

# Beyond the Click

## Mitigating Web Breakoffs

### National Survey of Children's Health

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The U.S. Census Bureau has reviewed this data product to ensure appropriate access, use, and disclosure avoidance protection of the confidential source data used to produce this product (Data Management System (DMS) number: P-7502891; Disclosure Review Board (DRB) approval number: CBDRB-FY26-SEHSD003-057).



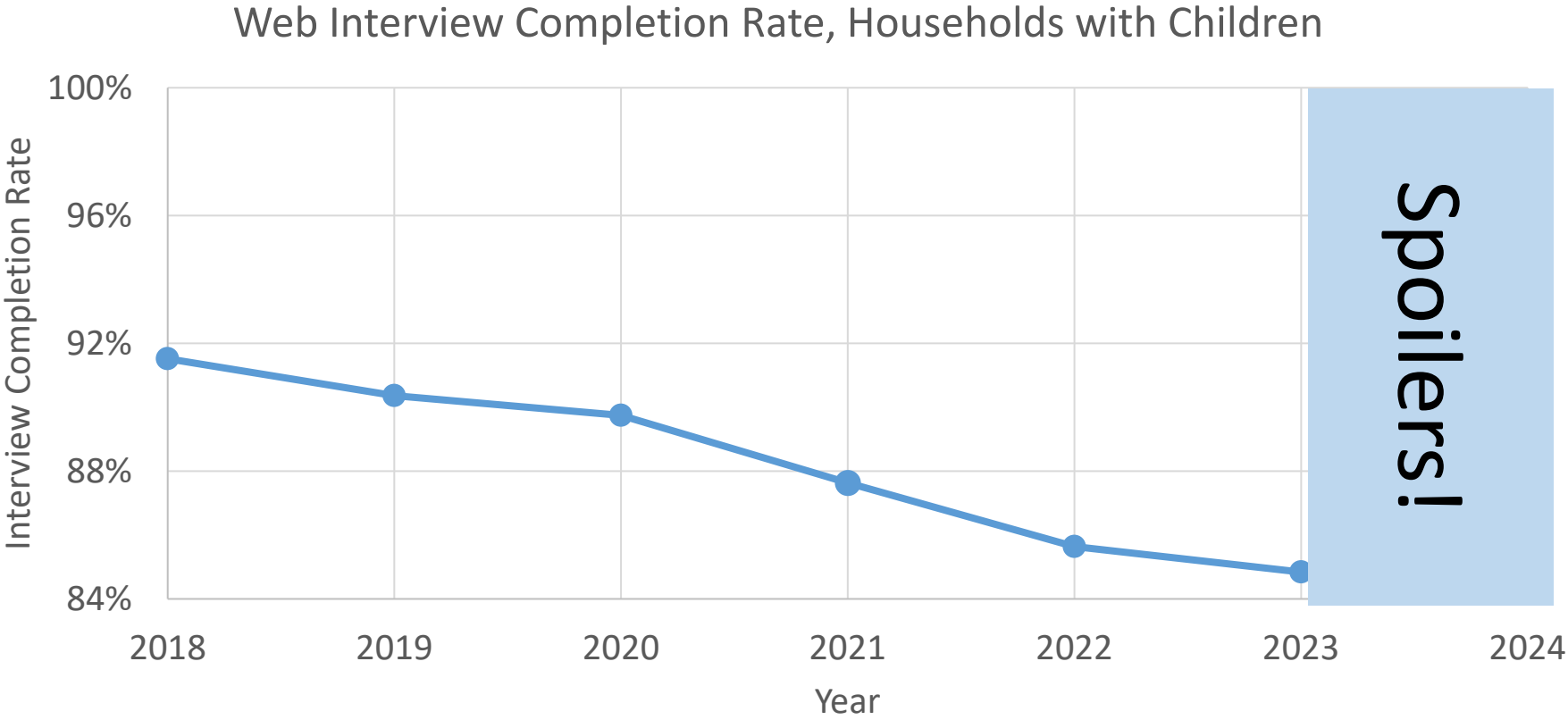
# National Survey of Children's Health (NSCH)

