Journey to Iowa…
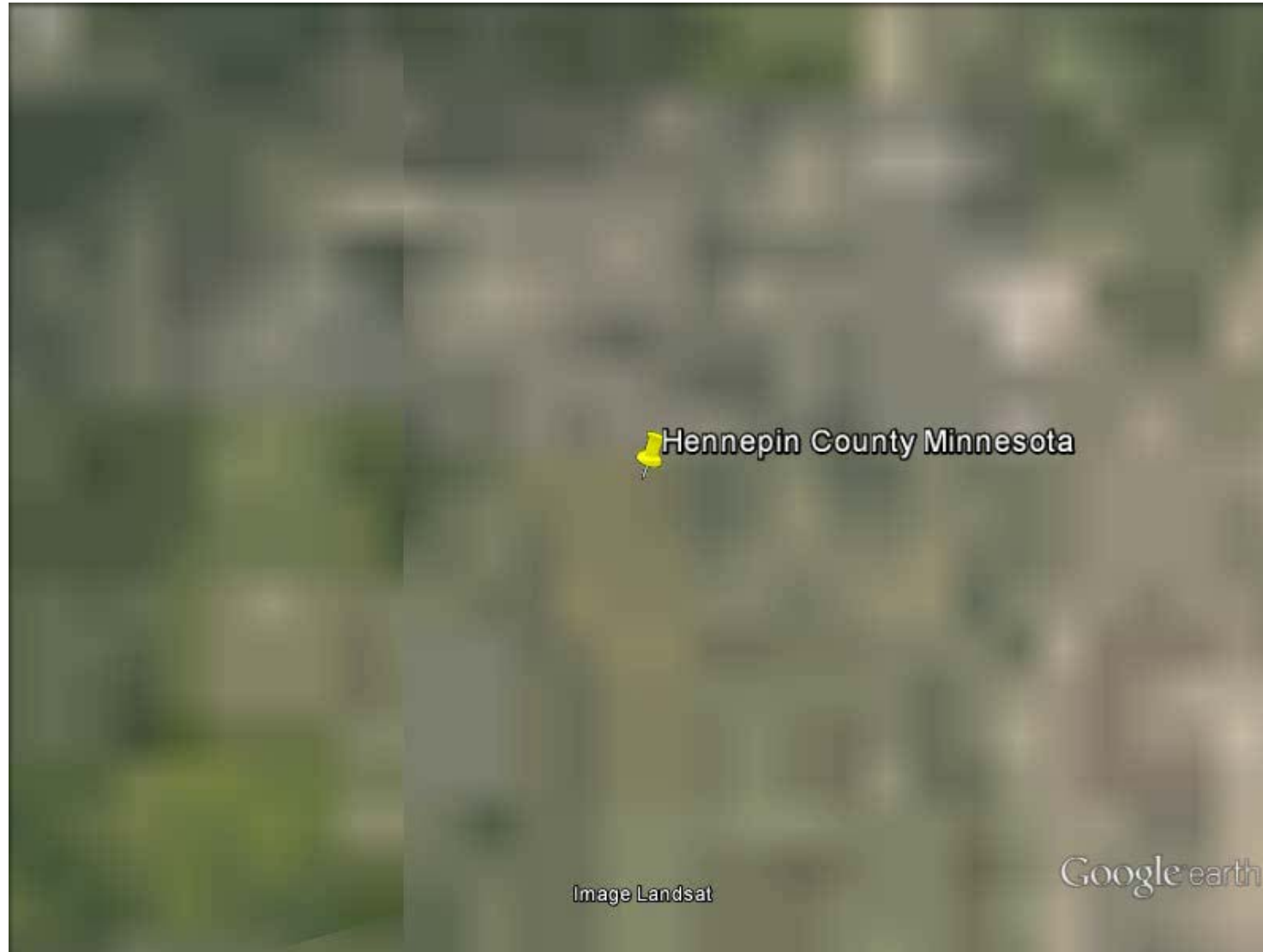

Hennepin County Minnesota

Image Landsat

Google earth

Des Moines, Iowa

Previous Survey Waves

- All previous survey waves were done either in paper or with a non-specialized surveying tool, e.g. Survey Monkey.

- Paper-based surveys were mailed to clients, no need for interviewers.

