

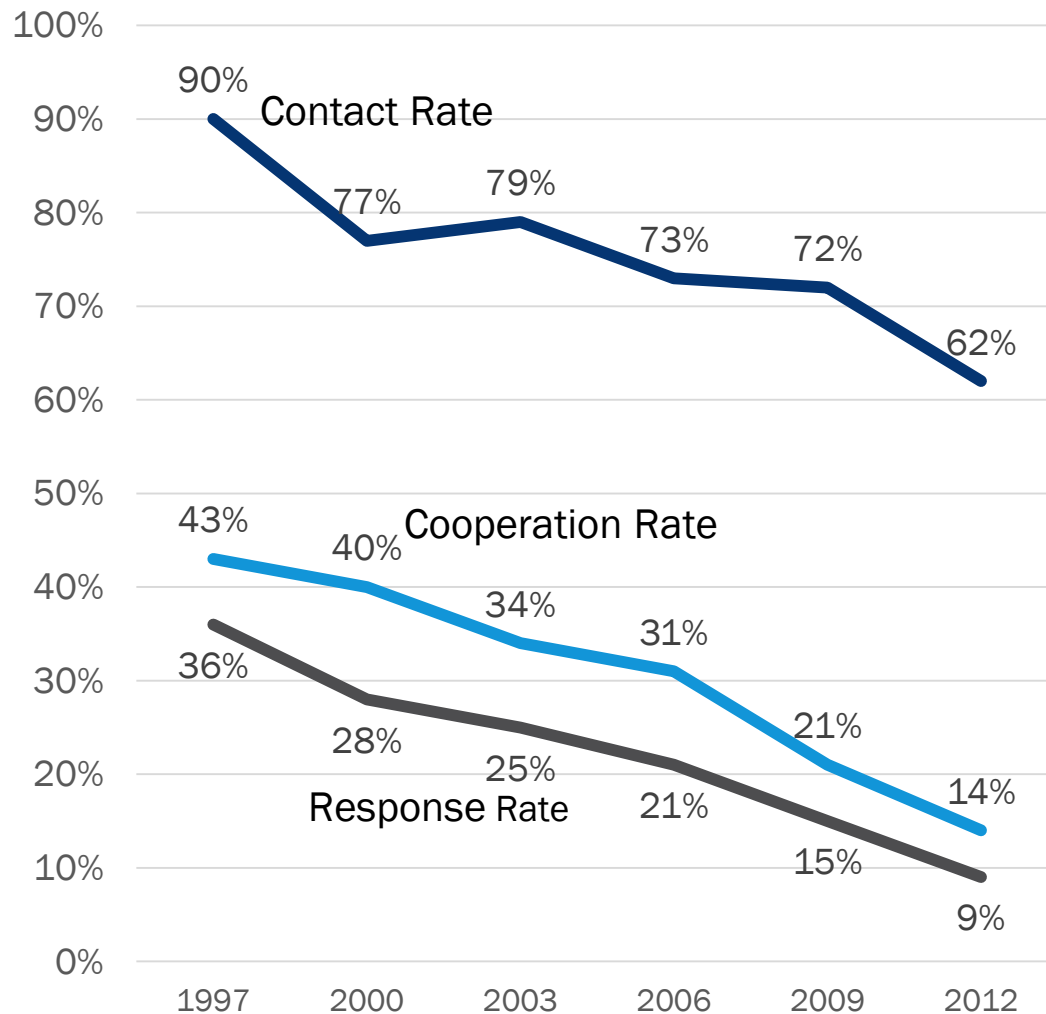


Conducting Evaluation in an Era of Declining Survey Response Rates

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Opinion Dynamics

2015 IEPEC Conference — Long Beach, California

Telephone Survey Response Rates are Declining



- Increases the potential for non-response bias
 - Low response rate does not automatically mean biased results
 - Corrections possible with post-stratification weights
- Increases study costs



