

Optimizing Address-based Sample Outreach: Findings from a Late-Stage Contacting Experiment

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Katie Johnson | Research Methodologist | NORC
Christopher Scott | Research Director | NORC



Entrepreneurship in the Population (EPOP) Survey: Background and Motivation

- A significant body of work examines the characteristics of successful entrepreneurs, and the pathway to entrepreneurship
- **Current data sources:**
 - Many survey and administrative sources of data on current business owners
 - Some existing surveys that are designed to answer a particular question or provide national estimates
- **Increasingly, there is an understanding that there are multiple paths to entrepreneurship**
 - For example, gig work can be a launching point for entrepreneurship (Barrios et al. 2022)

The EPOP Survey is designed to provide estimates of all stages of entrepreneurial activity

- Has enough sample size to support local estimates across the U.S.

The EPOP Survey Project

- Nationally representative sample of over 30,000 individuals
- Includes 5 years of survey collection from 2022 to 2026 to support trend analysis
- Focuses on understanding the scope of entrepreneurial activities across the U.S.
- Provides various measures of entrepreneurial behavior at national, state, and local levels
- Year 1 (2022) and Year 2 (2023) data are currently available

EPOP Survey Sample comes from three sources:

1. Address Based Sample

- A nationally representative sample of addresses in the U.S.

2. AmeriSpeak® Panel

- An online panel maintained by NORC that is representative of the U.S. population

3. Opt-In Panels

- Non-probability samples of individuals from third party data vendors
- These non-probability samples are combined with ABS and AmeriSpeak® samples using NORC's TrueNorth® weighting method

Acknowledgment

The EPOP Survey Project is both guided and funded by the Ewing Marion Kauffman Foundation.

Thanks to NORC staff who designed the experiment sample and subsequently selected it, Karen Grigorian and Jie Zhao, respectively.

