

Survey Methods

How to insure that you have the information you need when the survey is complete.

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Data Analyses: Use of Data

- The intended uses of consumer survey data drive many of the decisions around how to conduct the survey and analyze the results
- Best to decide what the data will be used for prior to starting the process so that you get what you need!

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“It was the only mission statement everyone could agree on.”

Survey Method

- Which method? Best “bang for the buck”
 - Mail
 - Phone
 - Point-of-Contact
 - Consumer-assisted
 - Staff-assisted
- Special issues surrounding follow-up contact
- Do you offer remuneration?

Survey Methods-Mail

- **PROS**

- reaches broad group
- includes individuals no longer in service
- privacy can be ensured
- relatively inexpensive
- relatively convenient
- sample can be chosen
- can be completed at times that are convenient for the consumer.

- **CONS**

- must have valid address, difficult in transient pops.
- potential low response rates.
- more design issues up front (e.g. multiple mailings, color coding, etc.)

Survey Methods

Provider-distributed

- **PROS**

- inexpensive
- convenient, few design issues.
- high response rates.
- interviewer can assist in survey.
- more knowledge about who completes survey.

- **CONS**

- potential skewed sample, only those who come into office for services.
- potential response bias.
- more difficult to ensure confidentiality.

Survey Methods

Consumer-Administered

- **PROS**

- consumers may prefer
- interviewer can assist in survey
- sample can be chosen
- minorities are most likely to respond, especially if the interviewer is from a similar cultural background.

- **CONS**

- requires field coordination
- requires interviewer training
- difficulties paying consumers as contractors or employees (benefit limits).