- Annual survey of households with children
  - State and national estimates of child health and health care
  - Sponsored by the Health Resources and Services Administration's Maternal and Child Health Bureau (HRSA MCHB)
- Two self-response modes
  - Paper – mailed questionnaire, two stages
  - Web – mailed invitation with URL and login code, single stage

# Web Self-Response

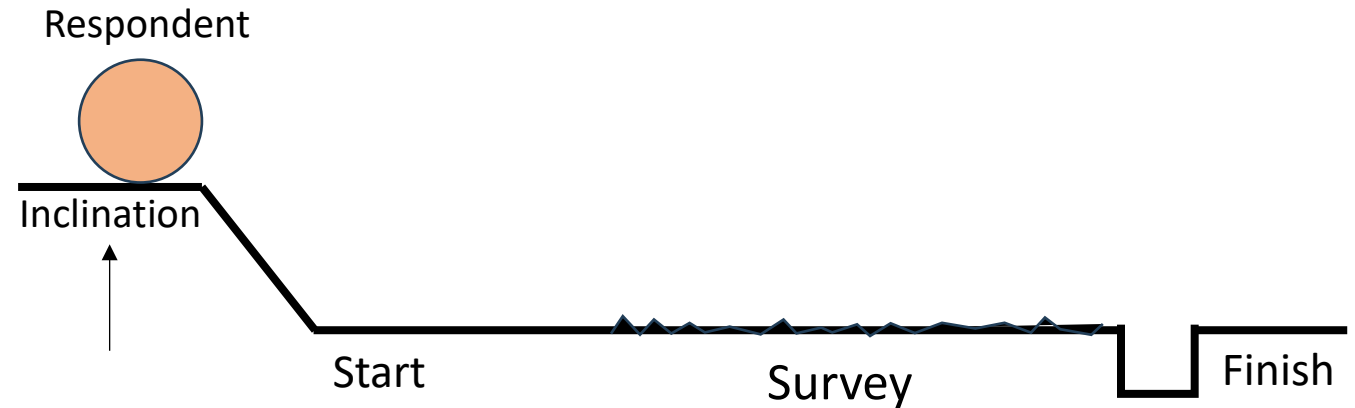
- 80-90% of topical respondents use the web instrument
- 32 minutes time-to-submit (median) for households with children
- 2/3 of households with children that start the web interview submit within one hour
  - Respondents can re-enter the web instrument using a login code and PIN