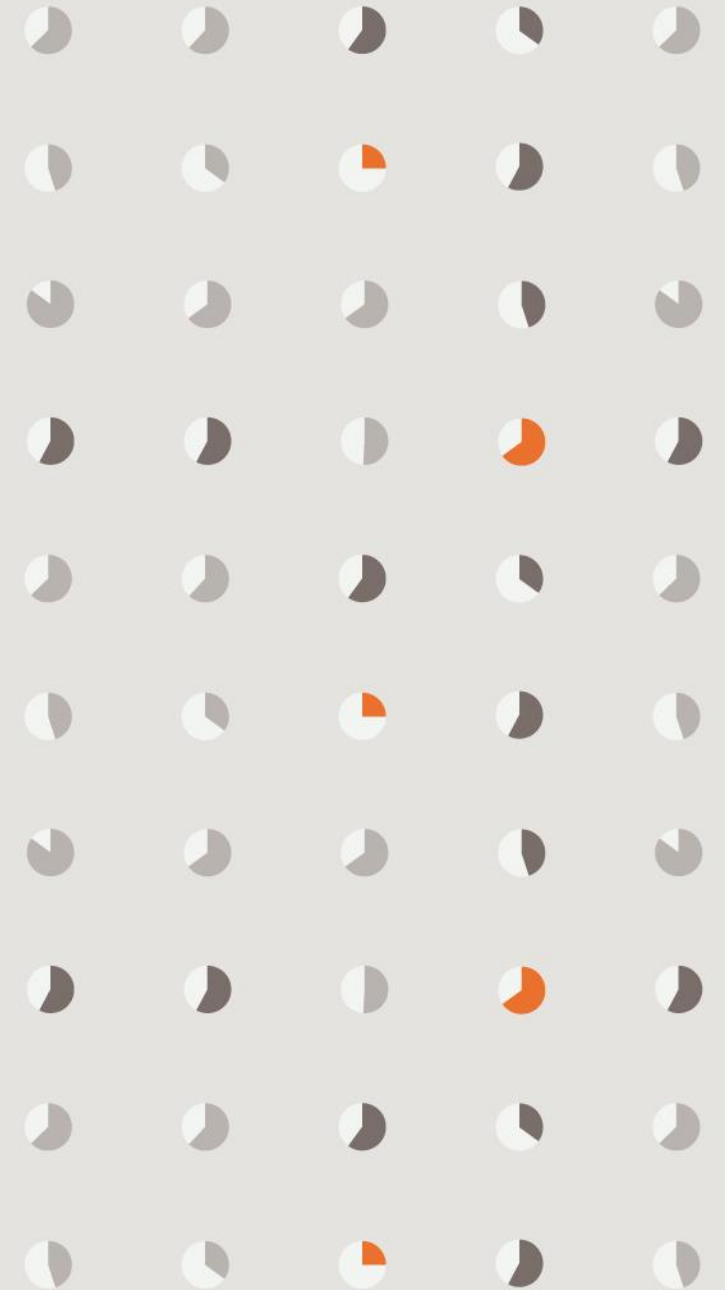
Agenda

01 Experiment Methodology

02 Experiment Findings

03 Cost Analysis

04 Conclusion





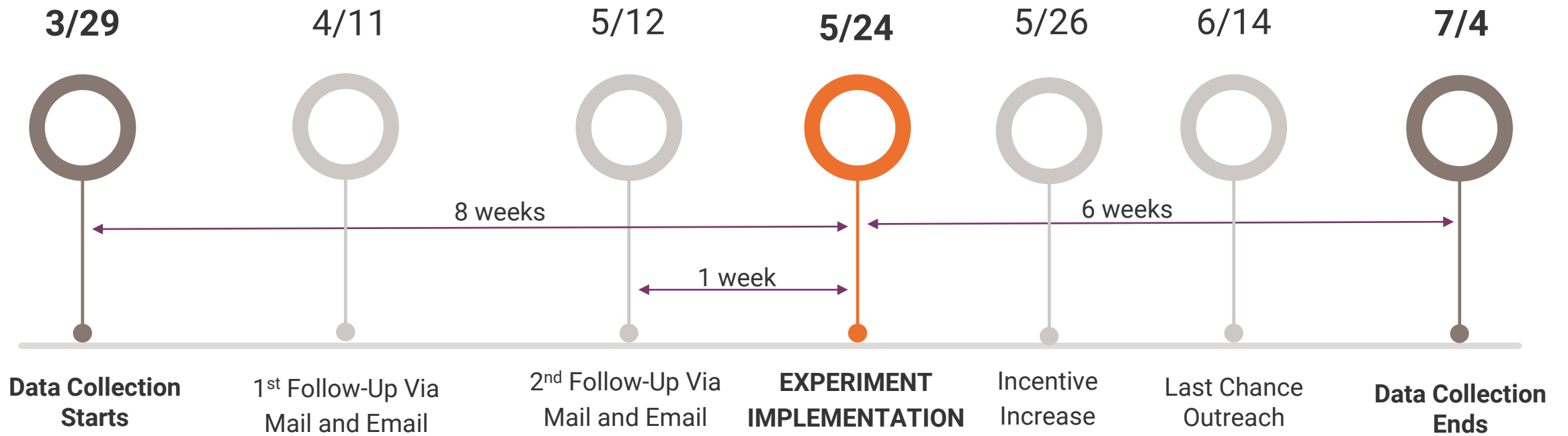
Experiment Methodology

How can MMS text or postcard outreach increase completion rates late in the fielding period?

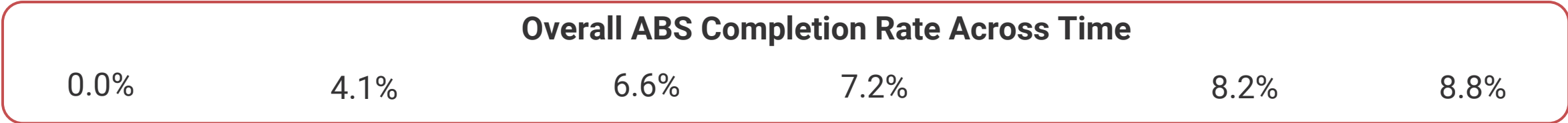
Using its addressed-based sample, EPOP tested whether a text message or a 4-color postcard was successful in raising completion rates