- Removing paper-survey digitization step still constituted significant time savings.
  - Typically 120 hours of data entry required.
  - Process is error-prone, causing further head-aches.

History

2005 – Paper survey
- Original survey developed
- Managed by program manager
- Hired consulting agency to enter raw data – took 4 weeks to receive
- Data analysis conducted in Excel by program staff

2011 – Paper and online survey
- Managed by temp
- Paper survey data entered into Survey Monkey (110 hours)
- Paper and online results displayed in Survey Monkey (separately)
- Other data analysis conducted in Excel by contractor

2008 – Paper survey
- Managed by intern/temp
- Hired consulting agency to enter raw data – took 4 weeks to receive
- Data analysis conducted in Excel by contractor

2016 – Online survey
- Managed by RDE Systems and temp
- Data available in real-time
- Data analyses conducted by RDE Systems
- Other data analysis conducted by program staff

Areas of Work

1. Survey development
2. Survey pilot
3. Correspondence with contractors
4. Survey preparation and distribution
5. Data collection
6. Incentive tracking and distribution
7. Data analysis
8. Survey report
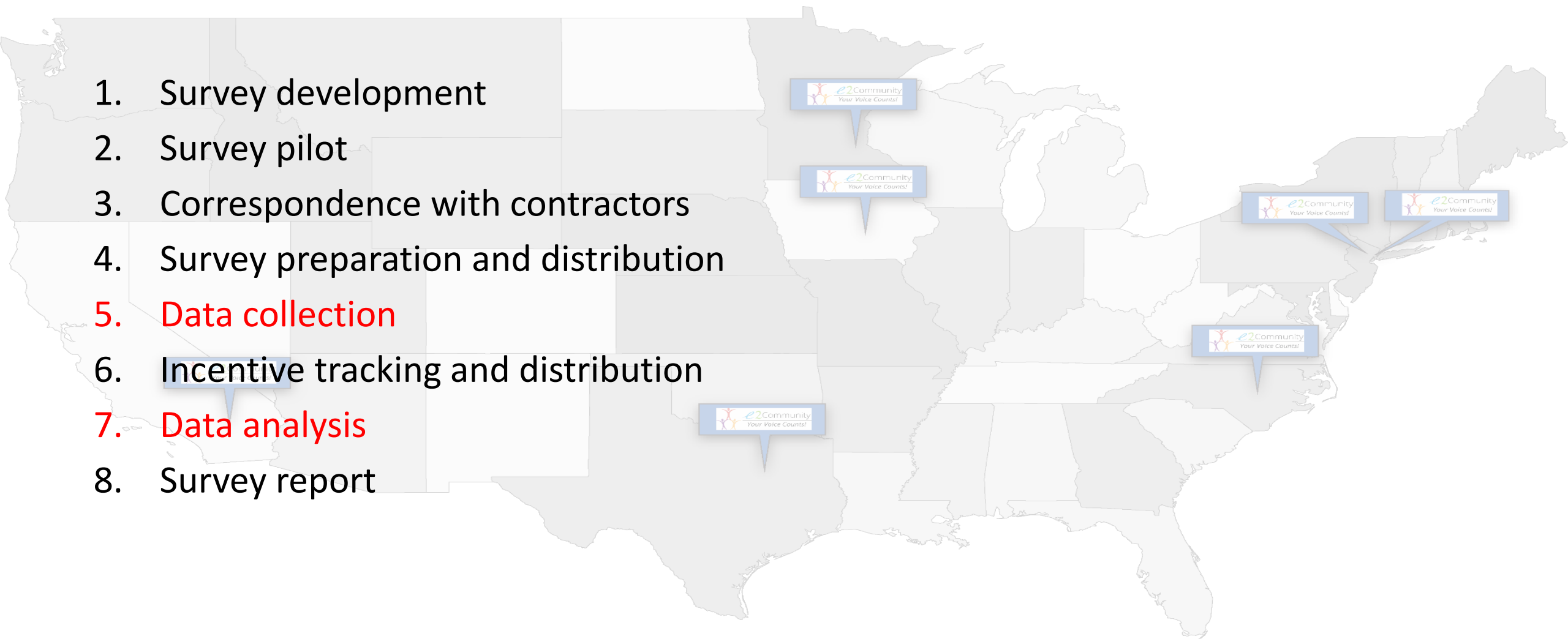
Outreach Strategy

- Agencies with on-site outreach & resources have heavy utilization of those resources.
  - Around 50% utilization rate.
  - PCs & tablets.
  - Personal assistance.
  - Etc.