# The Big Question

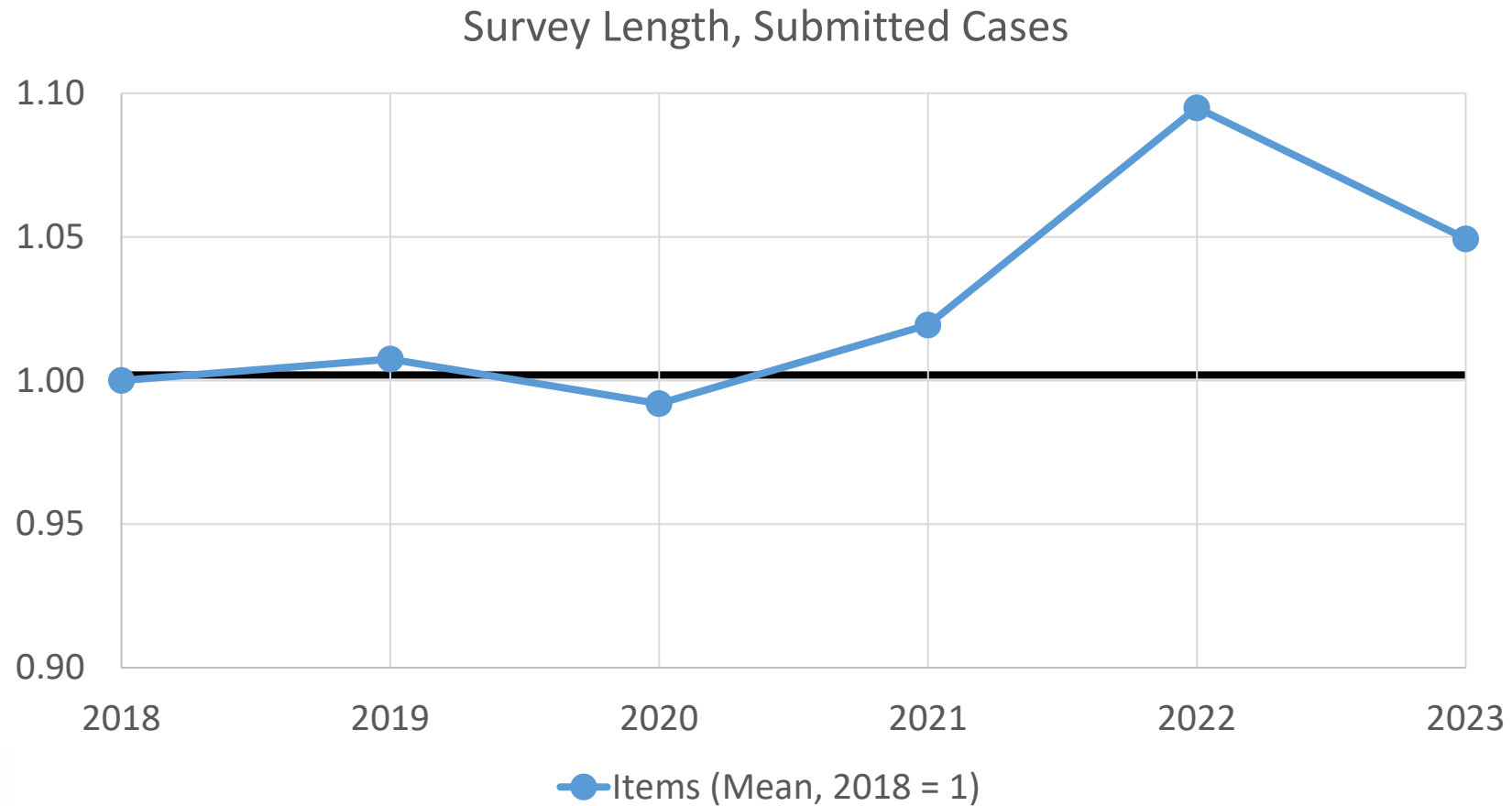


# A Simple Model of Breakoffs

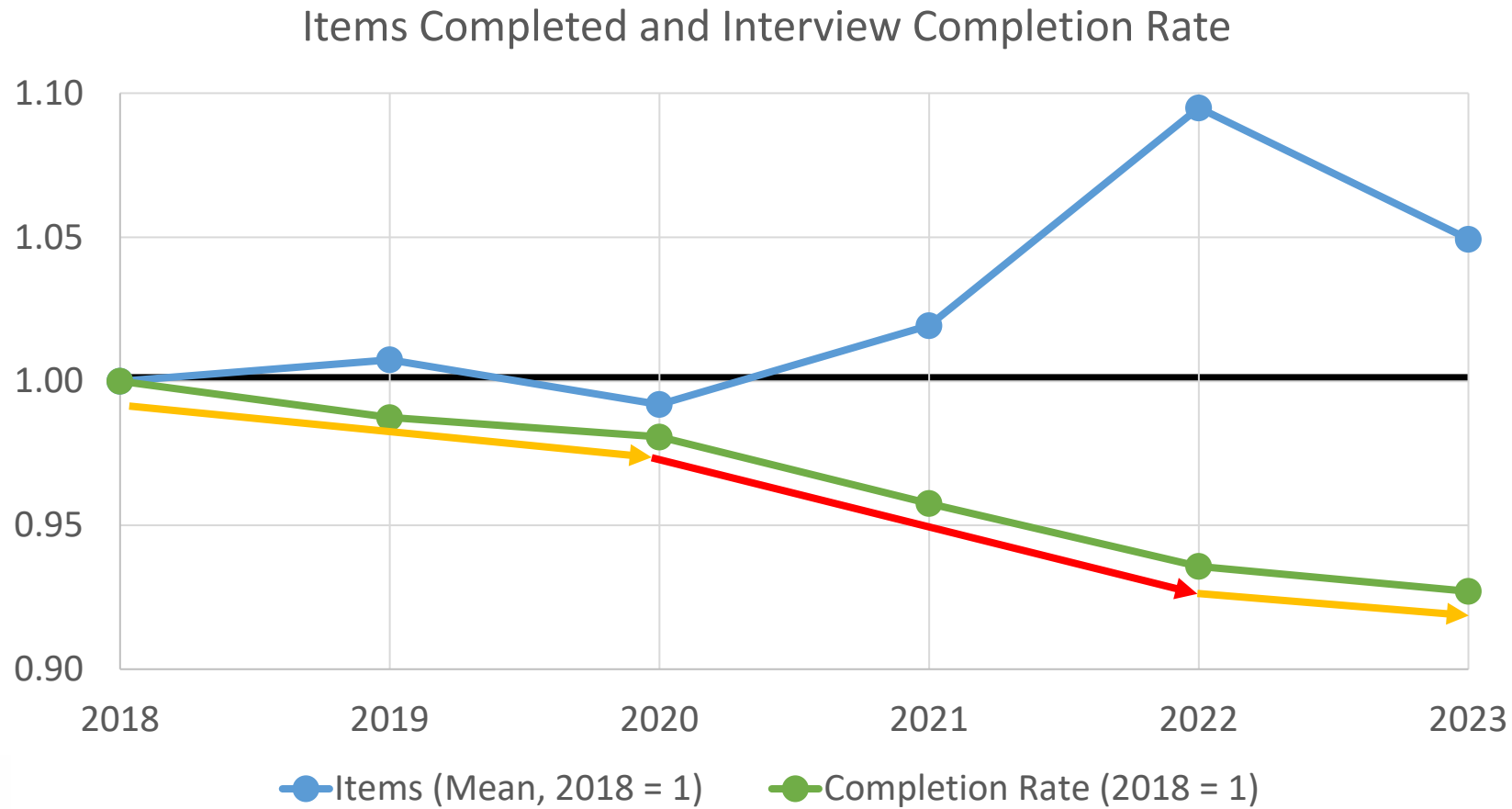
- Initial momentum
  - Sense of social responsibility
  - Strong invitation
- General burden: fatigue
  - Long interview
  - Many challenging questions
- Acute burden: pothole
  - Particularly difficult or invasive question or section
- Web experience
  - Server failures (acute)
  - UX friction (general)