The experiment was administered during week 8 of 14, 1 week after a 2nd follow-up reminder

Key Outreach Dates



Overall ABS Completion Rate Across Time



5,544 nonrespondents met eligibility criteria

- Nonresponding sample members
- With a mobile phone number on record
- Who were not selected for an incentive increase

Experiment participants were assigned to 1 of 3 groups

1. **Control** – received no additional contact
2. **Text Message** – were sent a text message reminder
3. **Postcard** – were mailed “small” postcard reminder (4x6 card)

Random assignment stratified by location and several household characteristics

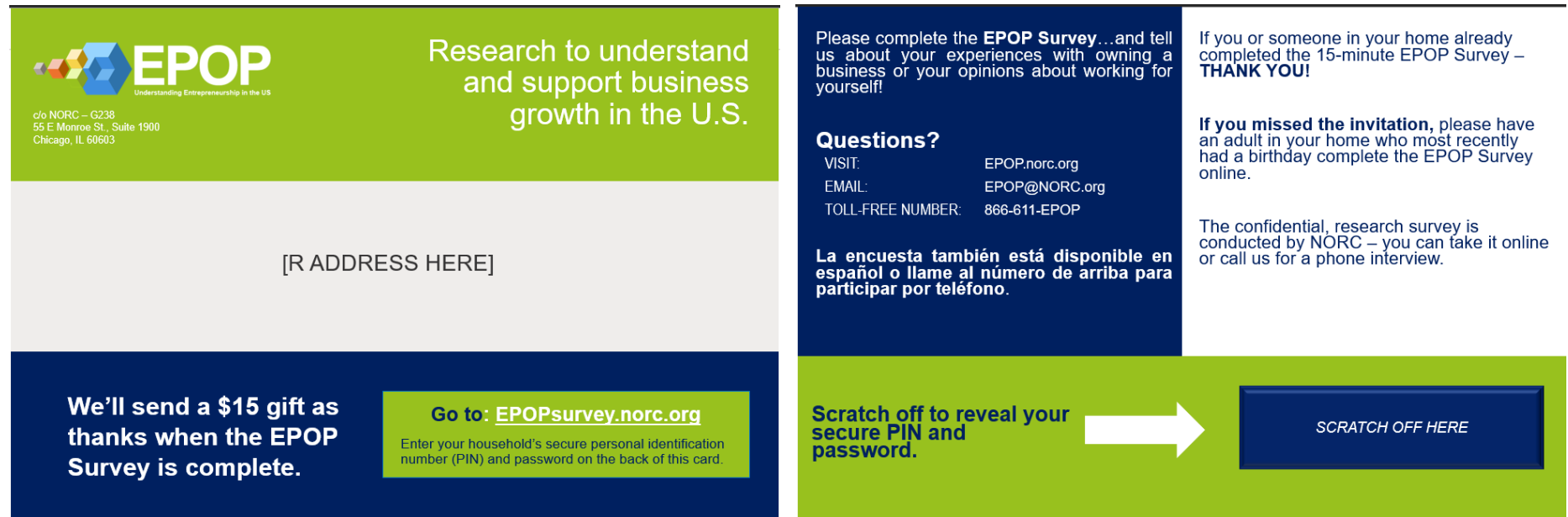
Outreach Materials

Text Message

We have not heard from you regarding the EPOP Survey! Receive a \$15 gift card once it is completed. Enter your PIN: [PIN] and password: [PASSWORD] at EPOPSurvey.norc.org or contact us at EPOP@norc.org or 866-611-EPOP to complete this short 15-minute survey. Reply STOP to end.