- Otherwise, respondents typically used their own equipment to access survey tool.
  - 85% utilization rate of own personal PC, tablet, or mobile phone.

Accessibility features include:
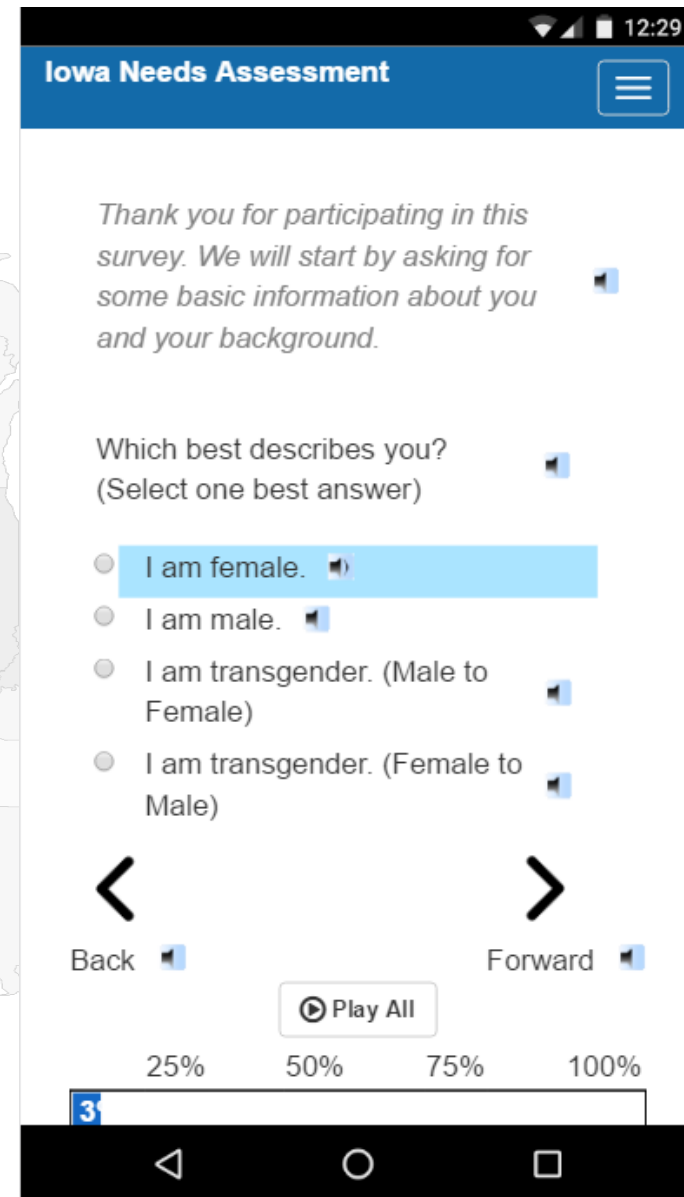
Mobile & tablet compatibility!

Multi-language capability.

Audio playback for all texts.
    Mobile compatible.
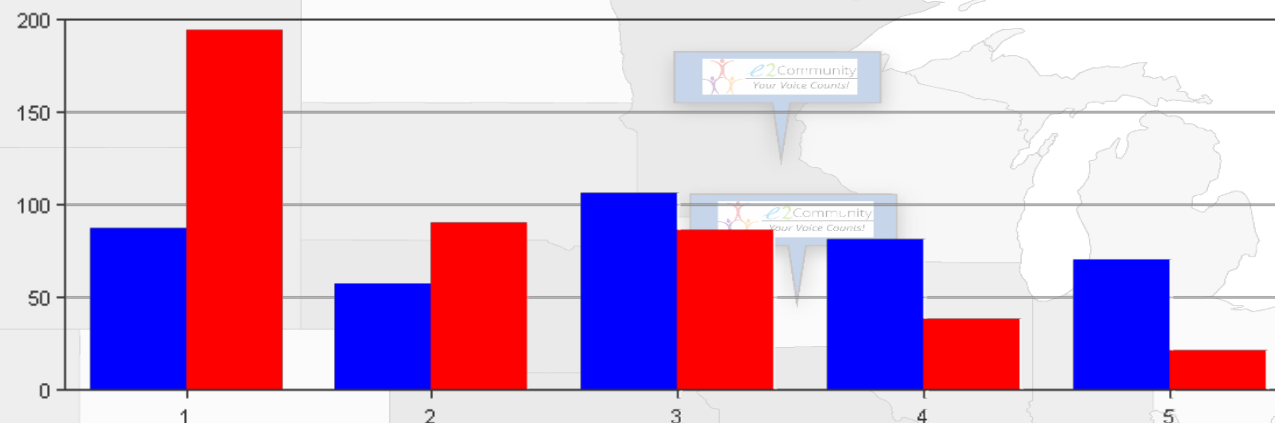   Fully translatable.

