

Getting to Good Data

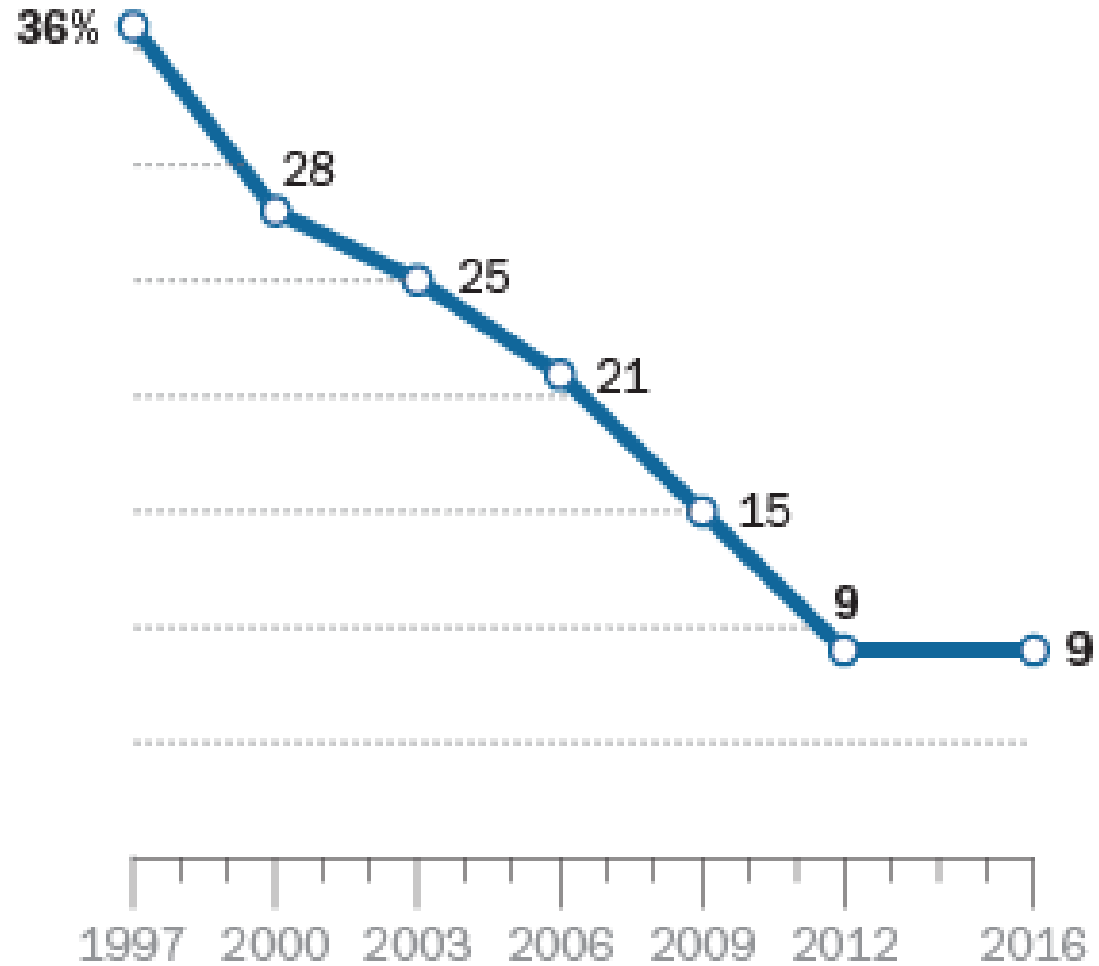
USING CORE PRINCIPLES TO BEST REPRESENT YOUR
COMMUNITY

The Improve Group's Mission

We help mission-driven organizations make the most of information, navigate complexity, and ensure their investments of time and money lead to meaningful, sustained impact.

Response Rates

Response rate by year (%)



The **Improve** Group

Source: Pew Research Center surveys conducted 1997-2016
"What Low Response Rates Mean for Telephone Surveys"

PEW RESEARCH CENTER

3 Principles

1. Representation
2. Responsiveness
3. Relevance

Survey 1

- ✓ 2000 respondents
- ✓ Statewide representative survey

Survey 2

- ✓ 2000 respondents
- ✓ Statewide representative survey

Survey 1

- ✓ Notice mailing
- ✓ Web promotion
/online survey
- ✓ Three survey mailings
- ✓ Phone calls/survey