# General Burden

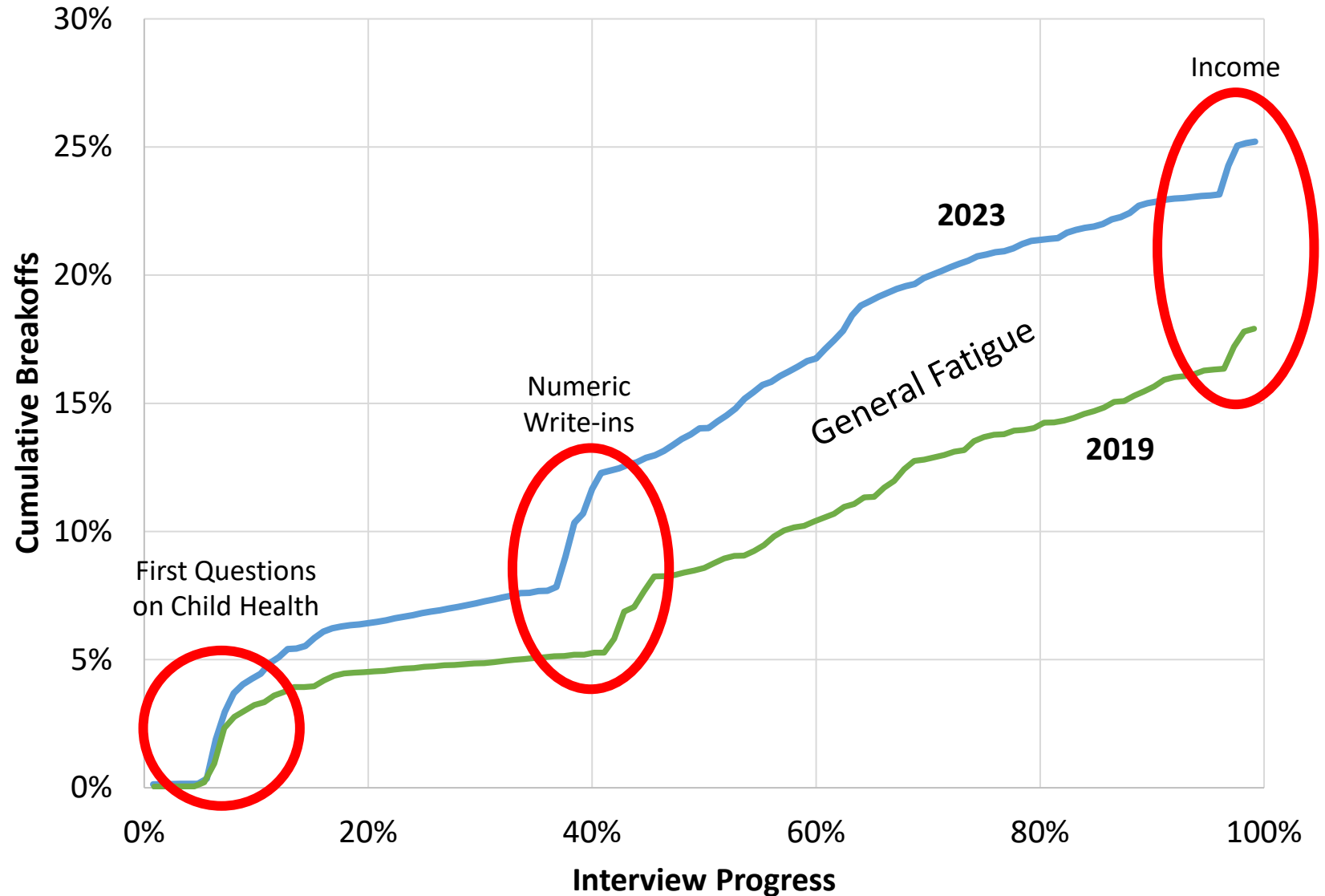


# General Fatigue



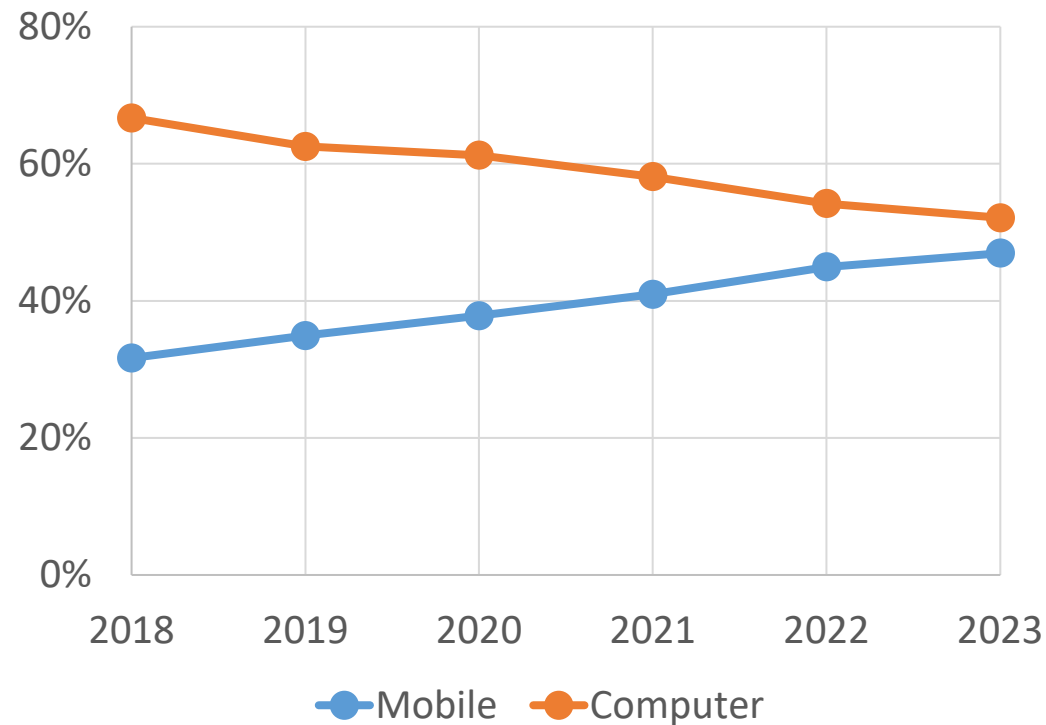
# Acute Burden

## Breakoffs by Progress through the Interview

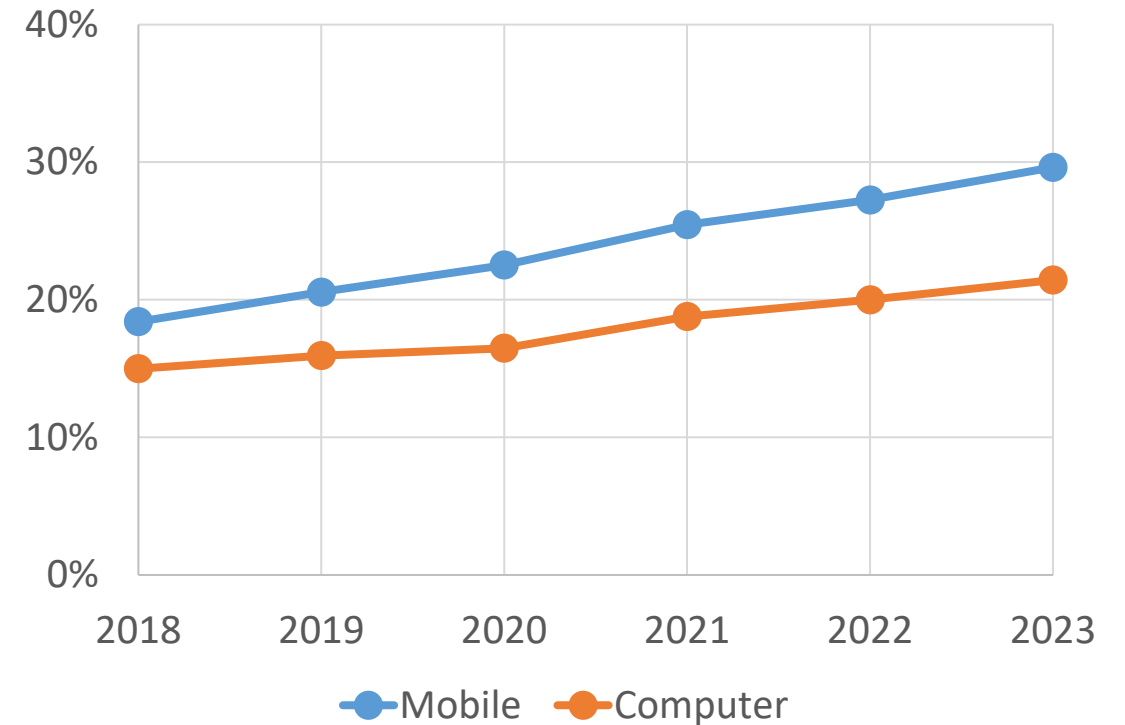


