

Mail Survey Experiments:

Reminder Postcard and UPS Mail Innovations Envelope

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The Study

- Longitudinal anti-tobacco media campaign evaluation
- FDA funded
- 11-16 year old males
- 30 rural areas (area is a county or group of counties)
- Interview 1 parent and all eligible boys in home

Data Collection Design

- Address based sample
 - 63,000 addresses
 - Males 11-16 (9% of HHs nationally)
- 5-minute mail screener
- 4 month data collection period
- In-person visit to eligible homes
 - 10-minute parent interview on tablet
 - 45-minute CASI youth interview

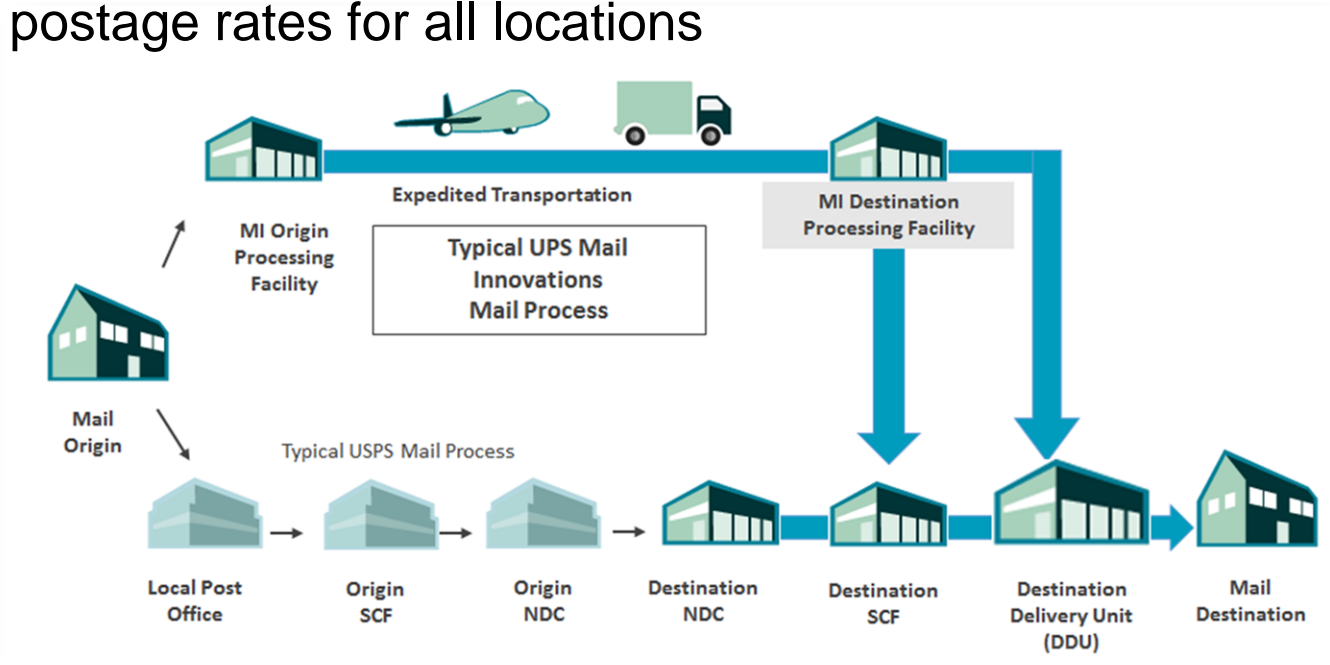


Background

- Goal to identify eligible sample members quickly
- Which envelope would give us better....
 - Response rates?
 - Eligibility rates?
 - Return on costs?
- No previous literature for Mail Innovations
- Embedded postcard experiment

Why Mail Innovations?

