
- Abandon online search and phone cards as a valid method to gather contact information.
 - Nonresponse analysis



Thank You!

Questions?

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