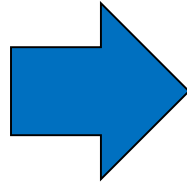
Source: Pew Research Center for the People and the Press
Opinion Dynamics

Tracking Survey to Measure Impact of Mass Save Campaign

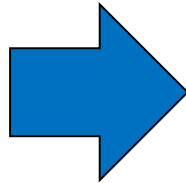
- Four previous waves
- Conducted as a telephone survey
- Low response rates
 - AAPOR3 < 5%
 - Low production = growing costs



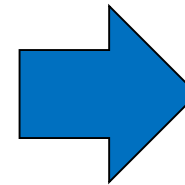
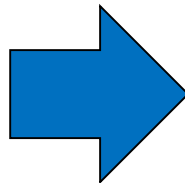
Survey Experiment: Varied Survey Mode



n=195

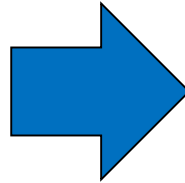


n=223

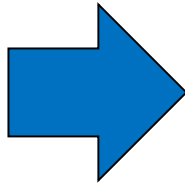
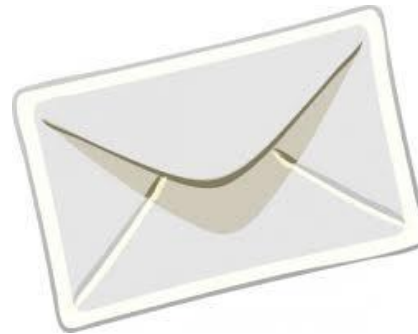
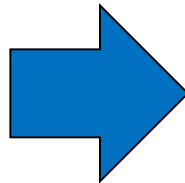