- UPS product delivered by U.S. Postal Service
- Eye catching envelope
- Same postage rates for all locations



- Sample was randomly assigned to all four treatment groups
 - USPS 9x12 envelope with postcard
 - USPS 9x12 envelope without postcard
 - UPS MI envelope with postcard
 - UPS MI envelope without postcard

Samples by Mail Treatment

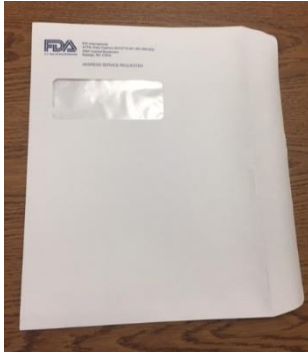
	UPS MI	USPS 9x12	Overall
No Postcard	15,750	15,750	31,500
Postcard	15,750	15,750	31,500
Overall	31,500	31,500	63,000

- Address sample randomly assigned to each treatment

Methods

- Sample was randomly assigned to all four treatment groups
- Each package contained the same items
- All packages mailed on the same day
- Returns recorded on day they were received
- Postcard mailed 1 week later

The Envelopes



- 9x12
- FDA logo
- Address in window
- First Class Mail
- Machine stuffed
- Picked up by USPS
- Undeliverable mail returned



- MI heavier weight
- No logo (RTI shipper)
- Machine generated labels
- MI postage
- Hand stuffed
- Picked up by UPS MI
- Did not purchase undeliverable mail returned

Findings - Mail Response Rate by Mail Treatment

	UPS MI	USPS 9x12	Overall
No Postcard			
Postcard			
Overall			31.8%

Findings - Mail Response Rate by Mail Treatment

	UPS MI	USPS 9x12	Overall
No Postcard			
Postcard			
Overall	31.0%	32.7%	31.8%

- UPS Mail Innovations had a slightly lower response rate

Findings - Mail Response Rate by Mail Treatment

	UPS MI	USPS 9x12	Overall
No Postcard			30.2%
Postcard			33.4%
Overall	31.0%	32.7%	31.8%

- UPS Mail Innovations had a slightly lower response rate
- Postcard reminder increased RR by 3.2 pts

Findings - Mail Response Rate by Mail Treatment

	UPS MI	USPS 9x12	Overall
No Postcard	29.2%	31.2%	30.2%
Postcard	32.8%	34.1%	33.4%
Overall	31.0%	32.7%	31.8%

- UPS Mail Innovations had a slightly lower response rate
- Postcard reminder increased RR by 3.2 pts

Findings – Bias Investigation

	Return Rate	Male 11-16	Child(ren) Present	Smoking	Smokeless	Income < 50k
No Postcard	30.2%	7.3%	27.8%	21.2%	8.6%	57.0%
Postcard	33.4%	7.5%	25.3%	21.8%	8.8%	58.3%
Difference	-3.2%	-0.2%	+2.5%*	-0.6%	-0.2%	-1.3%

*p-value = 0.0165

Findings – Materials Cost per Complete

	UPS MI	USPS 9x12	Overall
No Postcard	\$11.70	\$11.45	\$11.57
Postcard	\$11.56	\$11.56	\$11.56
Overall	\$11.62	\$11.51	