Survey progress saving.

Strong data-backed conclusions made mid-survey wave!

Data Analysis: Visual Analytics

8902. ACE Score

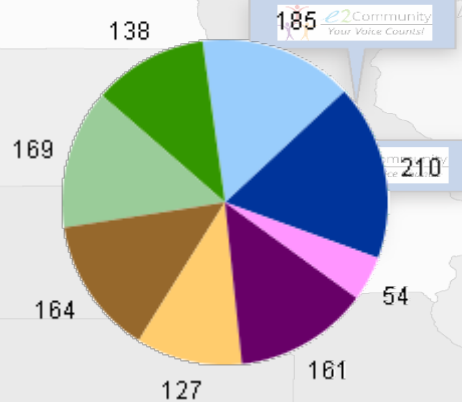| Answer	Count	Percentage
1. 0	87	20.14%
1. Iowa Population Estimate - 0 ACEs	~194.4	45%
2. 1	58	13.43%
2. Iowa Population Estimate - 1 ACEs	~90.72	21%
3. 2-3	106	24.54%
3. Iowa Population Estimate - 2-3 ACEs	~86.4	20%
4. 4-5	81	18.75%
4. Iowa Population Estimate - 4-5 ACEs	~38.88	9%
5. 6-8	70	16.20%
5. Iowa Population Estimate - 6-8 ACEs	~21.6	5%
Total:		432

