

# 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?

Year of survey	Number of completed Screeners	Unit response rate (percent)	Type of unit nonresponse (percentage distribution)		
			Refusals	Maximum calls	Other nonresponse
1991	60,322	81.0	84	7	9
1993	63,844	82.1	68	15	18 <sup>1</sup>
1995	45,465	73.3	84	9	7
1996	55,838	69.9	83	10	7
1999	55,929	74.1	76	17	7
2001	48,385	67.5	74	18	8
2003	32,049	61.7	76	16	8
2005	58,140	64.2	77	15	8
2007	54,034	52.5	86	10	4

# 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)

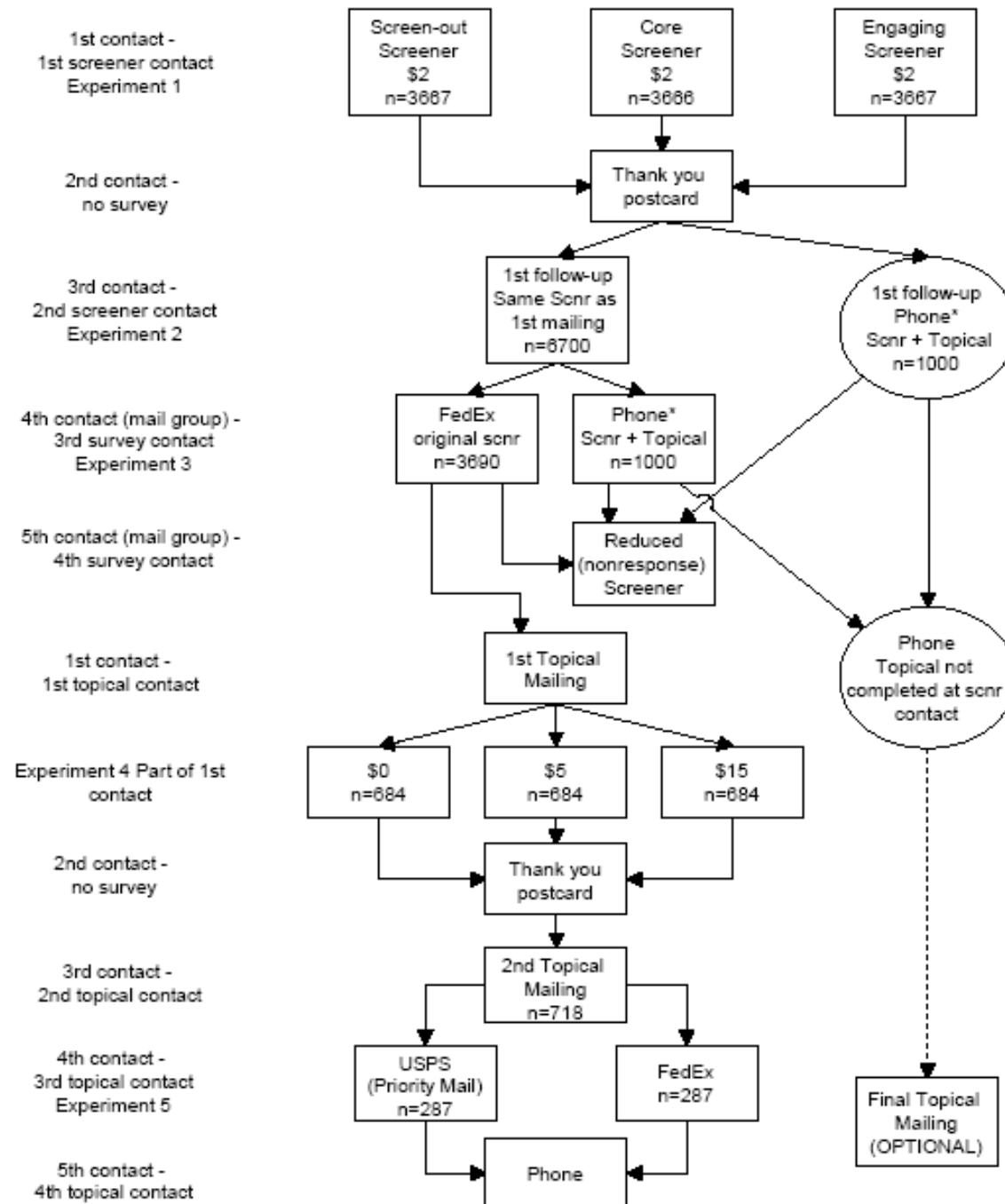
# Constraints

- 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)

## Contact stages illustrating experimental conditions Screener & Topical contacts





# 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](mailto:Andrew.zukerberg@ed.gov)