- Overall postcard looks more cost effective

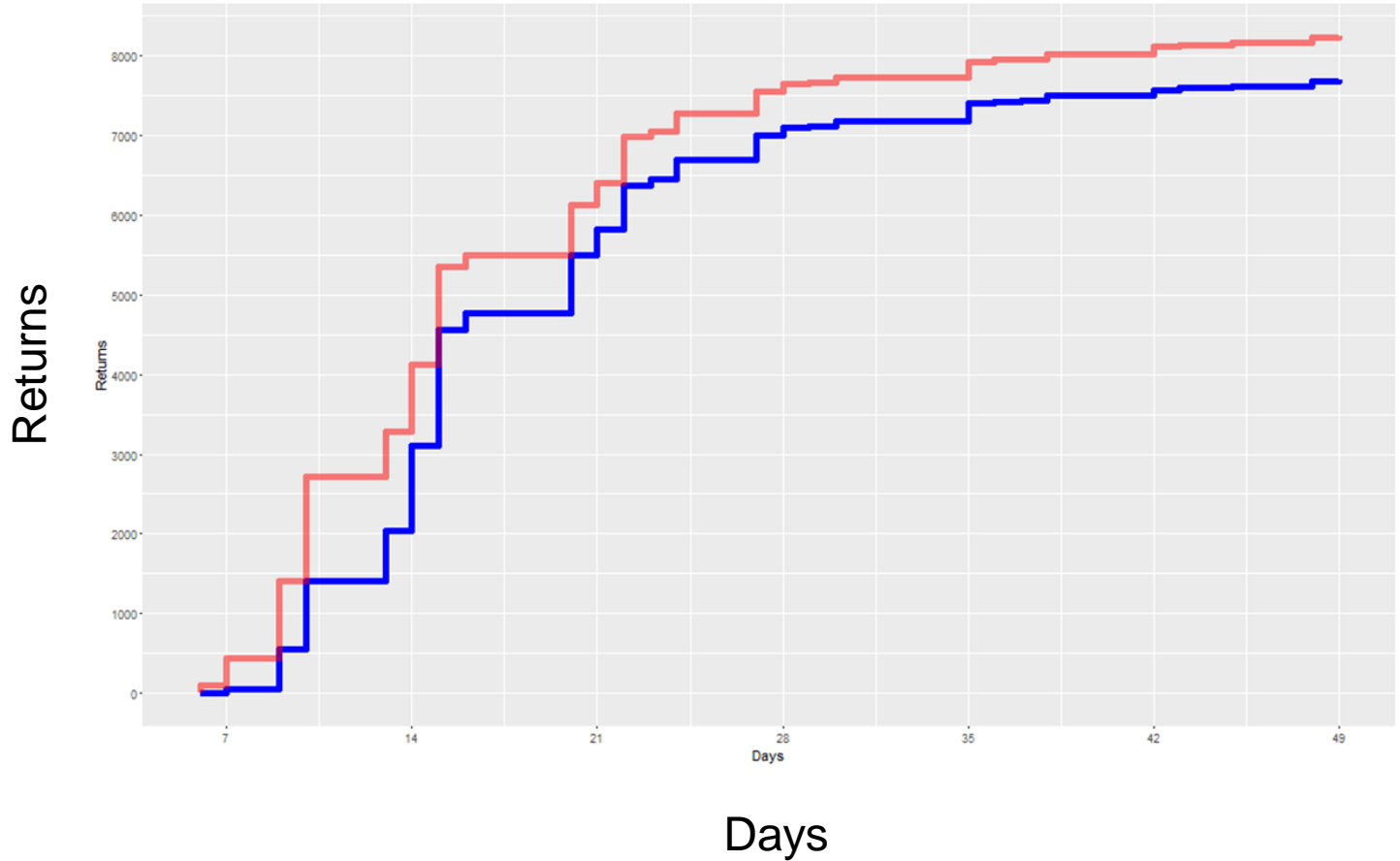
Findings – Materials Cost per Complete

	UPS MI	USPS 9x12	Overall
No Postcard	\$11.70	\$11.45	\$11.57
Postcard	\$11.56	\$11.56	\$11.56
Overall	\$11.62	\$11.51	

- Overall postcard looks more cost effective
- However, most cost effective is USPS 9x12 with No Postcard.
- Differential benefit of postcard between MI and 9x12.

Findings – Timing of Returns

9x12 —
MI —



USPS 9x12 out performed UPS Mail Innovations

- 1.7% increase in RR
- Slightly lower cost to complete (\$0.11 less)
- Average return rate 3 days faster
- Faster assembly time

Benefits of postcards are mixed

- 3.2% increase in response rate
- Lower or similar cost to complete (\$0.01 less)
- Appears non-biasing for most outcomes measured
- However, yields more HHs without children (already over-represented)

Next steps

- Investigate potential bias between envelope types by postcard/no postcard
- Selective use of MI and Postcards to increase representativeness
 - i.e. target HHs likely to have children with postcards
- Findings need to be replicated

More Information

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