

## Motivation

- Effective cognitive interviewing relies on testing questions with respondents who are members of the target population for the survey and diverse on demographic and other characteristics.
- When pretesting survey questions for national surveys, consider whether key variables of interest can vary significantly by geography.
- Geographic diversity may be required because different geographic regions of the country may vary on attitudes, political experiences, and other factors that would impact respondent experiences and opinions as related to the key variables of interest.

## Research Question

- How do we most effectively and efficiently recruit within the target population when we determine conducting interviews beyond the easily reachable boundaries of our survey research center is necessary?

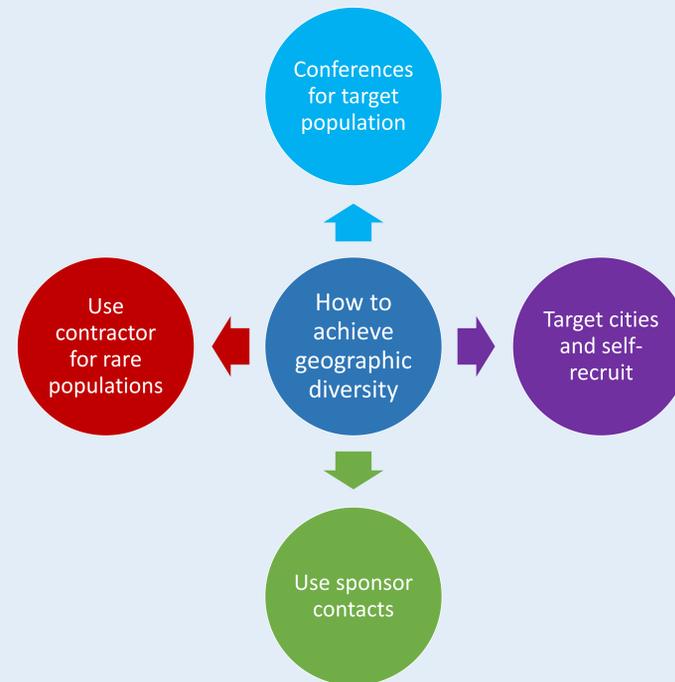
## Logistics Of Remote Pretesting

- Choose major cities and select 2 to 3 interview locations (downtown area, more suburban area)
  - Identify contacts within city and ask about possible interview locations and safety of areas
- Have toll-free number for potential respondents for screening.
- Give respondents options in interview dates, times, and locations.
- Limit to no more than 4 interviews a day per interviewer with breaks in between since respondents may be delayed. Allow for travel time between interview location, as required.
- Plan for no-shows – schedule extra interviews with the expectation that 1 or 2 may cancel.

## Future Plans

- Expand the use of online pretesting using Qualtrics with regional response goals.
- Explore the possibility of conducting remote interviews via video conferencing or Skype. (IT security issues need to be considered.)

## Ideas into Practice



## Target Cities and Self - Recruit

- **Target population:** Prior survey respondents
- **Key variables of interest:** Respondents' perception of survey burden
- **Recruitment strategy:** Cities with large sample of prior survey respondents (Detroit, Kansas City, Chicago, Houston, Atlanta)

Use contacts within cities:  
U of M-PSM, Census  
Regional Data Center,  
Colleague referrals

Other strategies: Local  
Facebook groups,  
Craigslist, fliers for  
community organizations

## Use Sponsor Contacts

- **Target population:** Families receiving free and reduced school lunches
- **Key variables of interest:** Understanding of state school meal application forms
- **Recruitment strategy:** School list provided by sponsor

Identify schools in  
selected states  
(MN, WA, DE, VA)

Contact School  
Nutrition director  
( & PTA, school-  
specific parent  
groups)

Blanket emails,  
backpack letters,  
newsletters, social  
media

## Conferences for Target Population

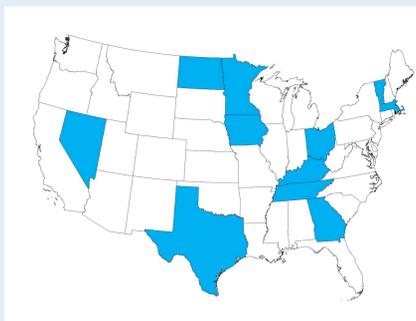
- **Target population:** Teachers and school administrators
- **Key variables of interest:** New professional development modules
- **Recruitment strategy:** National Learning Forward Conference held in DC

Email blast to  
conference  
attendees

6 interviewers,  
17 interviews  
in 2 days

Interviewed  
respondents  
from 11 states

Respondents interviewed from 11 states at DC conference (excluded DC, MD, and VA to use for later rounds of testing)



## Use Contractor for Rare Populations

- **Target population:** LGBT individuals and their household members
- **Key variables of interest:** Sexual orientation and gender identity questions
- **Recruitment strategy:** Contractor with expertise in LGBT research

Select urban and rural  
cities with sufficient  
target population  
(Nashville TN, Portland  
OR, & Fargo ND)

Nationwide research  
panel of LGBT  
individuals, targeted  
Facebook ads to  
transgender users