n=97

Survey Experiment: Varied Incentives



SWEEPSTAKES



SWEEPSTAKES



Mailed Survey Invitation had Higher Response Rate than Outbound Phone



3%



12%

\$2 Prepaid Incentive Had Higher Response Rate than \$100 Sweepstakes



SWEEPSTAKES



3%



14%

SWEEPSTAKES



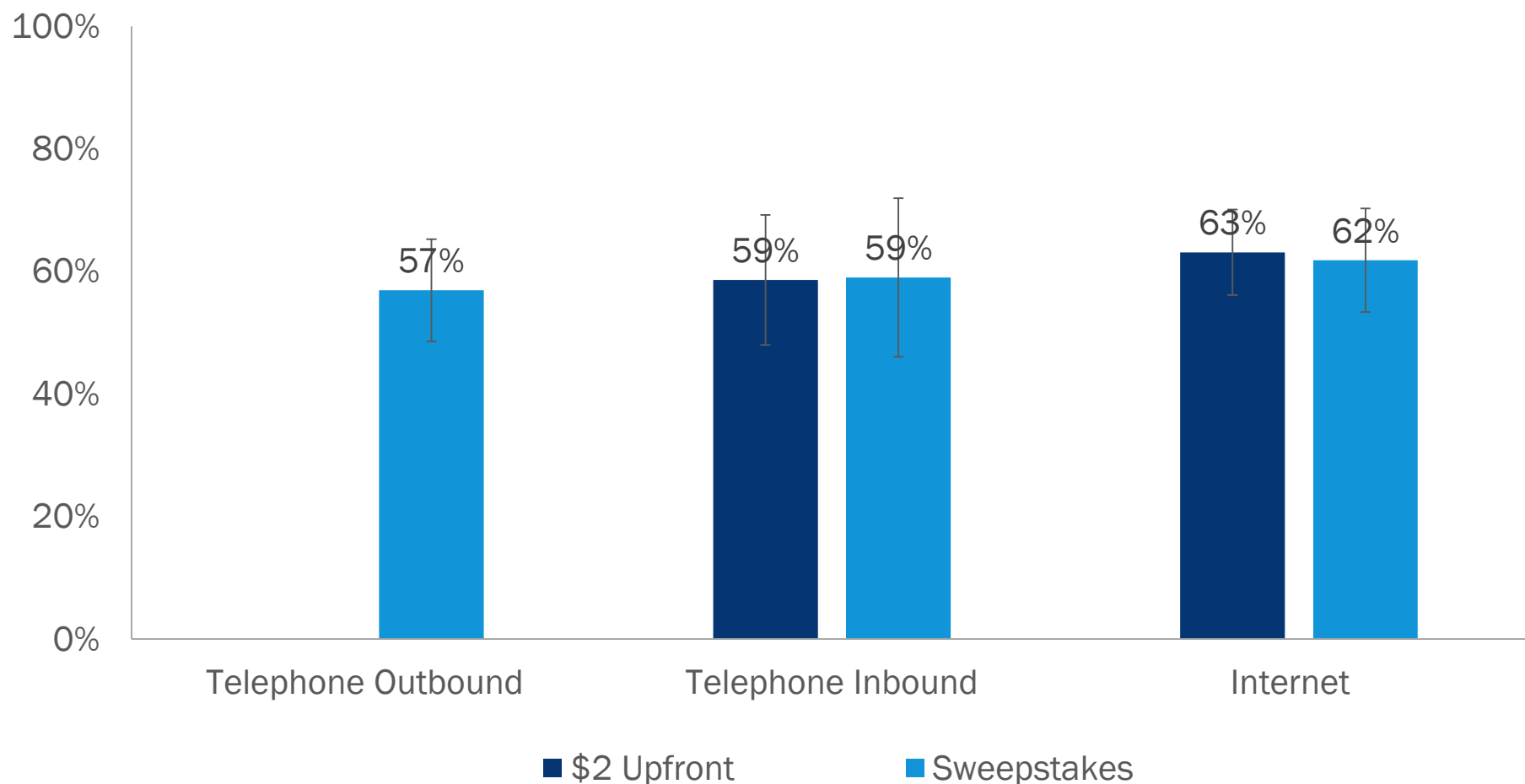
10%

Survey Modes Reach Different Populations

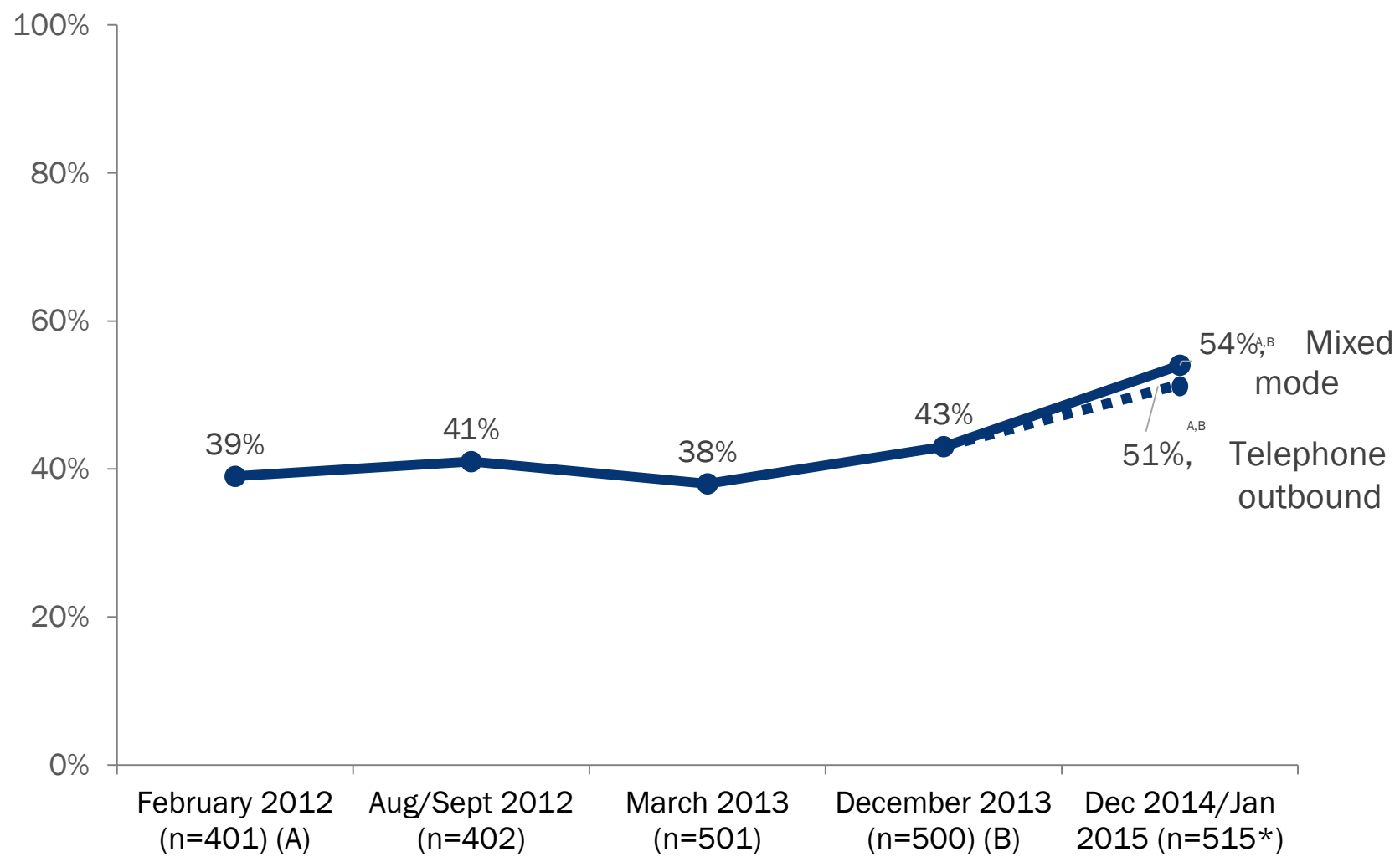
No single mode is representative of target population

	MA Population	Telephone Outbound (n=195)	Mailed Invitation (n=320)	
			Telephone Inbound (n=97)	Internet (n=223)
Home Ownership				
Own	63%	73%	76%	85%
Rent	37%	27%	24%	15%
Age				
18 to 34	29%	17%	1%	11%
35 to 44	17%	14%	7%	17%
45 to 64	35%	44%	31%	52%
65 and over	18%	26%	62%	20%
Education				
High school or less	11%	19%	30%	16%
Some college	27%	23%	31%	18%
Bachelor’s degree	19%	33%	20%	28%
Advanced degree	7%	26%	19%	39%
Gender				
Male	48%	56%	43%	52%
Female	52%	45%	57%	48%
Household Income				
Under \$30k	24%	16%	28%	10%
\$30k to under \$60k	22%	22%	46%	18%
\$60k to under \$100k	23%	25%	15%	29%
\$100k or more	31%	36%	12%	43%