Survey 2

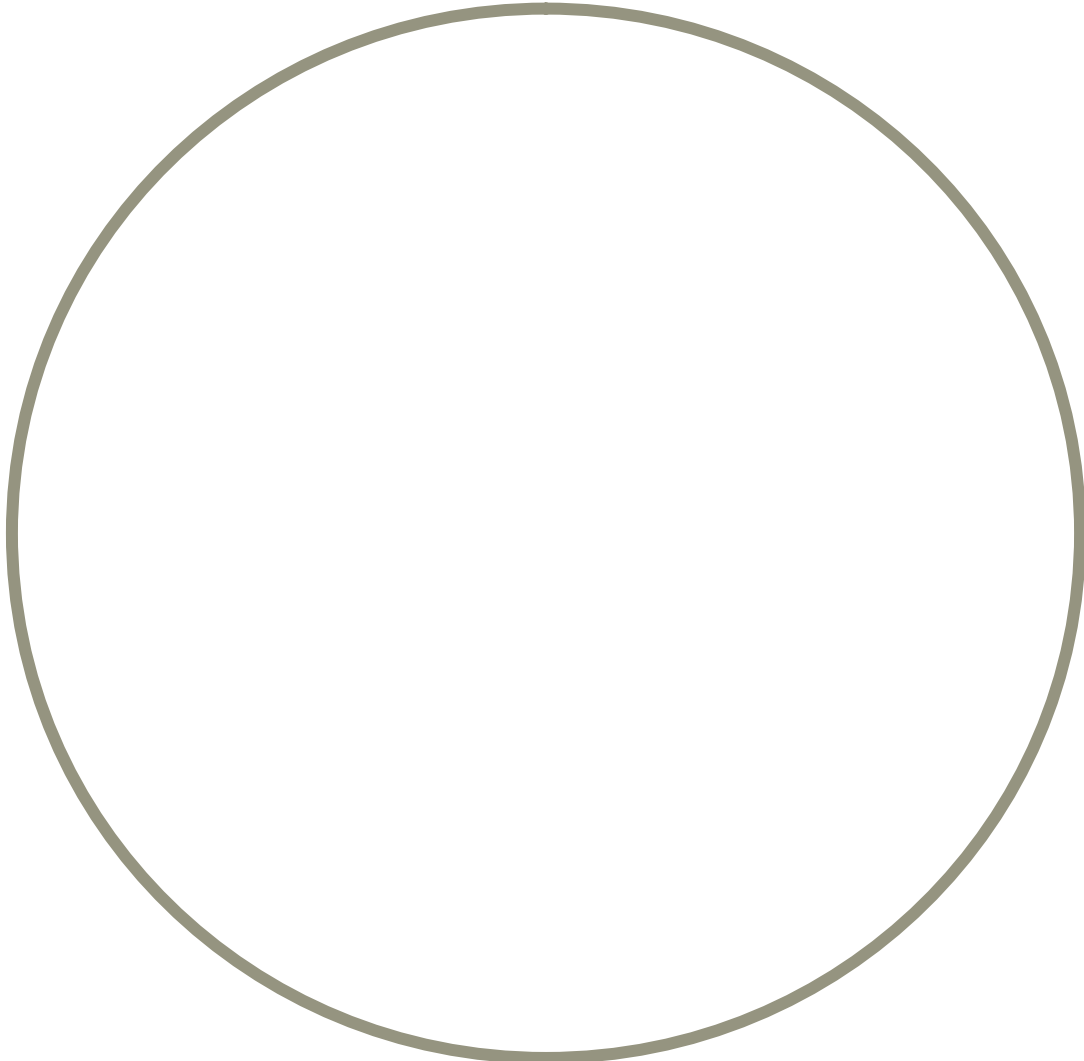
Survey 1

- ✓ 2000 respondents
- ✓ Statewide representative survey

Survey 2

- ✓ 2000 respondents
- ✓ Statewide representative survey

Survey 1



Survey 2

- ✓ Notice mailings
- ✓ Outreach calls
- ✓ In-person or phone
- ✓ Proxy
- ✓ Individualized accommodations

Survey 1

Completed surveys **1,987**
Sample size **8,000**
Letters sent **7,532**
Phone calls made **4,000**
Response rate **26%**

Survey 2

Completed surveys **2,005**
Sample size **11,667**
Letters sent **19,475**
Phone calls made **34,000**
Miles driven **153,000**
Response rate **37%**

Survey 1

- ✓ Statistically significant random sample of relevant population
- ✓ Relevant information about broad trends
- ✓ Difficult to make specific strategic decisions

Survey 2

- ✓ Statistically significant random sample of relevant population
- ✓ Relevant information about specific trends
- ✓ Applicable data to pinpoint decision making

Take-aways

Establish your guiding principles:

1. Think hard about the population you are trying to **represent** for important, **relevant** decisions
2. Be **responsive** – design around your target population
3. Be willing to invest resources in order to hear voices not usually represented

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