

Study Results: Execution

Jennie Lai



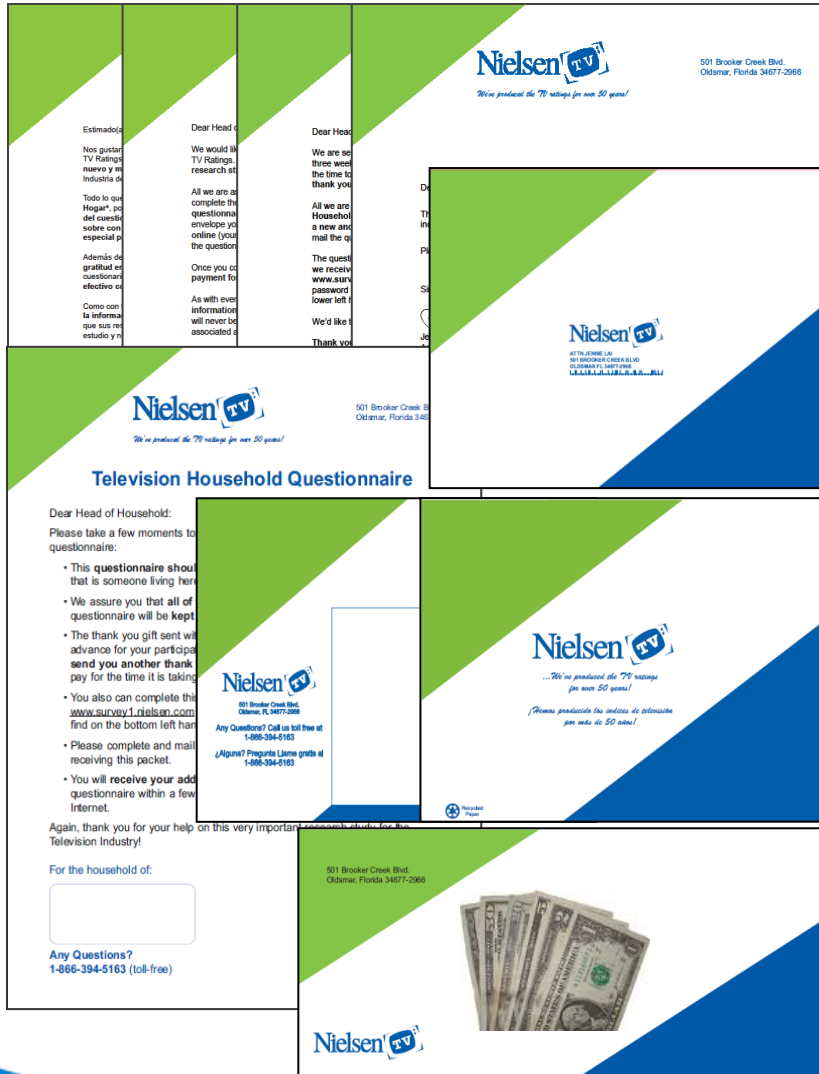
Execution of the Non-Response Bias Study

- **Strong Partnerships & Collaboration**
 - Council for Research Excellence
 - Joint Program in Survey Methodology
 - Market Strategies International (Web Data Collection)
 - Research Triangle Institute (Face to Face Data Collection)
- **Multi-Mode Survey Methodology**
 - Mail Survey
 - Computer-Assisted Telephone Interview (CATI)
 - Web Survey
 - Face to Face Interview



Mail Survey Mode

- Survey Materials
 - Uniformity of design
 - Advance letters
 - Questionnaire packets
 - Reminder questionnaire packets
 - Thank you letters (cont. incentive)
 - Customized content to sample type
 - English/Spanish language
 - Cooperating/Non-cooperating HHs
 - Tailored cash incentive
 - Varied amounts based on cooperation
- Logistical Challenges
 - > 60 separate mailings (June 2007 - February 2008)
 - > 100 unique mail groups (survey material, sample type, language, incentive, etc.)
 - Extensive quality control required



Web & Telephone Survey Mode

Web Survey Mode

Mailable Sample Records

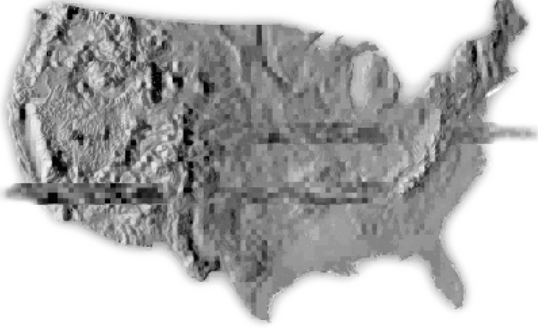
- Complete survey via Internet
 - Best practices of Web design
 - Unique password for access
 - English/Spanish language
 - 24-hour tech support
 - Real time access of completion status
- Logistical Challenges
 - Sequential 6-digit numeric passwords
 - “Double” completion via mail and Web

CATI Survey Mode

Unmailable Sample Records

- Complete survey via telephone
 - Cooperating HHs – complete full survey
 - Temp resistant HHs – seek address to complete mail survey or follow-up tel survey
 - Refusal HHs – complete short “refusal” survey
- Logistical Challenges
 - Mail incentive within 3-7 days after tel contact to convey importance of participation (> 30 mailings Nov 08 – Feb 09)

TELEVISION HOUSEHOLD QUESTIONNAIRE



CASE ID: () _____

INTERVIEWER NAME: _____

INTERVIEWER ID NUMBER: _____


DATE COMPLETED: ___/___/___

FOR COMPLETED INTERVIEWS:

Place the case control form (CCF) inside the front cover of this questionnaire booklet.

This survey is being conducted by RTI International on behalf of Nielsen Media Research, Oldham, FL 34877

RTI International is a trade name for Research Triangle Institute.



F2F Survey Mode

- Field Data Collection
 - Neighborhood observation form
 - Refusal report form
 - Case control form
 - Bilingual interviewers
 - Telephone/in-person validation
 - Editor verifies completeness of data

- Logistical Challenges
 - Communication of completion status from mail, Web and telephone to minimize “double” completion
 - Consistency of result codes between telephone and F2F contacts

Conclusion

Key Lessons Learned

- Sample management
 - Sample record information
 - Contact status across modes
 - Completion status
- Extensive quality control of data collection process
 - Version control of mail survey materials
 - Consistent briefing of interviewers and support personnel
 - Monitoring of interviewer-administered surveys
- Alignment of data collected across modes
 - Editing rule for mail questionnaires
 - Mapping of data across all four modes