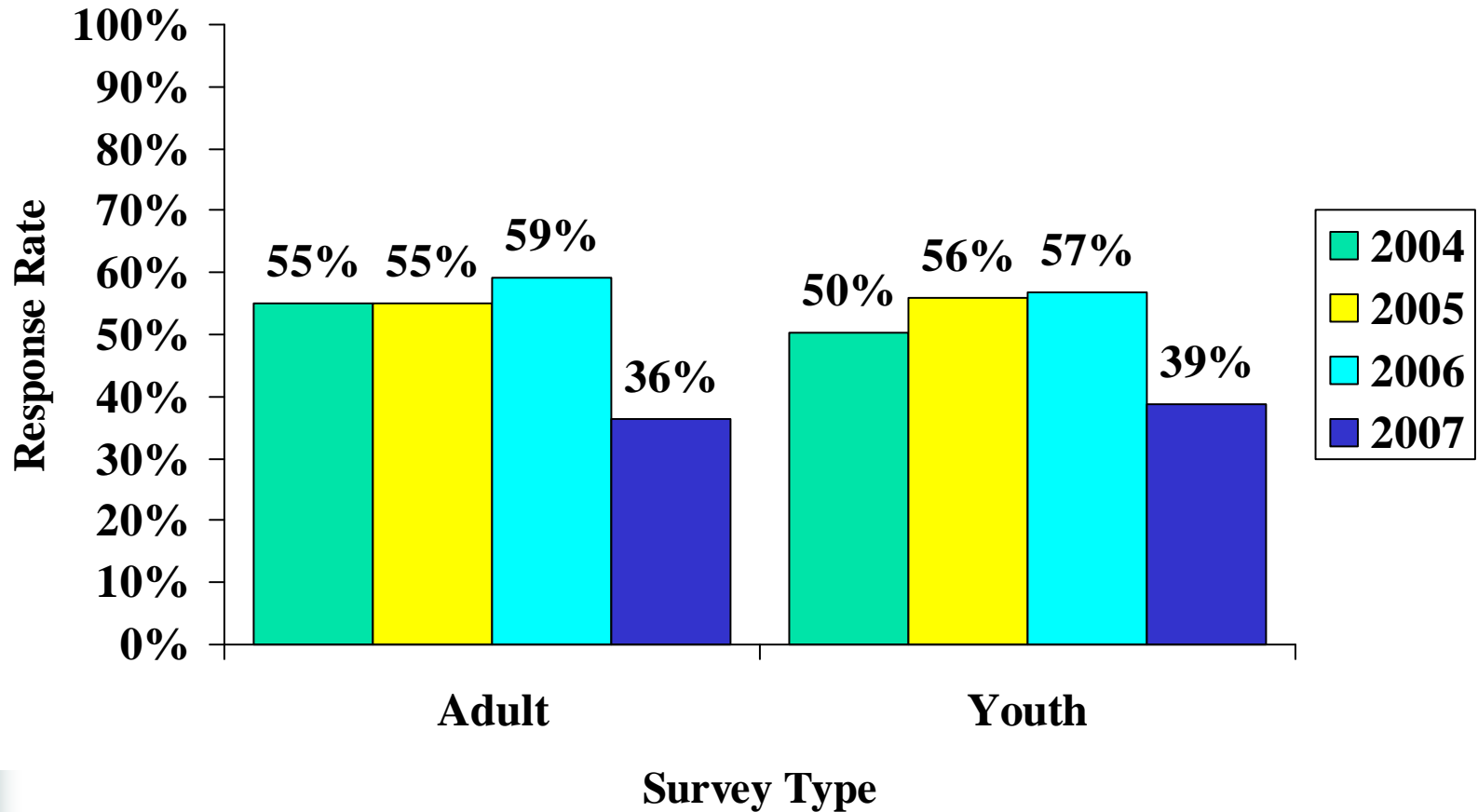




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# Increasing Response Rates - Wisconsin