For an auto response if/when folks text back: *"Thank you for your response. Please contact the EPOP project team at EPOP@norc.org or at 866-611-EPOP if you have questions or wish to speak to someone."*

Postcard



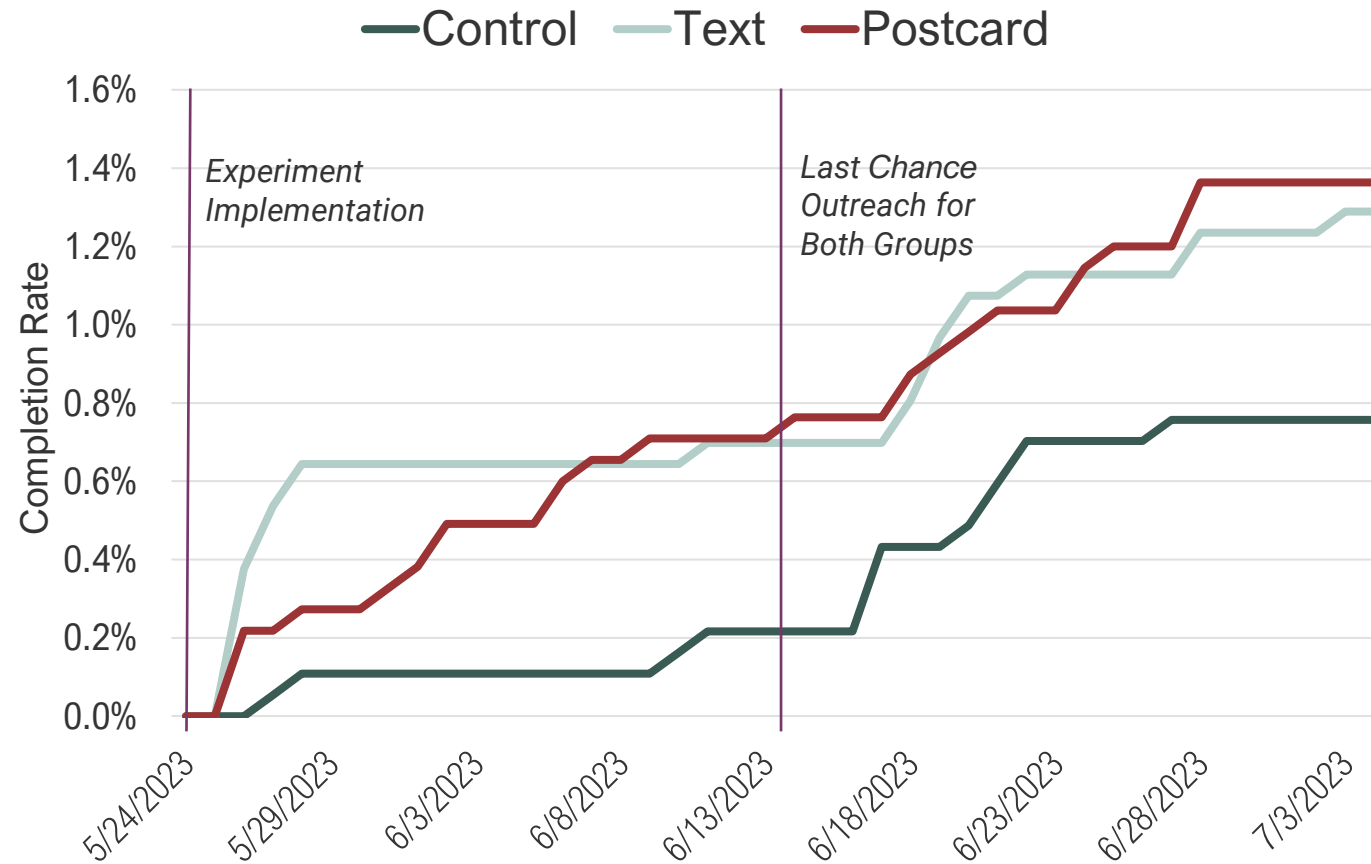
The postcard is divided into several sections:

- Top Left (Green):** EPOP logo with tagline "Understanding Entrepreneurship in the US" and address: "c/o NORC - G238, 55 E Monroe St., Suite 1900, Chicago, IL 60603".
- Top Right (Green):** Text: "Research to understand and support business growth in the U.S."
- Middle (Grey):** Placeholder: "[R ADDRESS HERE]"
- Bottom Left (Dark Blue):** Text: "We'll send a \$15 gift as thanks when the EPOP Survey is complete."
- Bottom Middle (Dark Blue):** Text: "Go to: EPOPSurvey.norc.org
Enter your household's secure personal identification number (PIN) and password on the back of this card."
- Bottom Right (Dark Blue):** Text: "Please complete the **EPOP Survey**...and tell us about your experiences with owning a business or your opinions about working for yourself!"
- Bottom Far Right (Dark Blue):** Text: "If you or someone in your home already completed the 15-minute EPOP Survey – **THANK YOU!**
If you missed the invitation, please have an adult in your home who most recently had a birthday complete the EPOP Survey online.
The confidential, research survey is conducted by NORC – you can take it online or call us for a phone interview."
- Bottom Far Right (Green):** Text: "Questions?"
VISIT: EPOP.norc.org
EMAIL: EPOP@NORC.org
TOLL-FREE NUMBER: 866-611-EPOP
La encuesta también está disponible en español o llame al número de arriba para participar por teléfono.
- Bottom Far Right (Green):** Text: "Scratch off to reveal your secure PIN and password." with a white arrow pointing to a dark blue box labeled "SCRATCH OFF HERE".



RESULTS

Completion Rates Across Time for 3 Experiment Groups

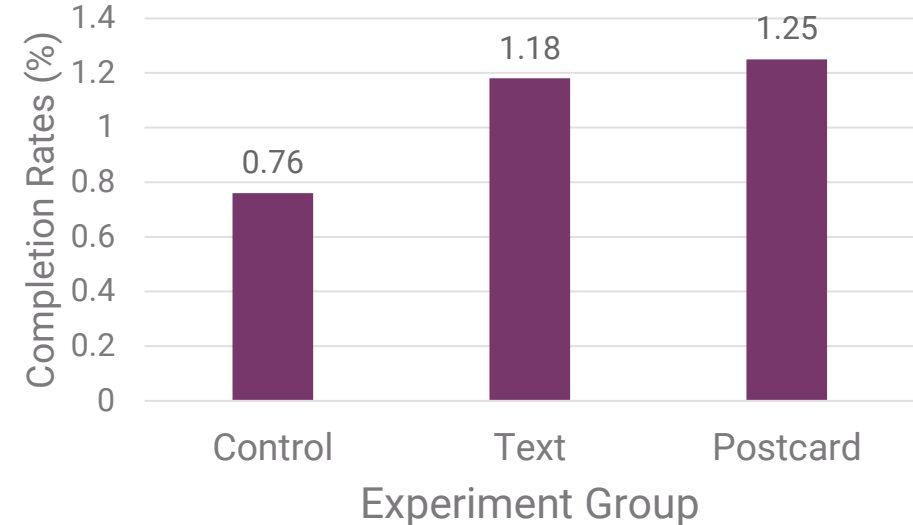


The figure shows both text and mail outreach marginally increased response rates.

Overall, completion rates late in the field period were low.

Completion Rates by Experiment Group

- Compared to the control group, text outreach increased completion rates from .8% to 1.2% ($p < 0.10$) and mail outreach increased rates from .8% to 1.3% ($p < 0.10$)
- The difference in completion rates between the text and postcard group is not significant



Characteristics of Completers

- Text and postcard groups appear to have more non-White and male completers
- Statistical testing shows:
 - Text and postcard groups were more likely to have male completers compared to the control ($p < 0.05$)
 - The postcard group was more likely to have completers with a high school education or less ($p < 0.05$)
 - No differences for racial composition

Group	N	Men	HS or less	Non-White
Control	14	21%	14.3%	29%
Text	22	32%	18.2%	45.5%
Postcard	23	39%	30.4%	47.8%



