
Using Blaise to Reduce Survey Costs on a Panel Study of New Businesses

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Objective and Definitions

- **Review study level of effort (LOE) trends using KFS paradata**
 - **LOE = number of CATI attempts**
 - **Speed of response = % completing within one month of invitation**

Overview of Findings

- **Use of multi-mode survey can “train” longitudinal respondents to use and stay with web**
- **LOE reduced in early follow-up rounds, and rebounds in later rounds**
 - More CATI attempts
 - Longer to respond after invitation

Background

- **Kauffman Firm Survey – Sponsored by Ewing Marion Kauffman Foundation**
- **Longitudinal survey of new businesses – 4,928 panel members at baseline (2005-2006)**
- **Five annual follow-up surveys (2006-2010)**
- **Modes: Web, CATI follow-up**
- **Blaise used for CAI software (C2B for first 4 years, conversion to Blaise IS in 5th year)**

KFS Data Collection Results

	Year Completed	Sample Size	Comp	Response Rate
Baseline	2006	32,468	4,928	43%
1st Follow-Up	2007	4,928	3,998	89%
2nd Follow-Up	2007	4,561	3,390	82%
3rd Follow-Up	2008	4,295	2,915	83%
4th Follow-Up	2009	3,867	2,606	83%
5th Follow-Up	2010	3,511	2,408	83%

