

Challenges and opportunities in engaging low-income populations with disabilities in web surveys

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Holly Matulewicz • Karen Donelan • Forest Crigler

Presentation overview

- **Motivation and context of project**
- **Survey methods**
- **Research questions**
- **Results**
- **Implications for survey and policy researchers**
- **Areas for future research**
- **Acknowledgements**

Motivation for the research

- **Engaging low-income populations in surveys is important to policy researchers**
- **Web mode continues to expand**
 - Mitigates contact barriers associated with other modes
 - Cost-effective data collection
 - Freedom and flexibility of self-administration
- **Digital divide: a barrier for low-income populations**

Digital divide – formidable barrier no more?



- **Where are current barriers?**
 - Technologies
 - Autonomy, skill, social support
 - Purpose

- **Implications for web surveys with low-income populations?**

Results in context – our survey in brief

- **Purpose**
 - Plan features
 - Experience with provider
 - Impact of plan
 - Demographics
- **Population**
 - Plan enrollees (N = 720)
 - Low-income, ages 18 to 64
 - Physical or behavioral health disability
- **Modes**
 - Web, mail, phone
- **Field period**
 - 12 weeks R1, 13 weeks R2
 - Summer 2015, 2016
- **Incentives and mailings**
 - \$10 base; \$5 bonus
 - Email, postcard
 - Web, mail, phone, in-person
- **Instrument**
 - 15 to 20 minutes to complete
 - English, Spanish
- **Response rates**
 - 63% R1, 60% R2 (AAPOR #4)

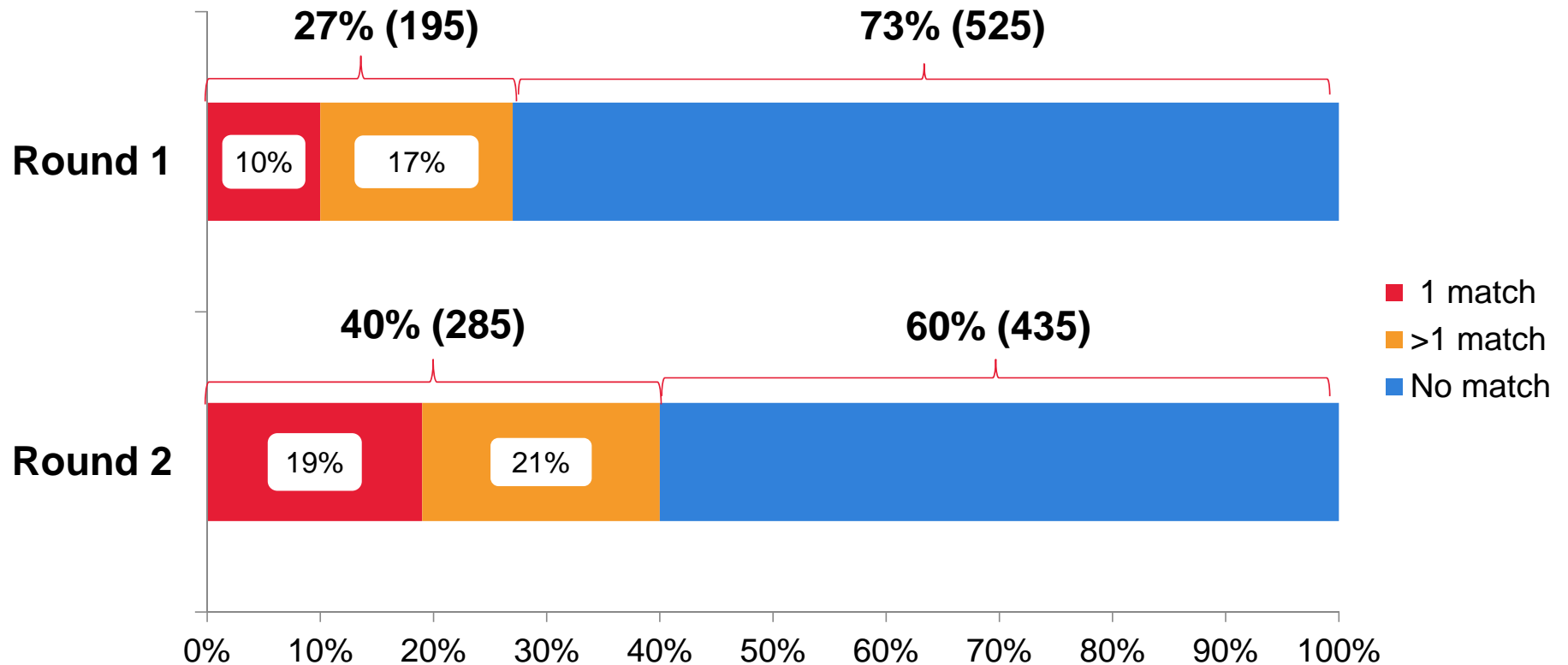
Questions of interest

- 1 Will we successfully engage / promote navigation to the website?**
 - Match rate for email addresses (digital footprint)
 - Bounce-back rate among matched emails
 - Web completes from advance letter alone