Data Analysis: Mid-Survey Results
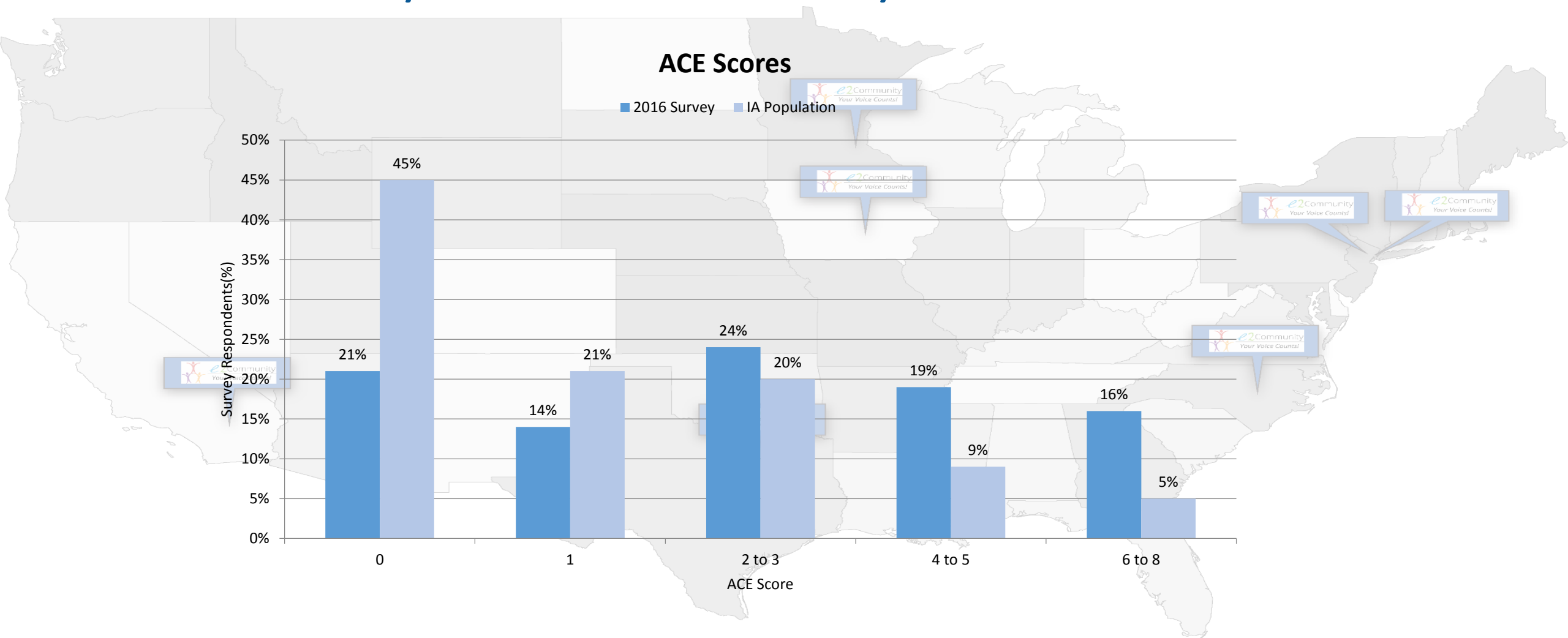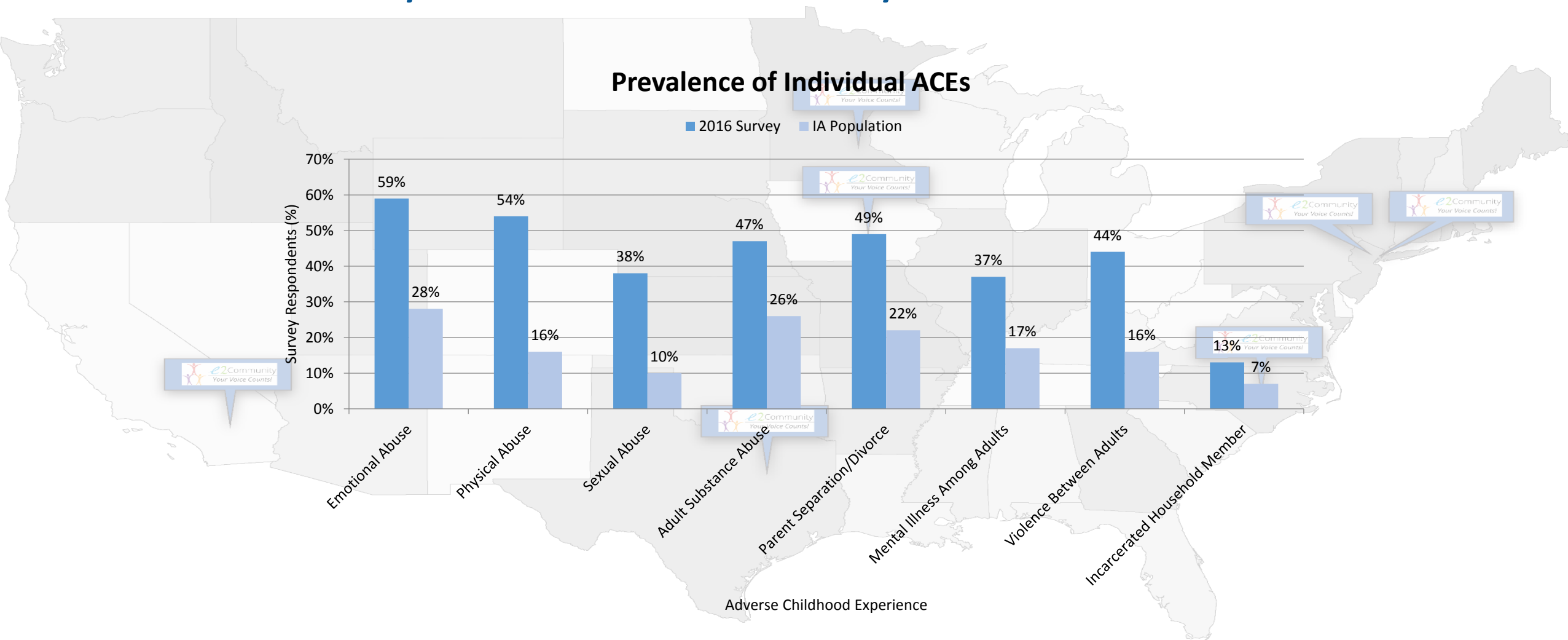
