Approaches to Recruiting for Geographic Diversity in Pretesting Studies?
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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.)

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 at DC conference (excluded DC, MD, and VA to use for later rounds of testing)

Use Sponsor Contacts
- Use sponsor contacts for rare populations
- How to achieve geographic diversity
- Target cities and self-recruit

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

Use Contract for Contractors
- Use contractor for rare populations
- Target cities and self-recruit
- How to achieve geographic diversity

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 Blasting Contacts
- Email blast to conference attendees
- 6 interviewers, 17 interviews in 2 days
- Interviewed respondents from 11 states at DC conference (excluded DC, MD, and VA to use for later rounds of testing)

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