# User Experience – Mobile Devices

Device Type Usage, % of Respondents

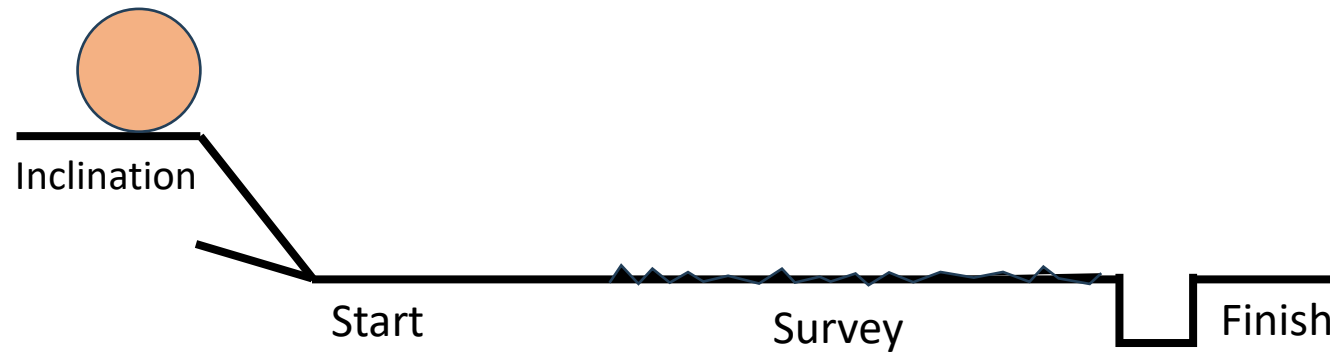


Web Breakoffs by Device Type



# 2024: The Intervention

- Slower out of the blocks



# 2024: The Intervention

- Slower out of the blocks
- Targeted web partial follow-up
  - 10,000 households that had started the web instrument but broke off
  - Replaces the final non-response follow-up to these households

	<b>Standard NRFU</b>	<b>Web Targeted</b>
Envelope	USPS	FedEx
Incentive	N/A	\$5 cash
Package	Paper Questionnaire	Letter only