# Response Rates



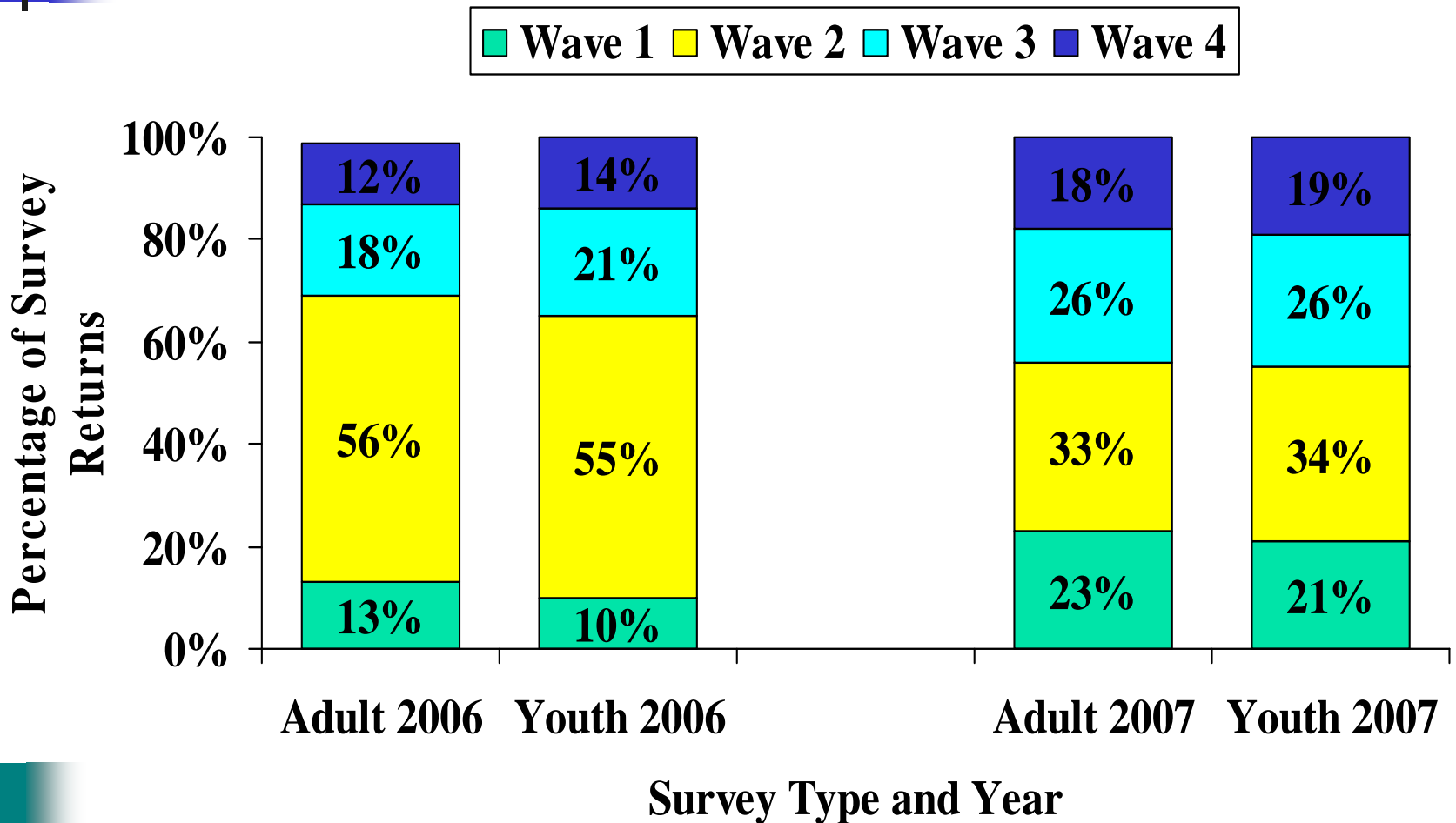


# Mail Survey Method

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- 1st mailing
  - cover letter, survey, postage-paid envelope, and \$2 bill incentive
- 2nd mailing = 5 days later
  - reminder postcard
- 3rd mailing = additional 3 weeks later
  - cover letter, survey, postage-paid envelope
- 4th mailing = additional 3 weeks later
  - cover letter, survey, postage-paid envelope
- Survey deadline = additional 4 weeks later

# Returned Surveys by Mailing Wave





# Survey Design

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- MHSIP Likert-scale question format kept in tact
- Survey readability vs. mailing size
  - Survey kept to 4-page 1-fold format to minimize cost
- Experimented unsuccessfully with CJ and Education NOMS question skip patterns
- UWSC consultation on font size, font type, paper type and color



# Does Money Matter?

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\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
\$	\$	\$				\$			
	\$	\$	\$	\$	\$	\$	\$	\$	\$
	\$		\$						\$
	\$		\$	\$	\$	\$	\$	\$	\$



# Monetary Incentives

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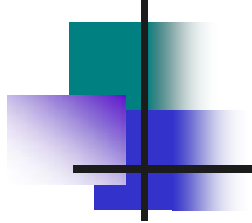
- Response rate was 59% with and 39% without an incentive for adults
- Incentive dropped in 2007 due to DIG funding restrictions
- 2007 survey adjustments
  - Projected drop in response rate
  - Increased mailings



# Is The Incentive Worth The Cost?

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- 2006 Adult/Youth surveys = \$38,000
  - 2,162 initial mailings
  - 1,486 consumers reached
  - 861 completed surveys
- 2007 Adult/Youth surveys = \$38,000
  - 3,489 initial mailings
  - 2,299 consumers reached
  - 857 completed surveys
- 2007 survey more inefficient and consumers received nothing for their participation



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