Survey Methods- Phone

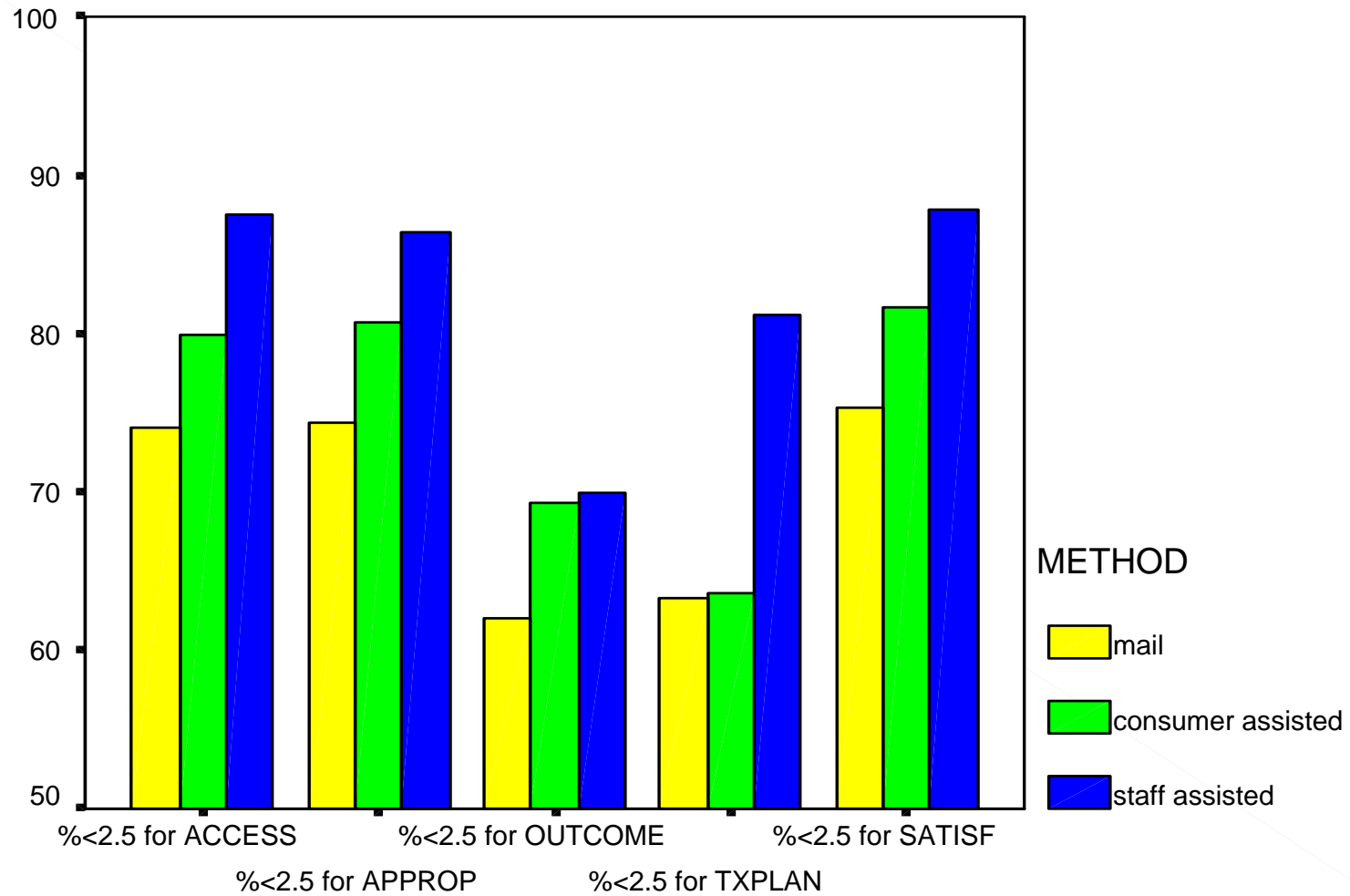
- **PROS**

- reaches broad group.
- confidentiality can be protected.
- interviewer can assist in survey.
- sample can be chosen.

- **CONS**

- can be seen as intrusive.
- must have valid phone number, difficult in transient population.
- consumer must have access to working phone.
- requires interviewer training.
- requires multiple callbacks (10+).

Domain Scores by Method



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“The trouble with this company is nobody wants to accept responsibility for anything. But don’t tell anyone I said that!”