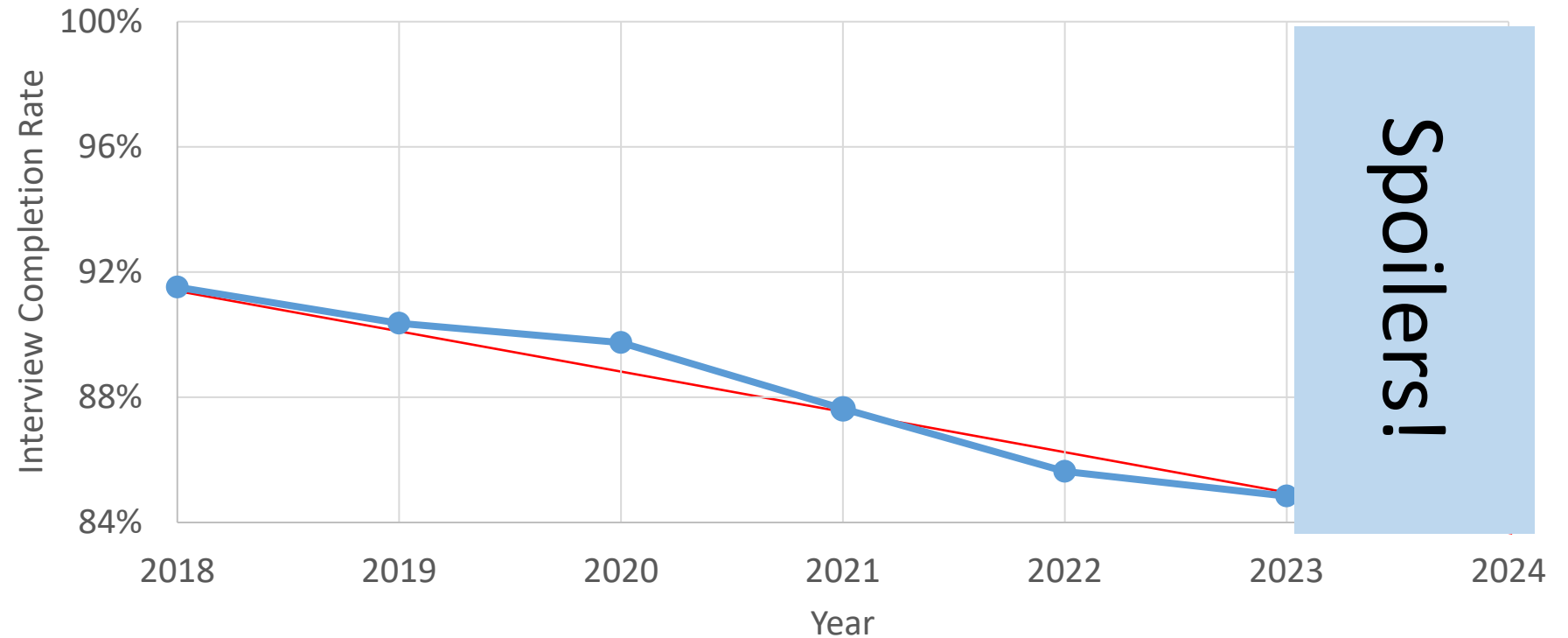
# Results

## 2024 vs 2023:

### Web Partial Group:

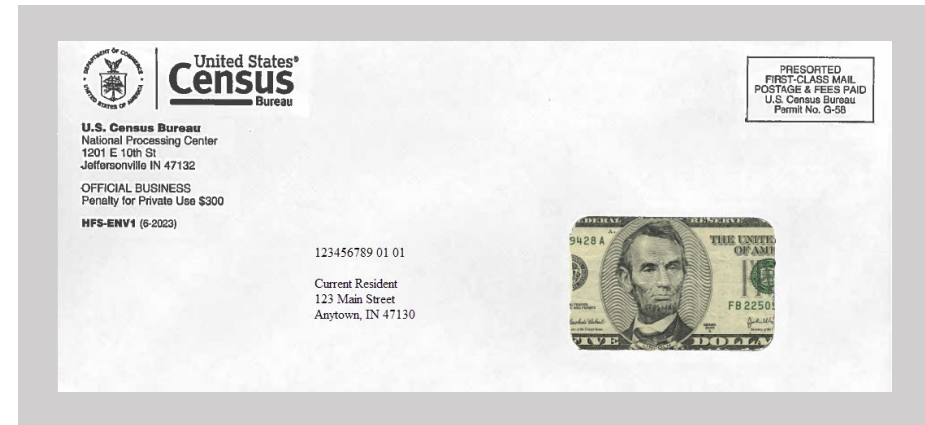
- +63% response
- +19% cost per completed interview

Web Interview Completion Rate, Households with Children



# 2025: Refining the Approach

- Split sample (50/50): FedEx vs Visible Incentive (USPS First-Class)
- Scheduled mail date: December 4, 2025
- 2026: Collecting more data



# Wrap-up

- Drum roll ...
- Long surveys with hard questions on small screens are challenging
- If the initial push isn't enough, a jump start can help
- Next steps: refining the approach

# That's all folks!

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