

Reengaging Respondents after Receipt of an Incentive to Reduce Item Nonresponse:

When Is the Best Time to Reengage?

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Presentation Road Map

- Topic background
- Research questions
- Study context
- Motivation
- Methodology for reducing item nonresponse
- Results and limitations
- Lessons learned and future research

Topic Background

Survey research indicates that:



- Monetary incentives improve item-level response (Brown et al. 2016)



- Mailing an incentive (before or after the survey) improves response (Zukerberg et al. 2007; Brick et al. 2004)



- Optimal timing for recontact after receipt of an incentive has not yet been established (AAPOR Task Force on Survey Refusals 2014)

Research Questions

- **Can we reduce item nonresponse by ...**
 - Sending a monetary incentive before reengagement?
 - Waiting a certain length of time between nonresponse and recontact?
- **Do item nonresponse rates differ by item type?**
- **Will subjects provide information for only one missing item or for more than one missing item?**
- **Is this effort an effective use of resources? Does the effort lead to a significant response?**

Study Context

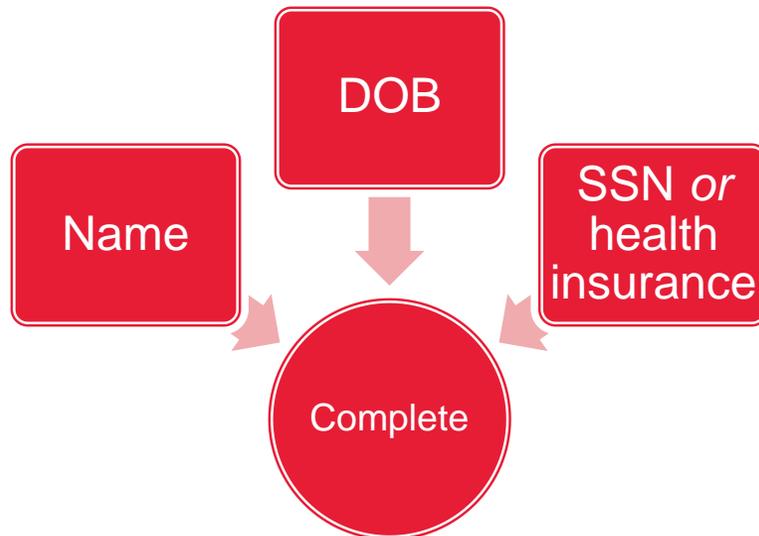
- **MIHOPE–Strong Start**
 - Examining the effectiveness of home visiting on improving birth outcomes and maternal and child health
 - Randomized controlled design
 - **2,908 pregnant women enrolled**
 - Baseline survey at study enrollment
 - Follow-up survey three months after baby’s due date



Mother and Infant Home Visiting Program Evaluation – Strong Start

MIHOPE–Strong Start

- Follow-up survey gathered information about the baby from the mother
- Mothers received
 - A pre-paid incentive (gift of \$5 value) to encourage response
 - A post-paid incentive (\$10 gift card) after completing the survey

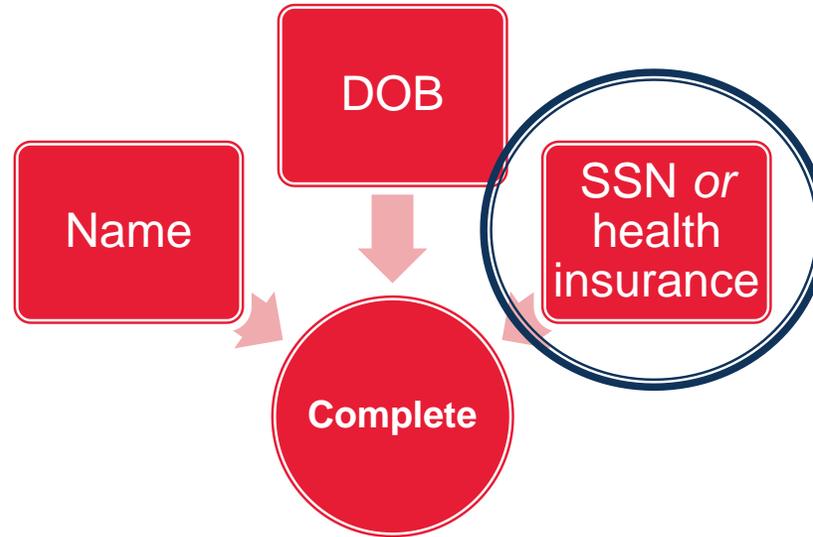


DOB = date of birth; SSN = Social Security number.

Motivation for the Case Study

- **Short survey asking for sensitive information**
- **8% of cases attempted were missing Social Security number and/or health insurance name and ID number**
- **Needed at least one complete identifier to link infants and mothers to vital records and state Medicaid data**

Case Study Methodology



- **Categorized noncompleted cases with item nonresponse into two groups:**
 - **Missing 3 items: health insurance name, ID number, and SSN**
 - **Missing 2 items: health insurance ID number and SSN**

DOB = date of birth; SSN = Social Security number.

Methodology (cont.)

- Mailed \$10 gift card to all case study cases
- Telephone interviewers called one week after mailing
- Timing varied between nonresponse and initial recontact attempt
 - Recontact from 7 to 38 weeks after initial contact attempt
- Interviewer protocol: confirm receipt of incentive and attempt to obtain missing items
 - 6 attempts per case

Results by Item Nonresponse Group

Item nonresponse group	Cases attempted	Only SSN obtained	Only health insurance obtained	Both items obtained	At least one item obtained
Missing 3 items (SSN, health insurance name, and ID)	38	0	4	1	5 (13%)
Missing 2 items (SSN and health insurance ID)	45	3	3	0	6 (13%)
All cases	83	3	7	1	11 (13%)

Note: No statistically significant differences by group.
SSN = Social Security number.

Time from Nonresponse to Recontact

Timing from initial item nonresponse and recontact (weeks)	Number of cases attempted	Total (and percentage) with missing information obtained
7–12	23	2 (9%)
13–18	26	4 (15%)
19–24	18	4 (22%)
25–30	7	0 (0%)
31–38	9	1 (11%)
Total	83	11 (13%)

Note: No statistically significant differences by group.

Findings

- **Moderate effort with minimal results**
 - Reduced item nonresponse by 13% (11 of 83 cases)
- **Obtained missing information in similar rates for cases missing two items versus three items**
- **More mothers provided missing health insurance information than baby's Social Security number**
- **Highest percentage of missing information was obtained when timing of recontact was 19 to 24 weeks from initial item nonresponse**

Limitations

- **Descriptive study, no control condition**
- **Recontacting interval times not standardized**
- **Small sample size**
- **No ability to generalize findings**

Lessons Learned

- **Difficult to obtain personally identifiable information on infants from mothers**
- **Reengagement after mailing an incentive can help reduce item nonresponse, but might not be most effective method**
- **Explore other methods for reducing item nonresponse**
 - **Add questions to survey to establish rapport with respondent before asking for personally identifiable information**
 - **Collect information in another mode, such as web**

Ideas for Further Research

- **Conduct a randomized design study with a control group to test recontact after item nonresponse to identify optimal**
 - **Timing**
 - **Mode of contact**
 - **Incentive amount**

For More Information

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