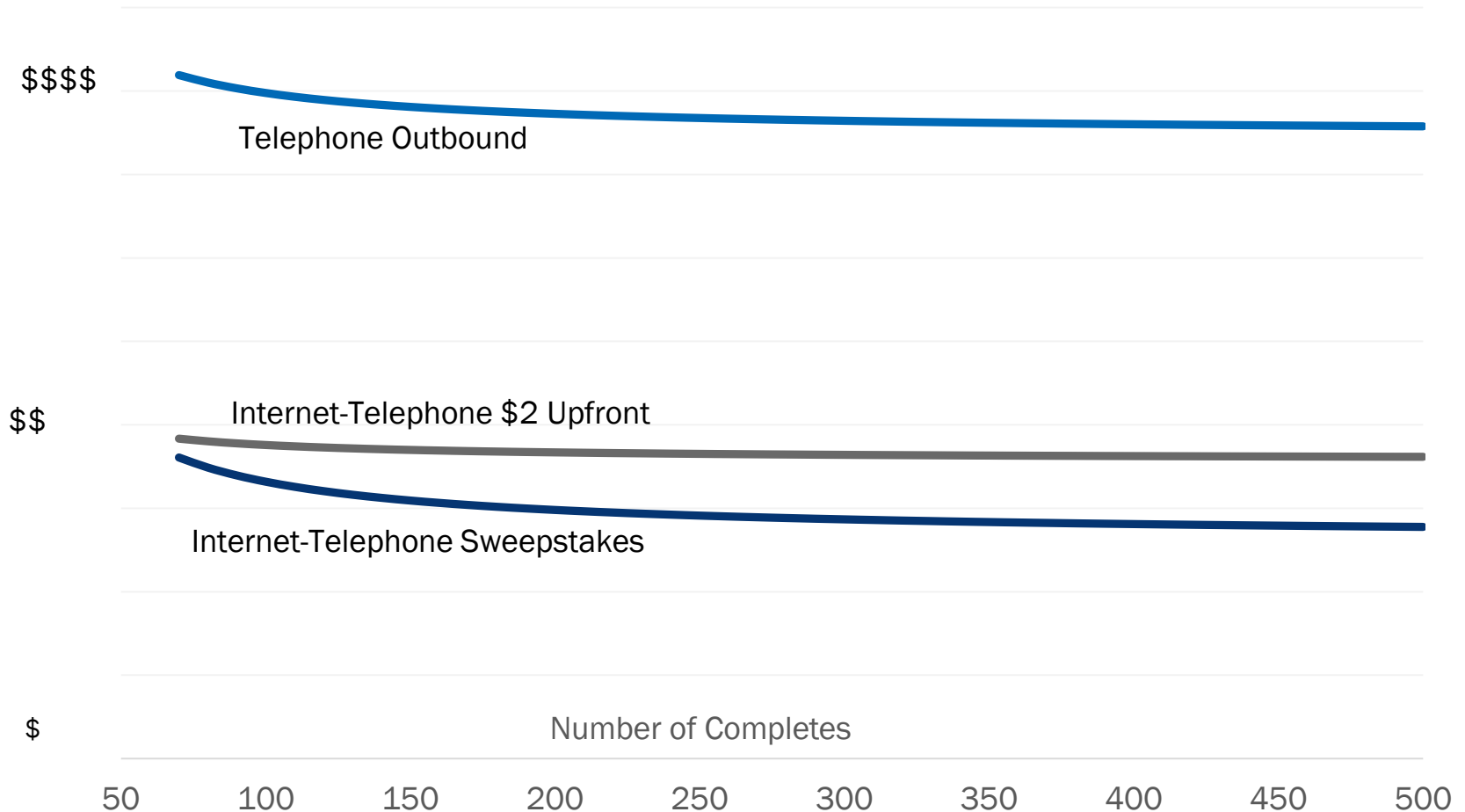
Mass Save Awareness is the Same across Survey Modes and Incentive Types



Mass Save Awareness Increased across All Modes



Internet/In-bound Telephone Surveys Cost Much Less than Outbound Telephone Surveys



Key Takeaways

- Telephone surveys can no longer be considered gold standard and they are increasingly expensive
- Different survey modes reached different people in terms of demographics. No single survey mode was a close match to the population without post-stratification weights
- Advantages of mixed-mode design:
 - Increased response rate
 - Lower costs (this survey cost 1/3 less because it utilized a mixed mode design)
 - May be more representative than a telephone only survey
- Upfront incentives boost response rates more than a sweepstakes incentive
- Upfront incentives cost more but fewer survey invitations needed so lower mailing costs
 - Costs would be similar for small projects
 - No difference in sample demographics or response distributions by incentive type
 - Best incentive approach depends on project budget and size of available sample

Questions?

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