- 2 What proportion of sample members will respond by web?**
 - Maintain this mode selection each round

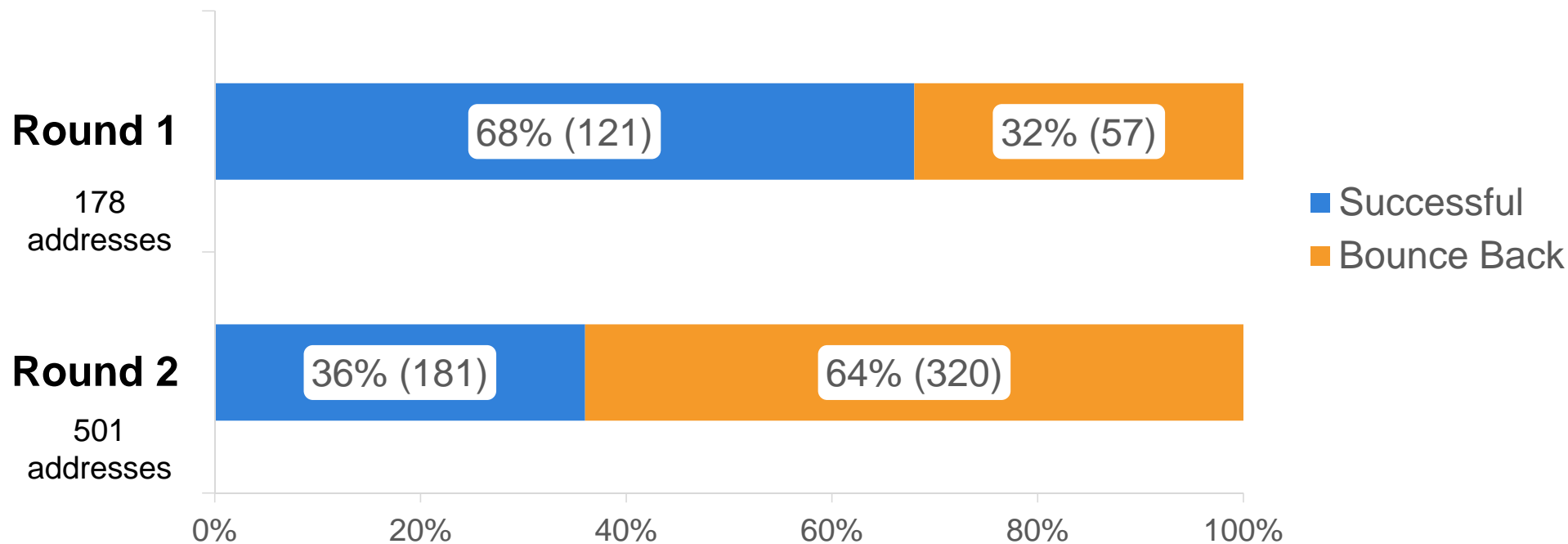
Results

1a. Email match rates increased over 1 year



Source: Paradata from 2015, 2016 batch locating results.

1b. Number of viable emails stayed constant, despite increased matches



Source: Paradata from 2015, 2016 batch locating results.

1c. Advance letter prompted response by web

We are writing to invite you to take part in a research study and survey about your life, health care, and your health plan. As someone who enrolled in One Care through Commonwealth Care Alliance, you are eligible to participate. You can complete the survey online, or by phone. To complete online, go to:
www.onecaresurvey.com

Your user ID is: [USER ID]

Your password: [PASSWORD]



The 2016 Massachusetts One Care Study

MATHEMATICA
Policy Research

Welcome!

To begin the survey, please enter the username and password provided in your invitation letter. If you need your password, please call 888-516-6487.

Bienvenido!