Data Analysis: Final Results
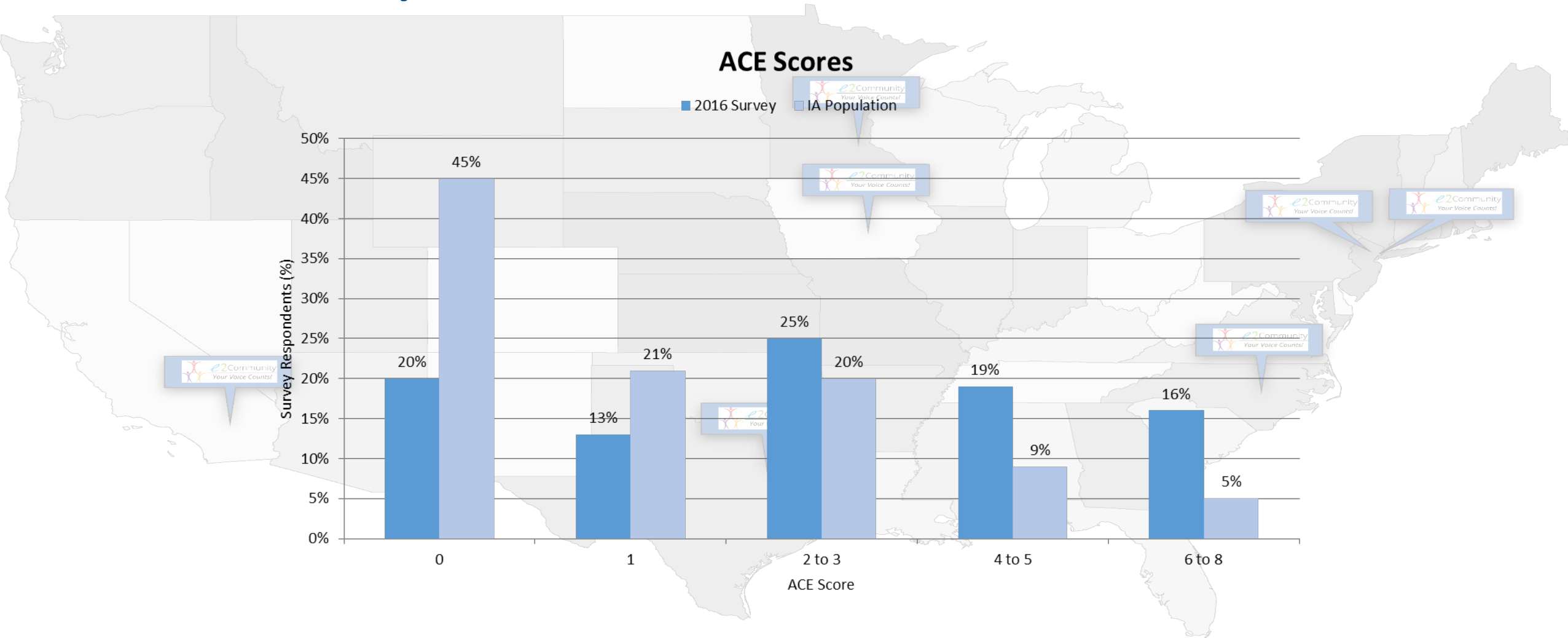
Data Analysis: Visual Analytics

