

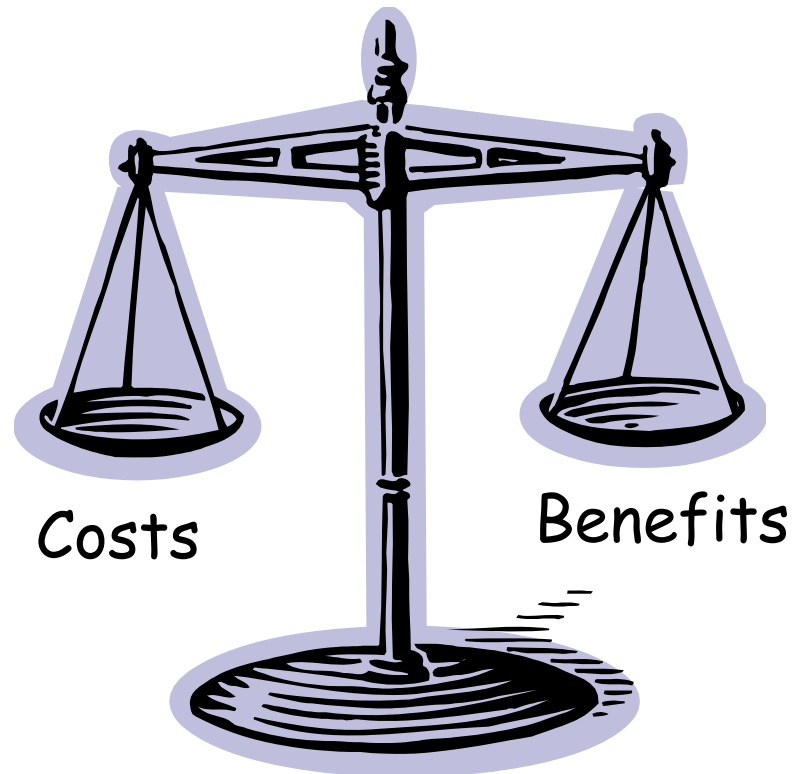
Gone in Sixty Seconds: Communicating Benefits to Survey Respondents

Stacey Bricka, PhD
Sudeshna Sen, PhD
NuStats

Overview

- Theoretical Foundation
- Practical Considerations
 - Survey Research Industry Standards
 - Key Phrases
- Other Challenges

Social Exchange Theory



Decision to Participate

Practical Considerations

- 2007 Travel Tracker Survey
- 2007 DC HH Travel Survey
- 2001 Bay Area Travel Survey
- 2001 National HH Travel Survey

Introductions

Survey Research Industry Protocol

- Hi, my name is _____
- I'm calling on behalf of _____
- This is not a sales call
- Your participation is voluntary
- Your answers will be kept confidential

Introductions

Terminology to Convey Benefits

- Improve Transportation
 - To help plan for future transportation improvements
 - Help improve transportation in your region/city/community
- Identify Needs
 - Benefit your community by helping planners identify needs
 - Identify needs for the next decade

Respondent Input

- Latino Residents
 - How participation in the survey will increase community well-being
- African American Residents
 - Community leader support for the survey effort
- Youth (18-24)
 - What is the survey process and how will the data requested today result in improved transportation infrastructure in the future?

Written Materials

Survey Research Industry Protocol

- White space
- Large fonts
- Written to 8th grade literacy level
- Visual appeal

Written Materials

- Appeal for help
- Tailored to local geography (particularly important in a larger region)
- Better plan for transportation improvements to meet your needs
- Build a snapshot of daily travel (NHTS)

- Details on the survey process
- Details on how the data will help community
- Community leader quotes

Other Considerations

Respondent Reaction

- Mis-expectations because don't understand modeling process.
- Still hesitant to provide details (particularly children)
- Somehow think they would be asked about route of travel

Conclusions

- First contact critical
 - Telephone - 60 Seconds
 - Written Materials - 1st two sentences
- Have to convey BENEFITS
 - Long-term process
 - Complicated technical terms
 - Lower literacy rates
 - Benefits vary across groups

Conclusions

- Current wording "okay"
 - Transportation improvements
 - Identifying needs
 - Prioritization
 - Local geographical focus
- Room for improvement
 - ~ 50% recruitment rate
 - Mis-expectations
 - Cross-fertilization

Questions and Comments?

sbricka@nustats.com

ssen@nustats.com