

Quality or Quantity? The Impact of Reducing the Number of Contacts on Response

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**Any views expressed are my own and not necessarily those of the U.S. Census Bureau.*

Background

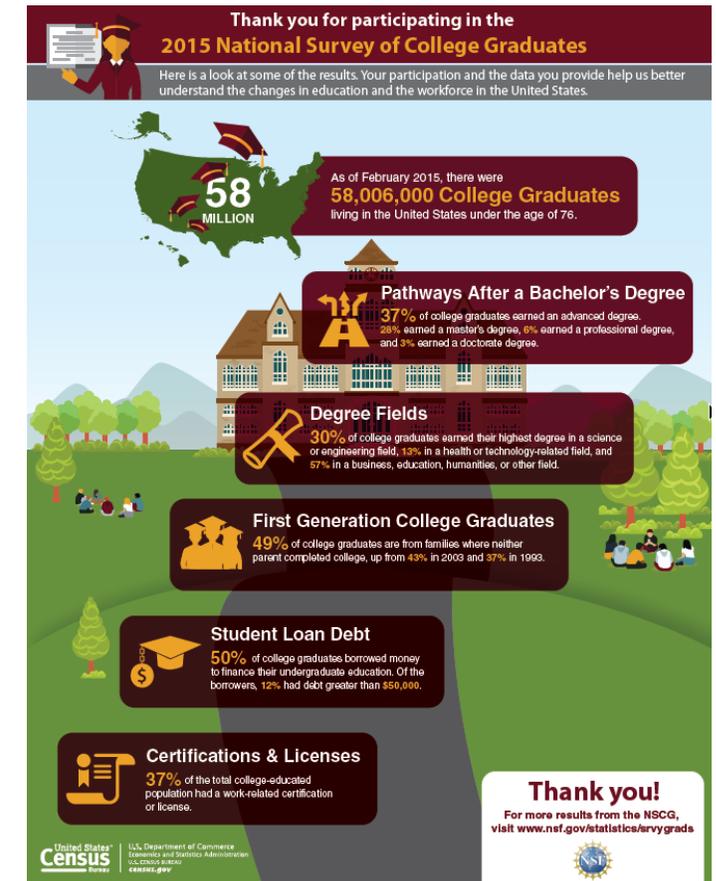
- Survey:
 - National Survey of College Graduates
 - Longitudinal
 - 6-month data collection cycle
 - Web invite, paper questionnaire at week 8, telephone follow-up at week 12
 - Sponsored by the National Center for Science and Engineering Statistics within the National Science Foundation
- Sample cases can receive:
 - Prenotice
 - 6 unique invitation letters (2 with paper questionnaires)
 - 4 reminder letters (same content)
 - 1 reminder postcard
 - 3 reminder emails (same content)
 - Unlimited phone calls

Background

- Question: Can we reduce the number of contacts sample cases receive while maintaining response rates and key estimates?
- Goal: Reduce costs and burden

Experiment

- Contact Strategy Treatment Groups:
 - New letters/envelopes/emails
 - 10 unique letters
 - 6 emails (timing different than current procedures)
 - Infographic
 - Call limit of 10
- Fully factorial design
- Sample size: ~46,000