8904. Prevalence of Individual ACEs in Iowa

Answer	Count	Percentage
1. Emotional Abuse	210	60.87%
2. Physical Abuse	185	53.62%
3. Sexual Abuse	138	40.00%
4. Adult SUbstance Abuse	169	48.99%
5. Parental Seperation/Divorce	164	47.54%
6. Mental Illness among Adults	127	36.81%
7. Violence between Adults	161	46.67%
8. Incarcerated Household Member	54	15.65%
Total:		345

Data Analysis: Mid-Survey Results

Prevalence of Individual ACEs

Data Analysis: Final Results

Prevalence of Individual ACEs

Data Analysis: Crossing Data

15. Have you ever experienced homelessness?
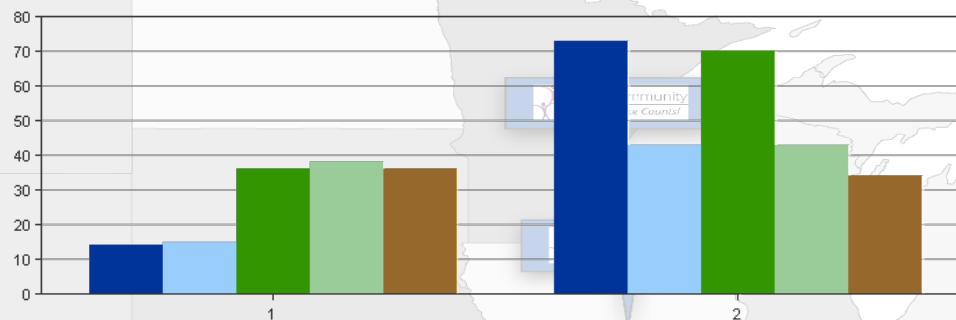
Answer	Count	Percentage
0		
1. Yes	14	16.09%
2. No	73	83.91%
Total:	87	100.00%
1		
1. Yes	15	25.86%
2. No	43	74.14%
Total:	58	100.00%
2-3		
1. Yes	36	33.96%
2. No	70	66.04%
Total:	106	100.00%
4-5		
1. Yes	38	46.91%
2. No	43	53.09%
Total:	81	100.00%
6-8		
1. Yes	36	51.43%
2. No	34	48.57%
Total:	70	100.00%

Further Data Analysis: Final Results
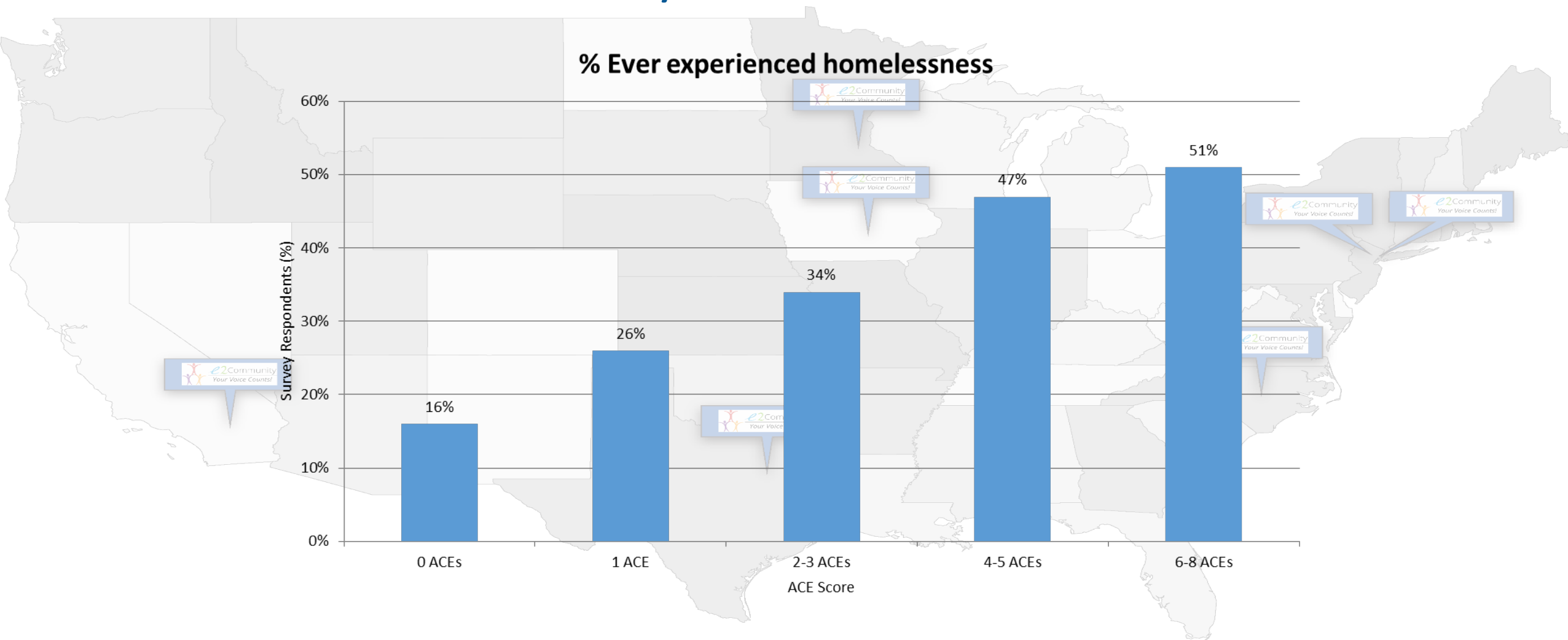
Conclusion about Online Surveys

