Experience of multiple approaches to increase response rate in a mixed-mode implementation of a population-based health survey

Urban Landreman
Hennepin County Public Health Department

AAPOR Annual Conference 2015
May 15, 2015
Adult Survey
for an adult aged 18 or over

- Please have the adult who will have the next birthday answer the questions in this survey booklet, based on his or her own health.
- Please answer all of the questions in order, unless you are told to skip ahead.
- For more instructions, please see the inside cover.

Metro SHAPE 2014
Your health matters
Your answers matter
A Few of the Topics Covered by Metro SHAPE 2014

Diet

Cigarette Use

Healthcare Access

Exercise

Housing Insecurity

Survey of the Health of All the Population and the Environment • www.MetroSHAPE.us
Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Hennepin County, Minnesota
County-Level Data Key to Effective Public Health Practice

Comprehensive county-level health assessments are uncommon. Hennepin County, Minnesota, is one of four counties in the United States identified by CDC for their exemplary reports on local health-related quality of life (HRQOL) data. Most counties lack the resources to do their own surveys. Mostly larger entities such as cities or states conduct them. The advantage of communities doing their own survey is that they can look at their population subgroups, both geographic and demographic, and identify unmet health needs.
Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Mixed Mode

On-line with Qualtrics-based survey

Paper version by mail

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Mailing 1
Post card – Sept 15, 2014

Mailing 2
Letter with instructions for completing the survey on-line.
Some got incentive; Some did not – Sept 19, 2014

Mailing 3
Post card with thank you and reminder – Oct 10, 2014

Mailing 4
Letter with instructions for completing the survey on-line – Oct 24, 2014

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Survey of the Health of All the Population and the Environment

Mailing 5
Survey and letter with instructions for completing the survey by mail – Nov 11, 2014

Mailing 6
Larger post card to households in selected geographic area with testimonial from director of local health and wellness center – Nov 19, 2014

Mailing 7
Survey and letter to households in selected geographic areas with instructions for completing the survey by mail – Jan 5, 2015

Survey of the Health of All the Population and the Environment

www.MetroSHAPE.us
Incentives

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Incentive Map Sent To Households

Hennepin County

Washington County

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Incentive Map Sent To Some Households in Ramsey County

Survey of the Health of All the Population and the Environment  •  www.MetroSHAPE.us
Impact of Inclusion of Incentive on Response Rate by Geographic Area – Ramsey County
Ramsey County census tracts where households receiving an incentive had a higher response rate in comparison to households not receiving an incentive within the same tract.

Prepared by: Hennepin County HCPH Assessment Team ET 5/2015

Map information furnished "as is" with no representation or warranty expressed or implied.

Survey of the Health of All the Population and the Environment www.MetroSHAPE.us
Dear Susan Petechki,  
I feel very bad that I cannot participate in this survey. I am 90 years old and do not have a computer to get on the Internet to answer the questions which I really would have liked to do.  
Please accept my apology. I am returning the survey materials to you.  

Sincerely,  
Mary
Demographics of Persons Requesting Mail Survey

**Age of persons requesting mail survey**

- 18-29: 5
- 30-39: 10
- 40-49: 20
- 50-59: 25
- 60-69: 30
- 70-79: 35
- 80-89: 40
- 90+: 0

**Sex of persons requesting mail survey**

- Male: 10
- Female: 80
Household Income of Persons Requesting Mail Survey

2013 Household Income

Number of persons

2013 Household Income

$23,000 or less
$23,001 - $31,000
$31,001 - $39,000
$39,001 - $47,000
$47,001 - $55,000
$55,001 - $63,000
$63,001 - $71,000
$71,001 - $79,000
$79,001 - $100,000
$100,001 or more
Metro SHAPE 2014 Completed Surveys

- Mail: 6093
- On-line: 6701
- iPad: 613
- Android: 171
- iPhone: 113
- Both modes: 308
Demographics of Persons By Mode Chosen

Mode chosen by age of person

- Age: 18-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80-89, 90+
- Percent of persons

Mode chosen by sex of person

- Sex: Male, Female
- Percent of persons

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Household Income of Persons By Mode Chosen

Mode chosen by 2013 household Income

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Percent of persons who completed the Metro SHAPE 2014 survey with a handheld device by age group

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
### Low Response-Rate Areas

<table>
<thead>
<tr>
<th></th>
<th>M</th>
<th>N</th>
<th>O</th>
<th>P</th>
<th>Q</th>
<th>R</th>
<th>S</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Refused</td>
<td>Expended</td>
<td>Blank</td>
<td>Outstanding</td>
<td>Response Rate</td>
<td>Vacancy Rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1,914</td>
<td>24.1%</td>
<td>2.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>2,165</td>
<td>19.9%</td>
<td>3.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3,522</td>
<td>17.6%</td>
<td>5.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>1</td>
<td>5</td>
<td>3,589</td>
<td>15.4%</td>
<td>8.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>4</td>
<td>0</td>
<td>3</td>
<td>3,083</td>
<td>22.2%</td>
<td>4.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2,510</td>
<td>28.2%</td>
<td>3.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td>12,704</td>
<td>20.5%</td>
<td>5.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>2,923</td>
<td>21.9%</td>
<td>4.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>2</td>
<td>6</td>
<td>3,065</td>
<td>20.5%</td>
<td>3.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>5</td>
<td>5</td>
<td>8</td>
<td>5,988</td>
<td>21.2%</td>
<td>3.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>4</td>
<td>8</td>
<td>8</td>
<td>3,249</td>
<td>23.7%</td>
<td>4.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>1,758</td>
<td>26.8%</td>
<td>3.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1,242</td>
<td>22.3%</td>
<td>4.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your health matters. Your answers matter.

“NorthPoint Health & Wellness Center is working in partnership with many organizations and residents to create a healthier community. We need your help. We are asking you to complete The Metro SHAPE survey. The survey results will help us understand the most important health needs in this area.

Your answers are very important, so I urge you to complete the survey and do your part to advance health and wellness in our community.”

— Stella Whitney-West
North Point Health & Wellness Center

You have or will soon receive a paper copy of the survey in the mail. Please complete and return.

For more information go to www.metroshape.us.
Contact SHAPE@hennepin.us or call 612-543-3034 if you need any assistance.

The Metro SHAPE survey is sponsored by eight local health departments in the Twin Cities, including Hennepin County and the City of Minneapolis.

Partially supported by the Statewide Health Improvement Program, Minnesota Department of Health.
Number of returned surveys with extra postcard

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Postal Delivery Service
Day When First On-line Metro SHAPE 2014 Survey Was Completed by Region

- Minneapolis
- Bloomington
- Saint Paul – without incentive
- Carver County
- Dakota County
- NW Suburban Hennepin County
- Scott County
- Saint Paul – with incentive
- Washington County

Survey of the Health of All the Population and the Environment - www.MetroSHAPE.us
Contact Information:

Urban Landreman
Hennepin County Public Health Department
525 Portland Avenue S
Minneapolis, MN  55104
612-348-2283
Urban.Landreman@hennepin.us