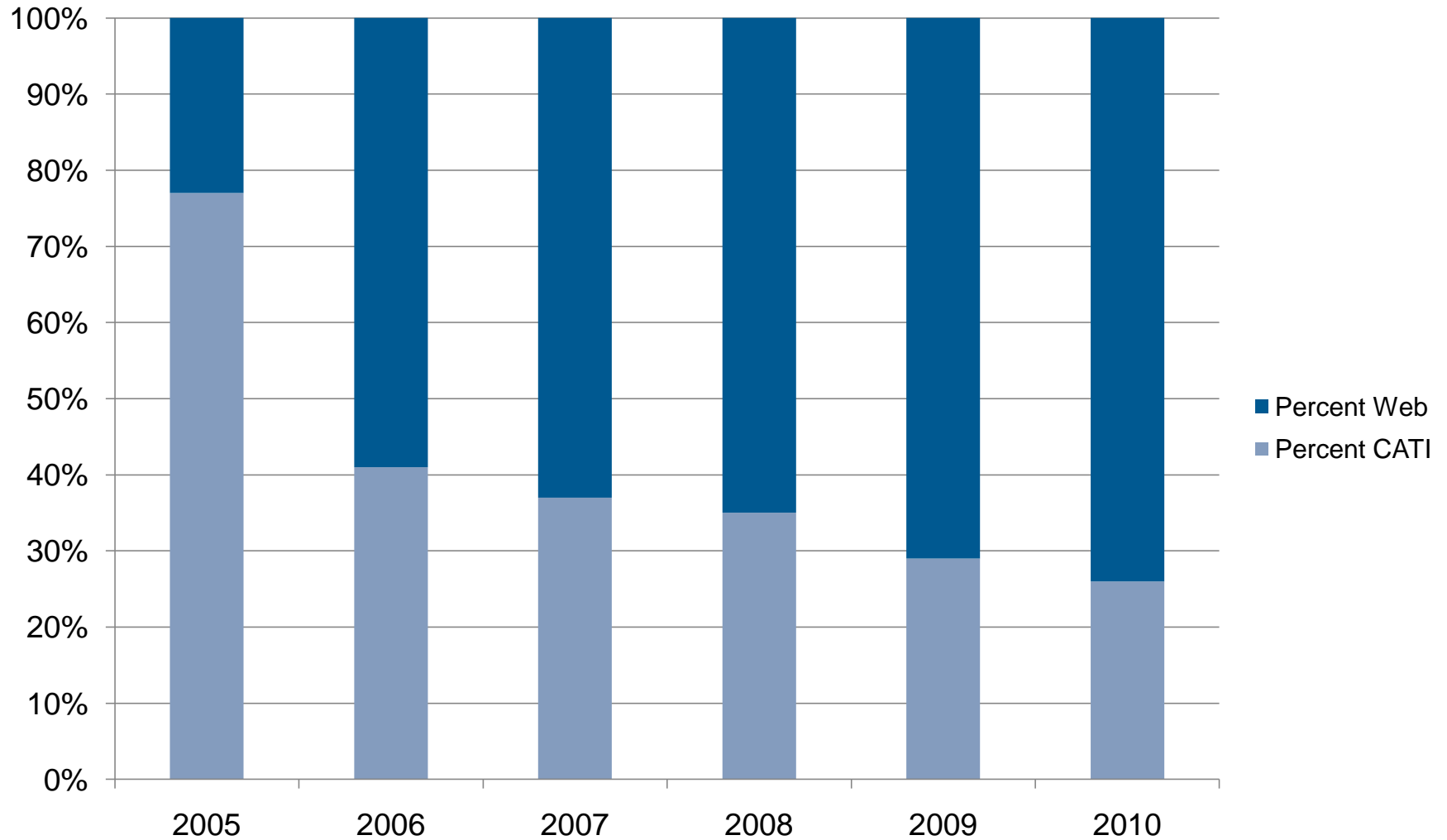
KFS Baseline Survey

- **Emphasized “web-first” approach**
- **Primarily CATI, lack of email addresses from D&B sample frame**
- **Emails collected for 85 percent of panel members**
- **Eligibility screening increased overall LOE**
- **Total calls made during data collection: 372,000**

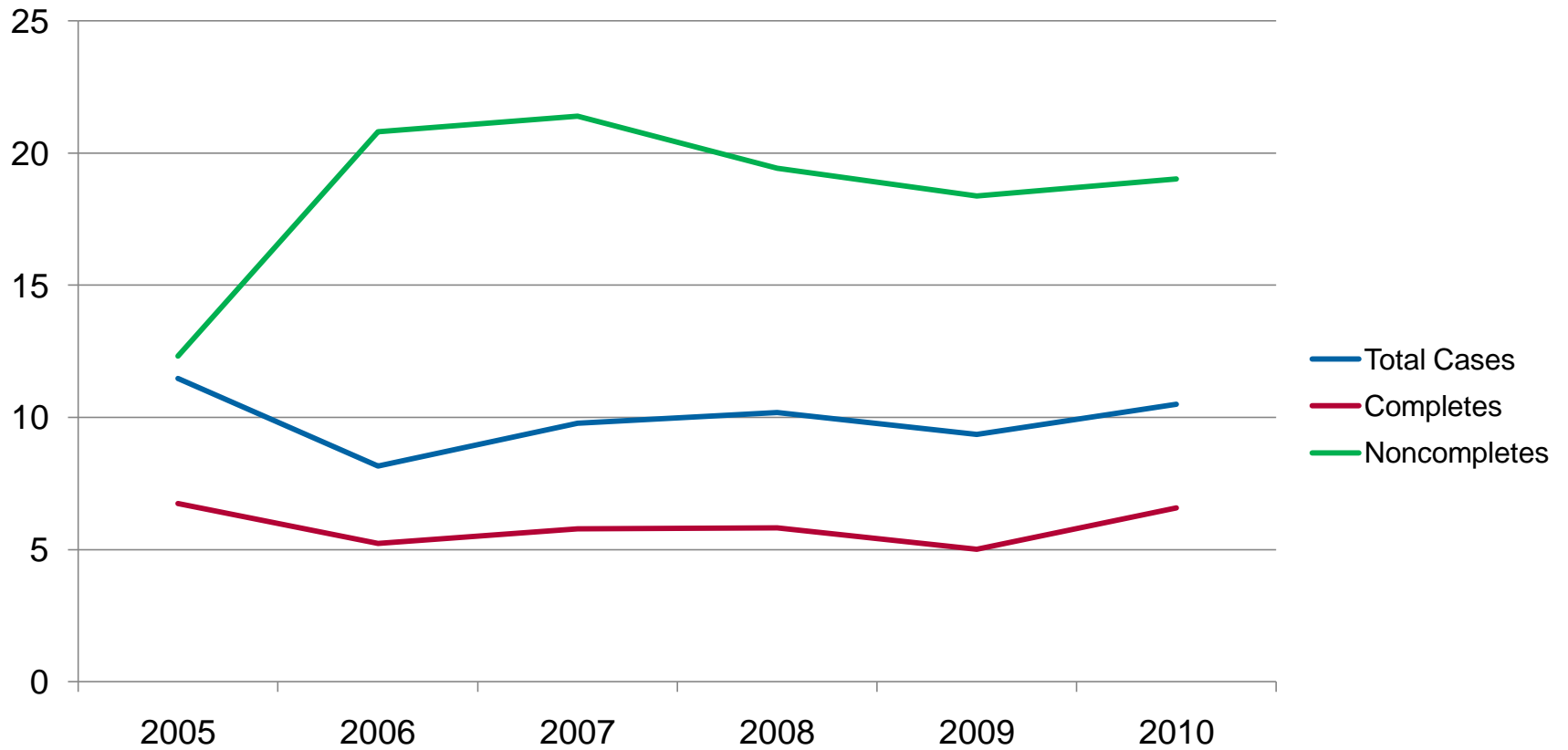
KFS Follow-Up Surveys

- Continued “web-first” approach, with email contacting
- Evolved into web panel through use of email contacting
- Eligibility screening limited to out of business firms
- Total calls made during data collection: Average of 40,000 calls per round