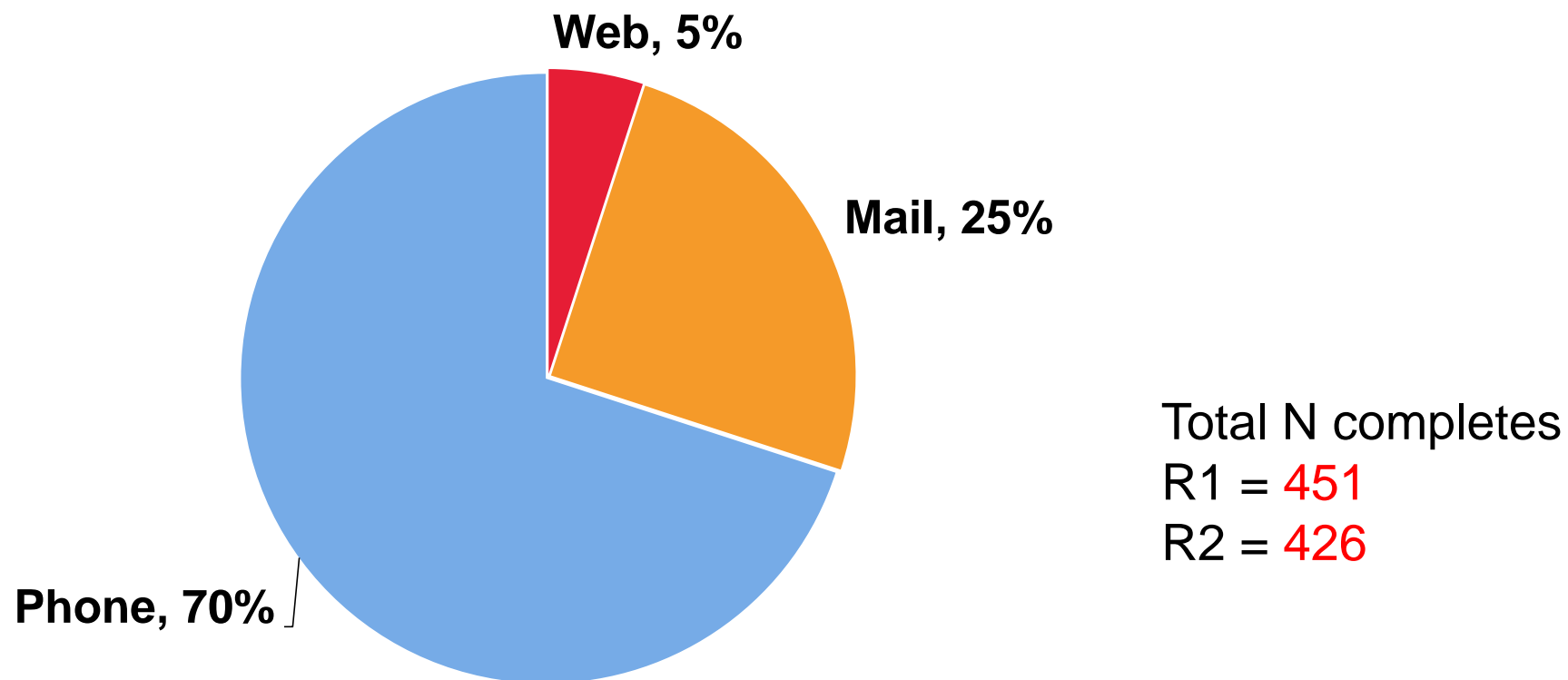
Para empezar la encuesta, por favor anote su nombre de usuario y contraseña proporcionados en su carta de invitación. Si necesita su contraseña, por favor llame al 888-516-6487.

LOGIN ID (NOMBRE DE USUARIO)

PASSWORD (CONTRASEÑA)

Login

2a. Very few respondents completed by web



Source: Status codes from 2015, 2016 surveys.

2b. Fewer still chose web both rounds



N web completes

R1 = 24

R2 = 23

R1 and R2 = 2

Source: Status codes from 2015, 2016 surveys.