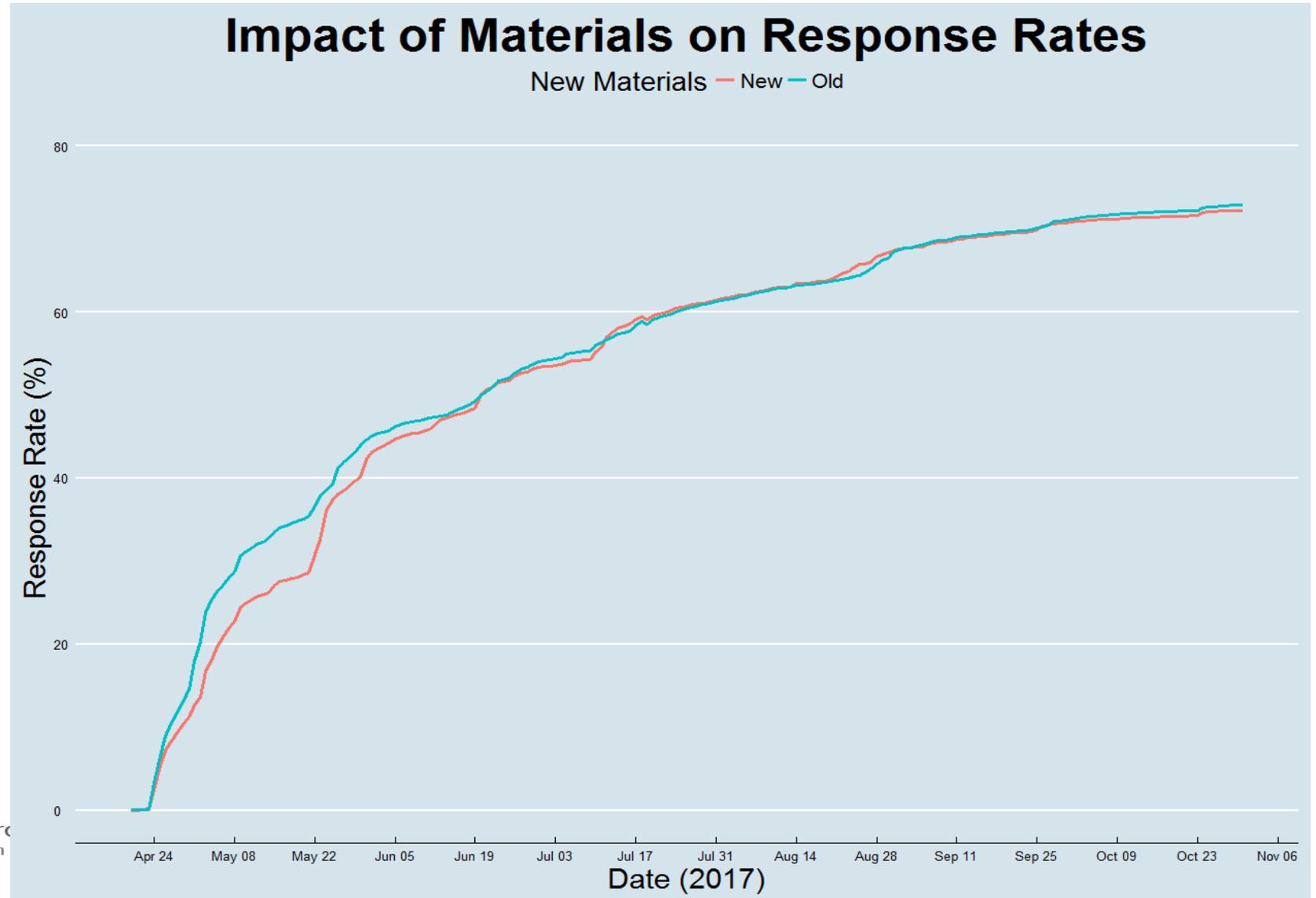


Evaluation Measures

- Response rates (AAPOR RR2)
- Key estimates
- Costs

Results – New Materials

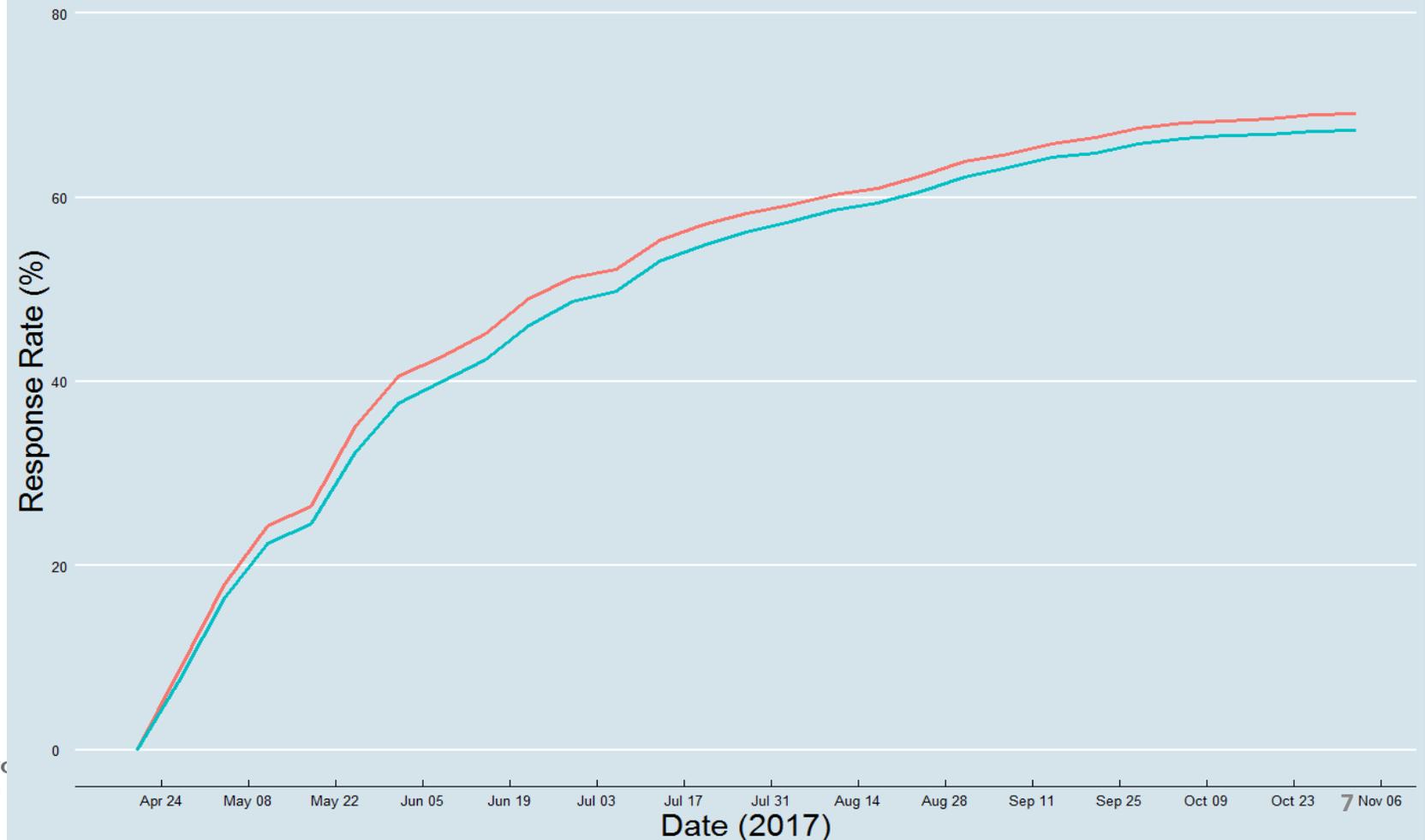
No sig diff - 72.9 vs 72.2



Results – Infographic

Impact of Infographic on Response Rates

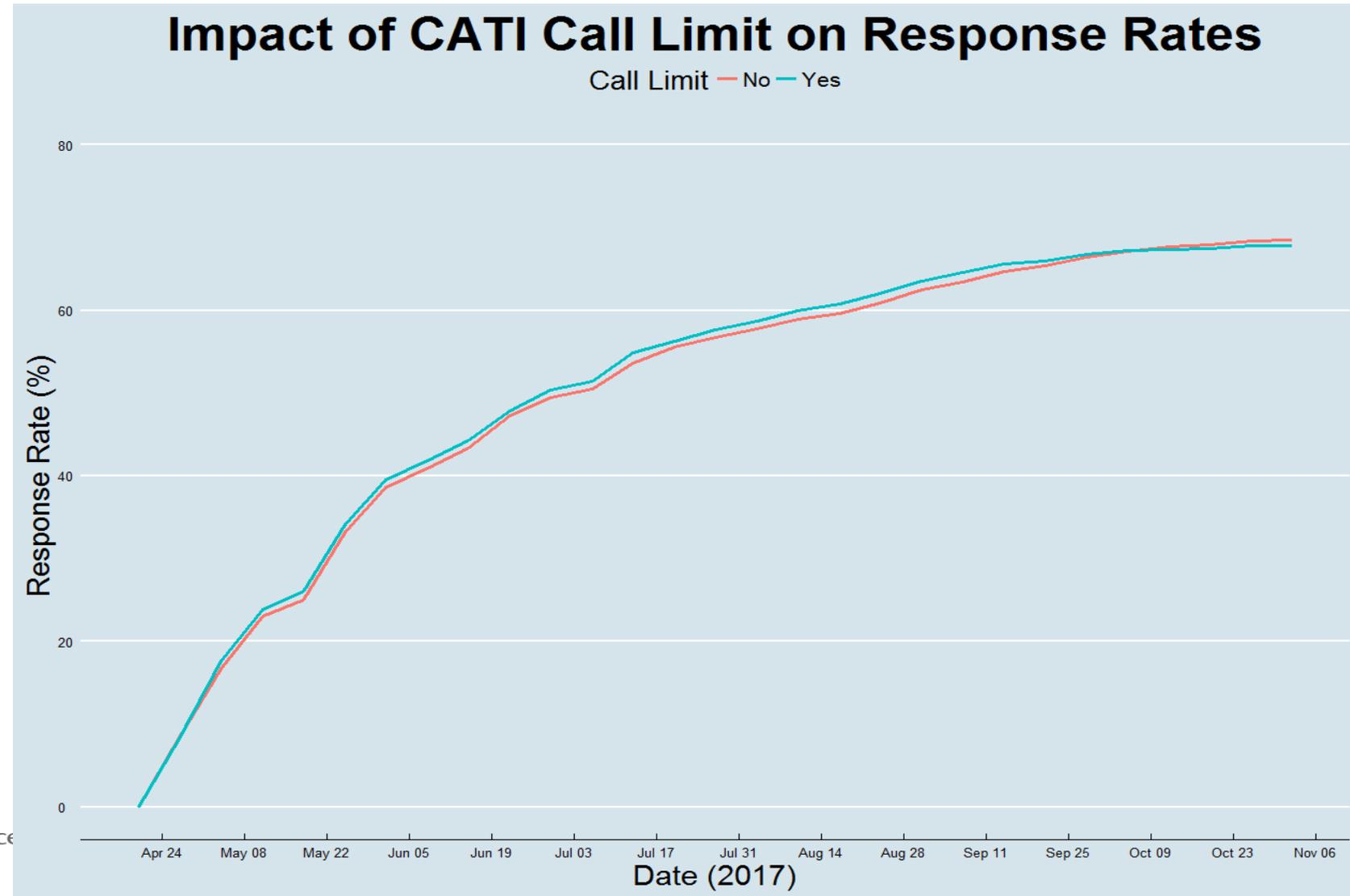
Infographic — No — Yes



No sig diff - 69.1 vs 67.2

Results – Call Limit

No sig diff - 68.5 vs 67.8



Results – Overall Best Strategy

- New Materials, No Infographic, Call Limit
 - Similar response rates
 - No impact on data quality across 14 key estimates
 - Costs reduced - \$7.94 savings/case
- Additional findings
 - Larger, non-standard-sized envelopes and perforated envelopes particularly successful
 - Email directly following mailing successful

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Thank you!

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