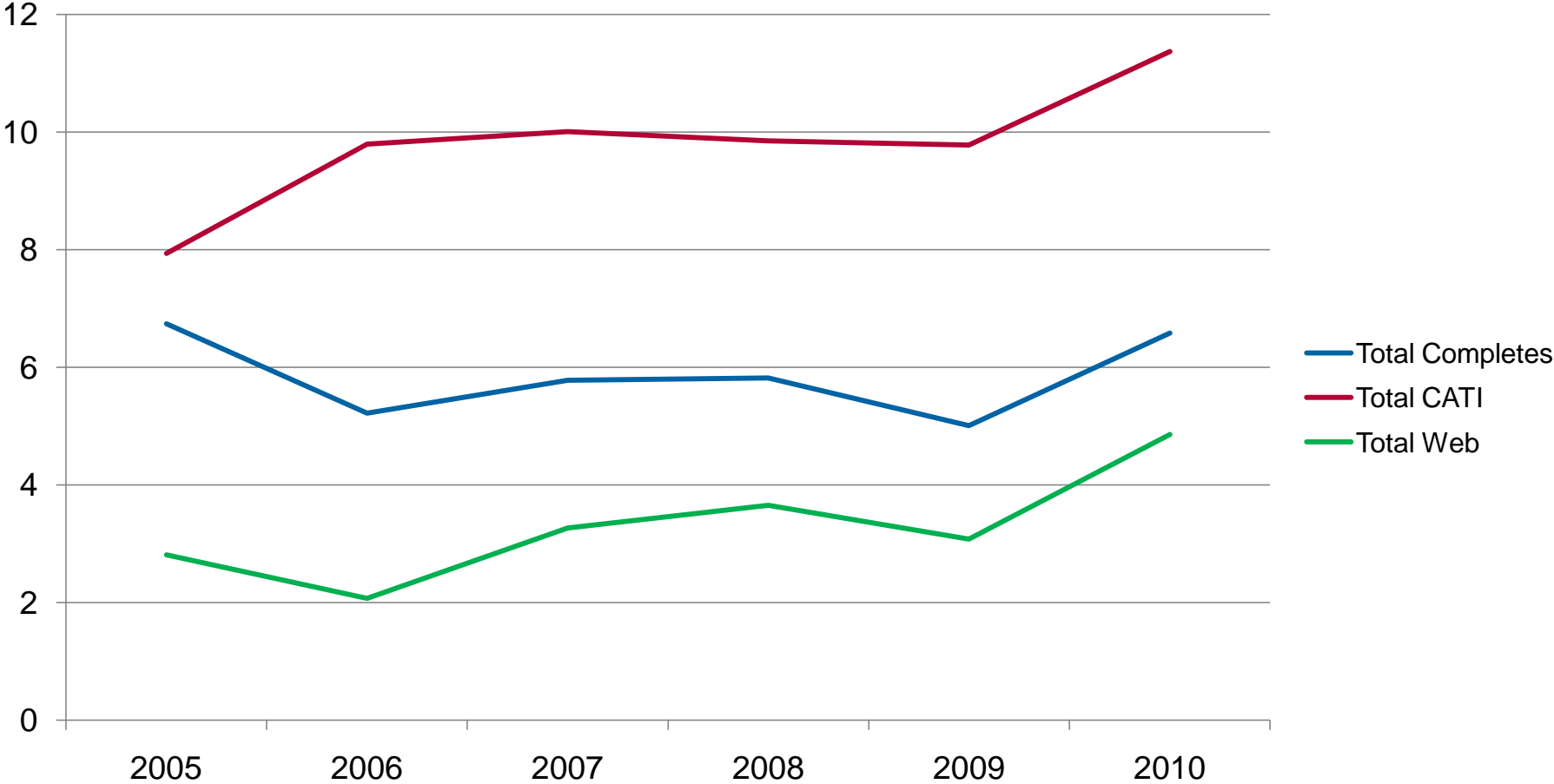
Completes by Mode



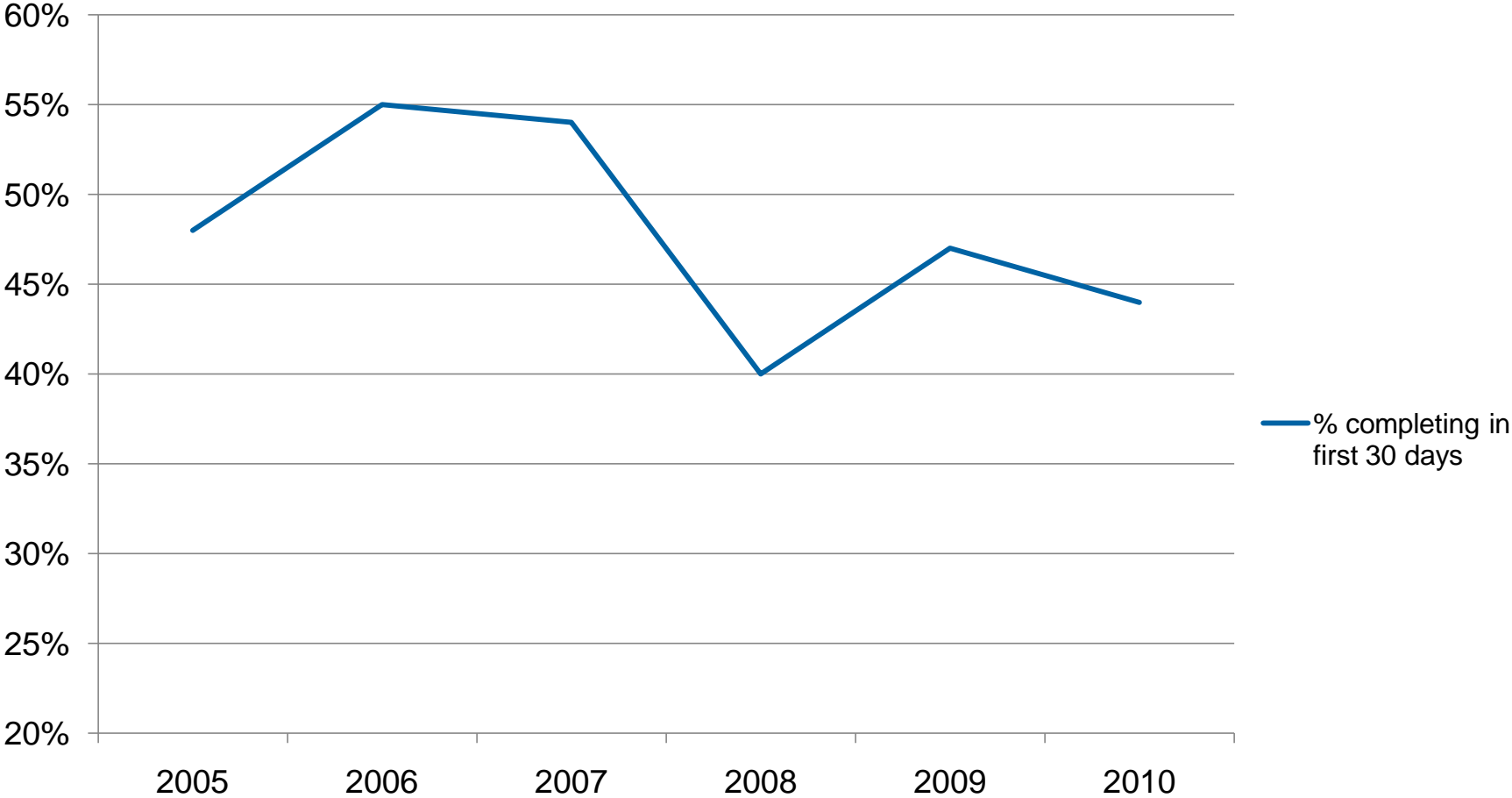
Average LOE by Completion Status



LOE per complete by mode



Speed of Response



Summary of Changes in LOE

- **Use of email contacting in 1st follow-up reduced LOE**
 - Total cases by 29 percent
 - Total completes by 22 percent
- **LOE rises through middle follow-ups**
- **Steeper increase from 4th to 5th follow-up**
- **Expect trend to continue in last two follow-ups**

Potential Factors

- **Panel fatigue**
 - **Businesses contacted every year for 6 years**
- **Changes in panel members**
 - **Surviving businesses are growing, owners harder to reach**

Conclusions

- **Training longitudinal respondents can be done**
- **Cost savings not continuous over multi-round survey program**
- **Panel fatigue an issue even for respondents comfortable with web survey**

Limitations & Future Research

- **Paradata not controlled for other factors such as size or growth of business**
- **Multivariate analysis could yield additional factors**
- **Linking paradata with survey data can estimate panel fatigue effect**

Acknowledgements

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Ewing Marion Kauffman Foundation	Sponsor
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