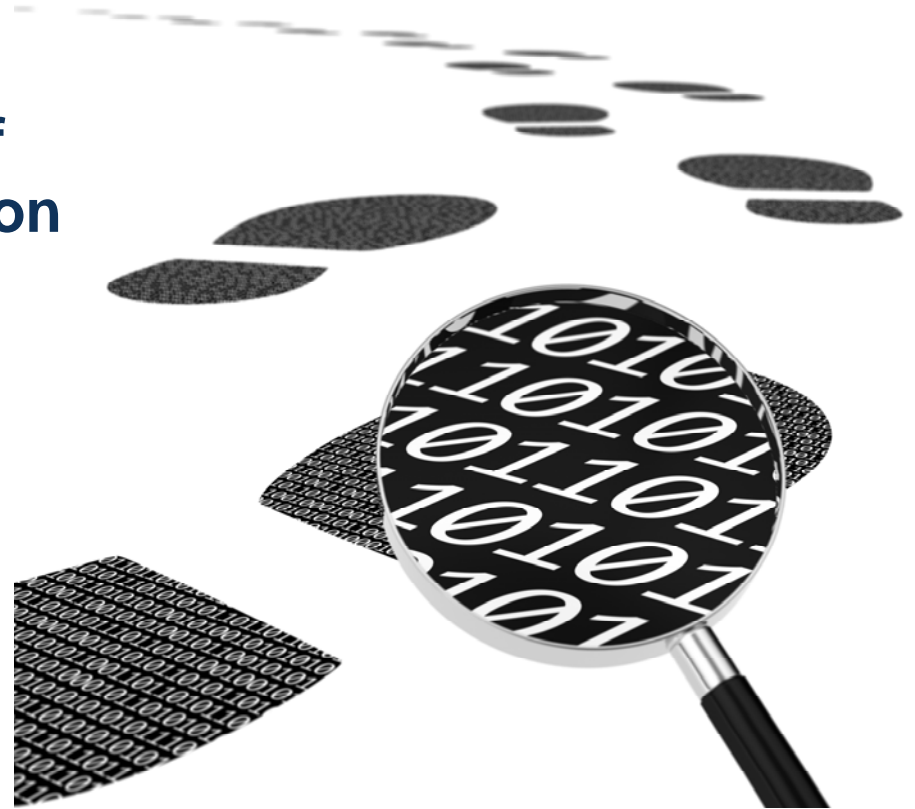
Implications for survey and policy researchers

1. Web was not a cost-effective mode for this study population

- **Deploying by web in a mixed-mode survey incurs costs for:**
 - Instrument design and programming specifications
 - Programming, testing
- **Web survey incurs costs for:**
 - Site hosting
 - Email appends with vendor
 - Sending and tracking emails
- **Took resources away from other modes**

2. Accessing the population: Digital footprints are complicated!

- **Need for better understanding of digital footprints in this population**
 - Management, use of multiple emails
- **Impact of email matches on outreach approaches**



3. How can we proactively address barriers for low-income populations?

Precursors to login



Login



Navigation to completion

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Login

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English

YOUR LIFE IN GENERAL

The first set of questions is about you and your life in general. There are no right or wrong answers.

For each statement below, please select the response to show whether you disagree, somewhat agree, or strongly agree.

I decide for myself what I will do each day and when I will do it. For example, when I wake up, eat, or go to bed and what I do for fun at home or in my community.

Select one only

☐ Disagree

☐ Somewhat Agree

☐ Strongly Agree

☐ Don't know

I believe my quality of life will get better in the future.

Select one only

☐ Disagree

☐ Somewhat Agree

☐ Strongly Agree

☐ Don't know

I feel free to take risks when I want to, even if some people do not agree with my choices.

Select one only

☐ Disagree

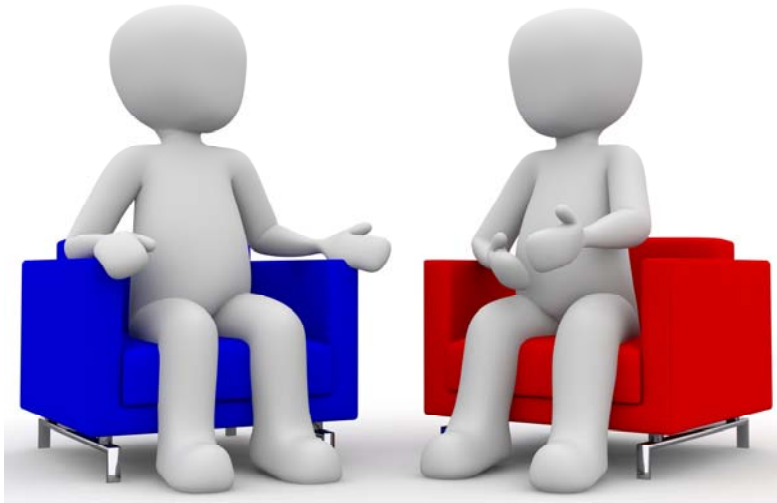
☐ Somewhat Agree

☐ Strongly Agree

☐ Don't know

Back Save Next

4. Survey topic may impact mode choice, regardless of web access



- Topic salience, impact
- Socially isolated population
- Pretest findings



Areas for future research

1. Exploring digital footprints of low-income individuals with disabilities

- Interviews on use, management of multiple emails
- Impact of multiple vendors on email appends

2. Analysis of data on technology access and utilization



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Mongan Institute Health
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For more information

- **Holly Matulewicz**
 - hmatulewicz@mathematica-mpr.com