



STEP 4.1: Monitor survey administration

➡ What is the purpose of this step?

The purpose of this step is to closely track the quality of your survey administration process, and to monitor and troubleshoot any problems with securing an optimal response rate and accurate data entry.

In this step you will:

- ☒ Receive and review weekly tracking reports from your survey vendor.
- ☒ Assess and troubleshoot problems with response rates.



Guidelines and Issues to Consider

- ☒ Specify and obtain weekly survey tracking report.

Survey responses should be tracked throughout the administration process. At a minimum, a variable indicating the survey disposition should be maintained by your survey vendor and reported on a weekly basis throughout the administration process. Values for this variable can include:

- *Survey received* – Survey was sent back.
- *Complete* – At least 80 percent of the survey items parents should answer were completed.
- *Incomplete* – Less than 80 percent of the survey items were completed.
- *Refused* – Parent refused to complete survey, sent it back blank, OR called the toll-free line and asked to be removed from list.
- *Bad Address*
- *Ineligible* – Parent returned the survey saying that their child was not in the age group, has not had a well-child visit, or child is no longer enrolled in the health system.
- *Deceased* – Child has passed away.
- *Language barrier* – Respondent cannot read and understand the survey.

☒ Calculate interim response rates and troubleshoot response problems.

Your *raw response rate* is simply the number of questionnaires returned divided by the number of children in your starting sample. However, this rate is often misleading and not representative of the true response rate. Therefore, an *adjusted response rate* should be calculated on an interim basis throughout survey administration to track whether you are meeting response rate targets.

For the adjusted response rate, both the numerator (number of respondents) and the denominator (number sampled) are adjusted based on certain factors:

- First, the numerator (number of respondents) is adjusted from the total number of questionnaires returned to the number of completed questionnaires returned. A survey is defined as “completed” if the parent answered at least 80 percent of the items that they should have answered. You should not include items that were skipped appropriately in your count. You can adjust this algorithm if you want to allow responses to be considered even if less than 80 percent of items are completed.

Second, the denominator (number sampled) is adjusted to include only those children who are eligible for the survey, for whom you have a valid address, and whose parents do not have a language barrier. The formula to adjust your response rate is:

$$\text{Response Rate} = \frac{\text{Number of 80\% or more completed surveys}}{\text{Number of children sampled} - (\text{deceased} + \text{ineligible} + \text{language Barrier} + \text{bad address})}$$

If your response rate falls short of projections, you may need to troubleshoot with your survey vendor and consider adding and/or altering administration steps. For instance, you may decide to add an additional phone call, send a postcard, alter your introductory message left on voicemail systems, or introduce a small incentive for participation in the survey.