Cost Analysis

Costs associated with postcards and texts

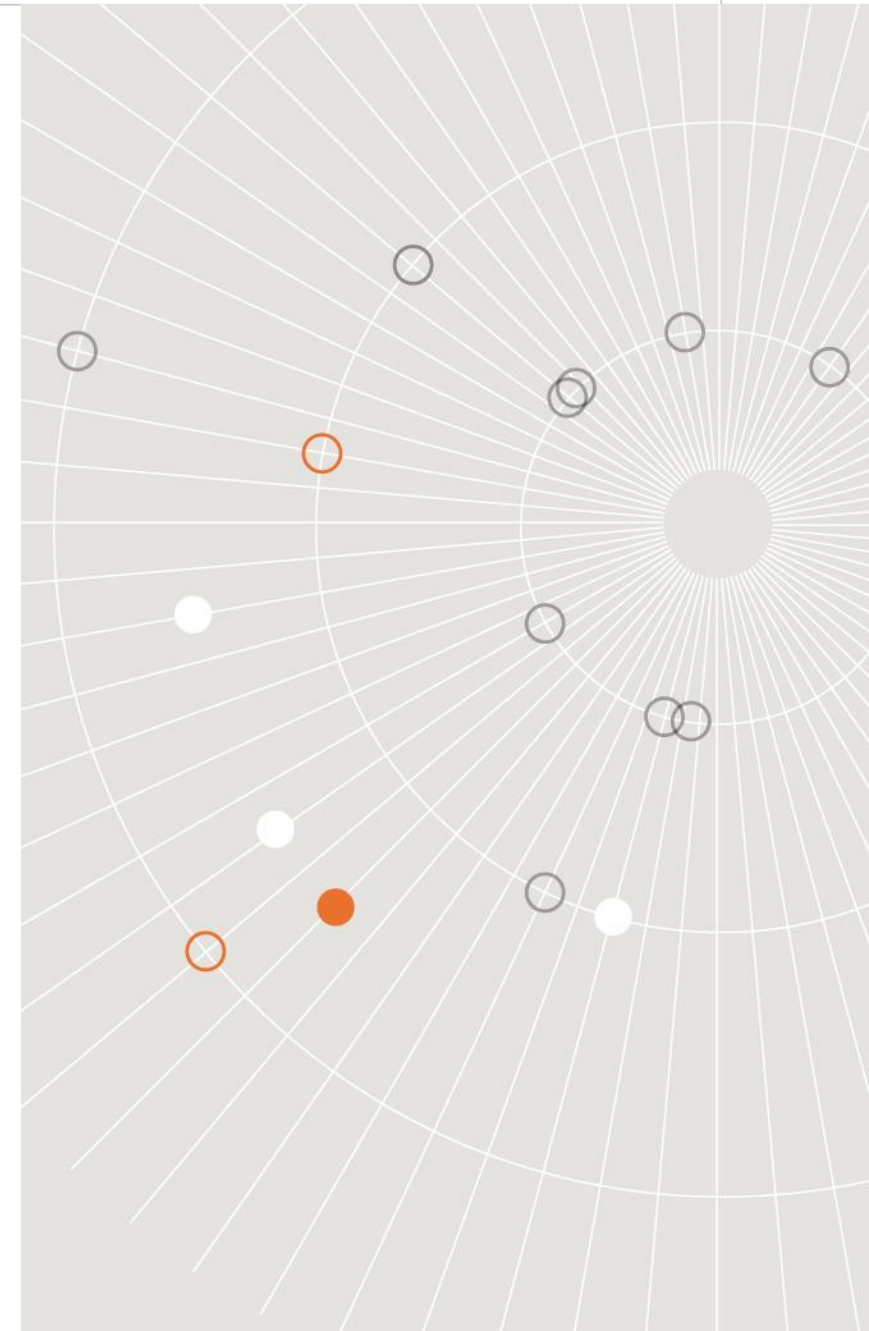
Postcards

- Cost per postcard for printing, assembly, and postage is \$0.66
- Total costs for 1,833 postcards: \$1,210
- Cost per complete: \$55

Texts

- Flat cost for labor and text services
- Total costs for 1,862 texts: \$708
- Cost per complete: \$30.78

For our experiment, texting was a cheaper outreach method compared to sending postcards