Anonymous vs Coded Surveys

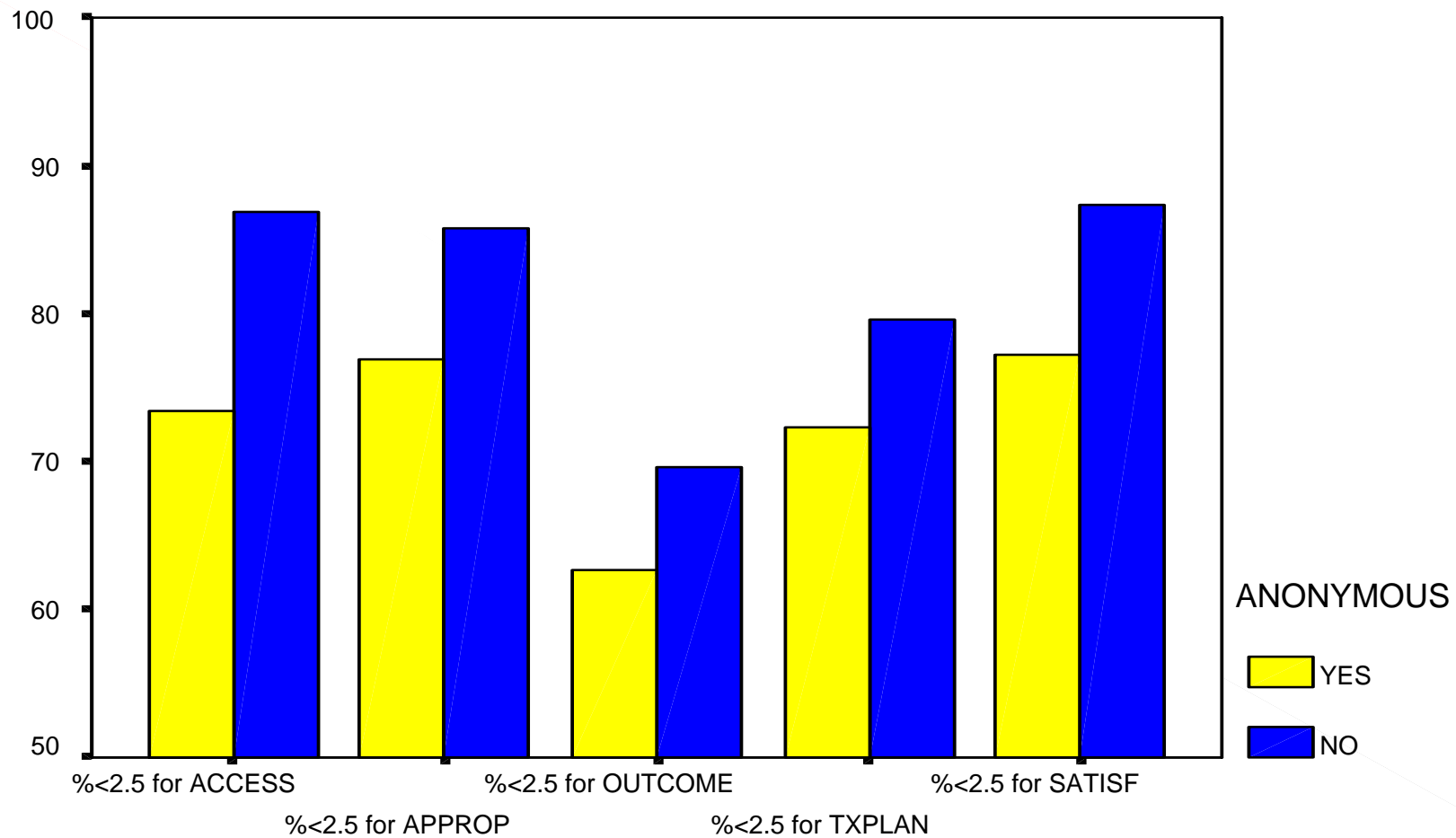
– Anonymous

- honest answers
- easier post-collection
- less privacy concern
- less known about sample
- more design up-front
- unable to follow-up with non-responders

• Coded

- easier to sample
- more known about respondents
- can track non-responders
- matching need before analysis
- “too much” information
- confidentiality concern

Domain Scores by Anonymity



Recommendations

- All providers being evaluated should administer the survey the same way.
- Domain scores used for comparisons
- Individual items used for quality improvement efforts.
- Important to also collect demographic information (age, gender, race/ethnicity).
 - Other possible variables: length of time in treatment, diagnosis,

Data Analysis

- Is your sample representative of population
 - return rates
 - demographic characteristics
 - responders vs. non-responders
- Scoring
 - domain scores vs. individual items
 - national norms

Example-Colorado

GENDER

	Number	Percent of Sample	Percent Served Statewide
Male	479	39.5%	41%
Female	735	60.5%	59%

ETHNICITY

	Number	Percent of Sample	Percent Served Statewide
African American	39	3.3%	7%
Asian	8	0.7%	2%
Native American	96	8.1%	4%
Caucasian	831	69.9%	70%
Hispanic	153	12.9%	17%
Other	62	5.2%	
Minority	358	30%	28%

Responders-Mail vs. Consumer Administered*

- Older adults were more likely to respond to a mailed survey
- Native Americans were more likely to respond to a mailed survey
- More rural subjects responded to the mailed survey
- Consumer administered surveys captured more individuals who were involved in day treatment, vocational rehab, and residential services.

* From Colorado FY 1999 survey

YSSF Results By Demographic Variables

- Caregivers still receiving services had more positive ratings on all factors ($p < .001$)
- Non-Hispanic white caregivers reported staff were more culturally sensitive than minorities ($p < .05$)
- Caregivers of pre-adolescents reported more participation in treatment than caregivers of adolescents ($p < .001$)