- Save staff time

- Do not rely on competence of staff

- Reduce burden for clients

- Allow for:
  - Real-time analysis of data
  - Greater in-depth analysis of data
  - Faster dissemination of data
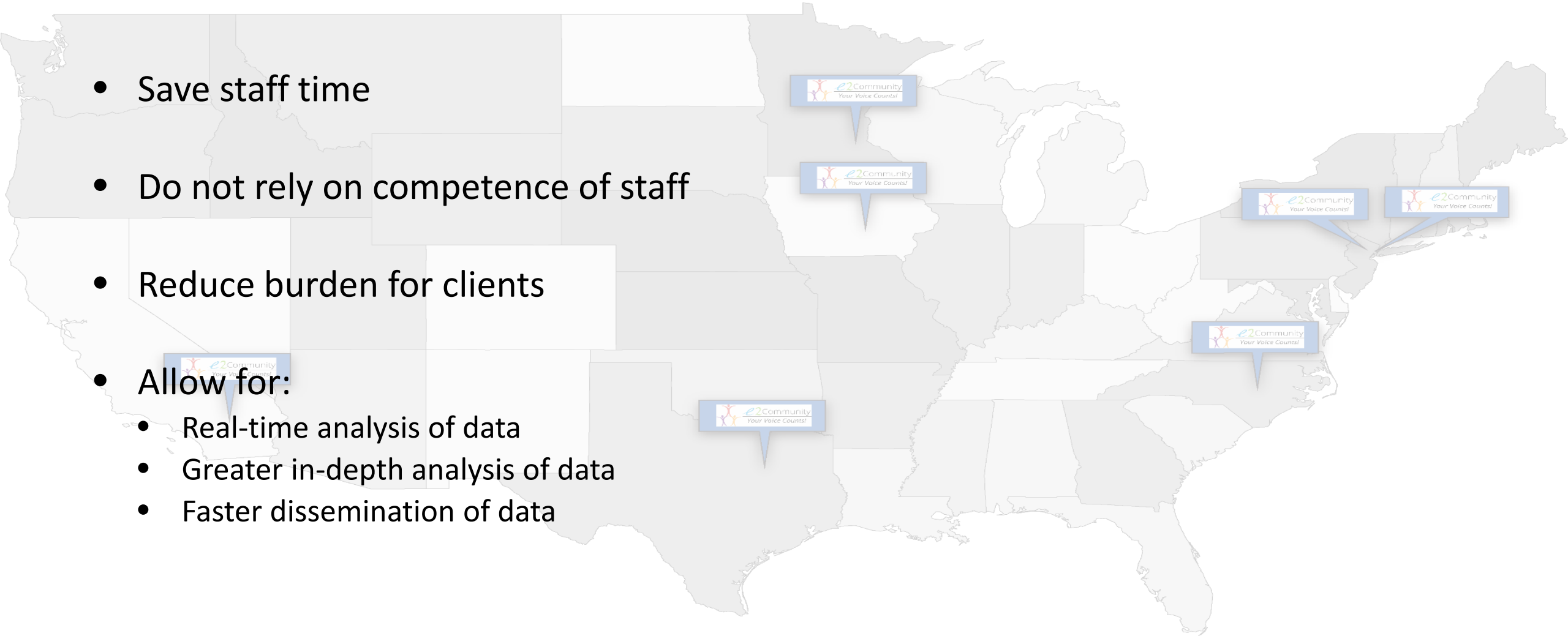
Lessons Learned

- Early in the process:
  - Consider alterations you will need to make to survey instrument for online use early
  - Design reporting instruments to dig down to the information you need.

- Factor contract procurement into timetable.

- Review real-time analytics to adjust population outreach effort.