Redesigning the National Household Education Survey (NHES)

Andrew Zukerberg

NCES
NHES Overview

- Conducted approximately every 2 years since 1991
- RDD/CATI survey, representative of non institutionalized households in US
- Only major household based survey from NCES
- Covers everything that happens outside of traditional school
  - Home schooling, adult education, after school activities, school readiness, child care and more
## Why redesign?

<table>
<thead>
<tr>
<th>Year of survey</th>
<th>Number of completed Screeners</th>
<th>Unit response rate (percent)</th>
<th>Refusals</th>
<th>Maximum calls</th>
<th>Other nonresponse</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>60,322</td>
<td>81.0</td>
<td>84</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>1993</td>
<td>63,844</td>
<td>82.1</td>
<td>68</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>1995</td>
<td>45,465</td>
<td>73.3</td>
<td>84</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>1996</td>
<td>55,838</td>
<td>69.9</td>
<td>83</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>1999</td>
<td>55,929</td>
<td>74.1</td>
<td>76</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>2001</td>
<td>48,385</td>
<td>67.5</td>
<td>74</td>
<td>18</td>
<td>8</td>
</tr>
<tr>
<td>2003</td>
<td>32,049</td>
<td>61.7</td>
<td>76</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>2005</td>
<td>58,140</td>
<td>64.2</td>
<td>77</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>2007</td>
<td>54,034</td>
<td>52.5</td>
<td>86</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>
Objectives

• Conducted a bias study in 2007 that indicated little evidence for bias, but some potential coverage issues in our RDD design
• Wanted to improve response rates
• Success= higher overall response rate, maintain data quality
Challenges

- Impact of mode change on question wording
- Screening a rare population (2-stage design)
- Limited field period (end of school year)
Constraints

- Budget (thought in person collection would be too expensive)
- Timing (had planned to test in 2010)
  - Seasonality of data – need to collect late in school year
Testing

- 4 Screener packages (screenout, core, engaging, bilingual)
- 2 topical questionnaires (ECPP, PFI)
- Early phone follow up
- Alternate non response follow up (Fedex, Phone)
- Varying incentive amounts
  - Modified design (less aggressive mail / phone non response procedures than a full scale)
Current Status

- Pilot closed out in December 2009
- Analyzing results now
- Some interesting response / coverage trade off issues
- Large scale field test planned for January 2011
Contact Information

• Andrew Zukerberg
• Andrew.zukerberg@ed.gov