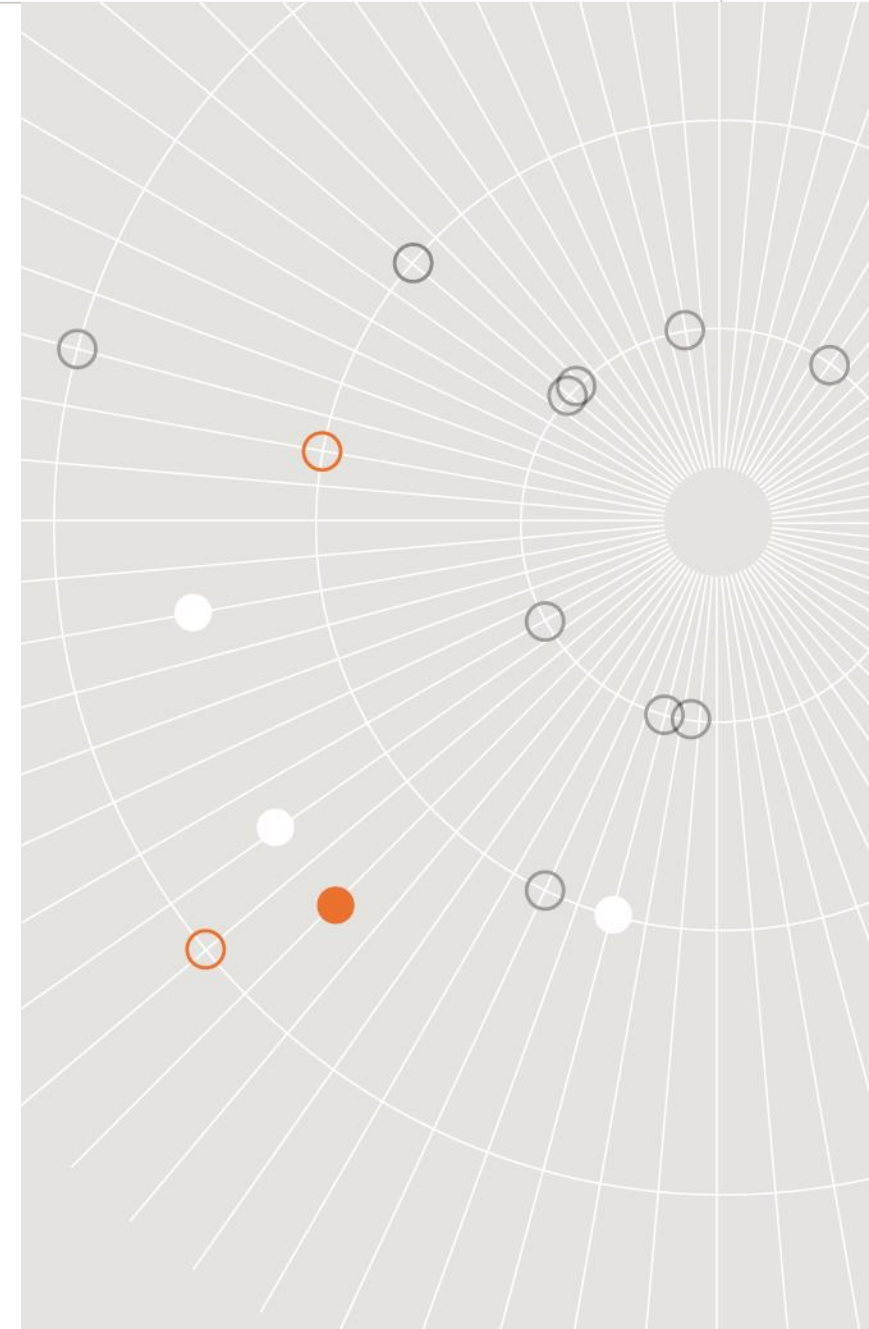




Conclusions

Text and mailing outreach can be useful for increasing completion rates at the end of fielding

- The results show that text and mailing outreach can be useful for increasing completion rates among those who are nonrespondents for the majority of the fielding period
- There is some evidence that texting and sending postcards can increase completion rates for demographic groups that have the lowest completion rates, especially among men
- There is very little difference between the efficacy of text and mailing
- Although, for our experiment, texting was the cheaper outreach method, it's important to note that texting has lower coverage compared to mailing for ABS samples



Questions?





Thank you.

Katie Johnson
Research Methodologist
Johnson-Kaitlin@norc.org

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 **NORC** at the
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