

Call me later, maybe:

Collecting contact information and permission to e-mail,
mail, call, or text survey respondents

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Motivation

- Accurate contact information is critical for recontacting respondents in a longitudinal survey
- When possible, more and respondents' preferred types of information are better!

- What personal contact information will respondents provide?
- Can we increase the percentage of respondents who provide different types of contact information by redesigning questionnaire layouts?

- Do more respondents agree to receive text messages when asked to opt in vs. opt out?
- Does this vary by mode?

Data collection

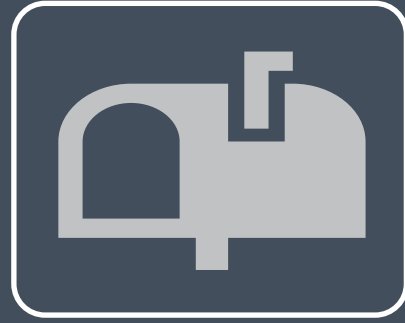
Data collection

- U.S. Department of Education's National Teacher and Principal Survey (NTPS)
 - Public and private school teachers and principals
 - This talk focuses on public school teachers in 2020-21 and 2023-24 NTPS collections
- Follow up with respondents **1 year later to ask about their current job**
- Self-administered surveys (web and paper)
- NTPS samples and contacts teachers **via schools**
- Follow-up surveys primarily contact teachers using contact information they provided
 - Work contact information is not an effective way to reach those who left their job!

Caution: NOT RANDOMIZED!

- Questionnaire layout varied between, but not within, survey administrations
 - Question order
 - Context
 - Checkbox
- Survey mode was chosen by respondents
 - Web-push; all nonrespondents receive paper questionnaires
 - In 2020-21 NTPS, approximately 42,000 public teacher responses (10% paper)
 - In 2023-24 NTPS, approximately 40,000 public teacher responses (9% paper)

Personal contact information collected



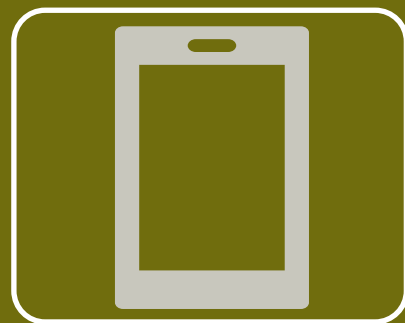
Home mailing address



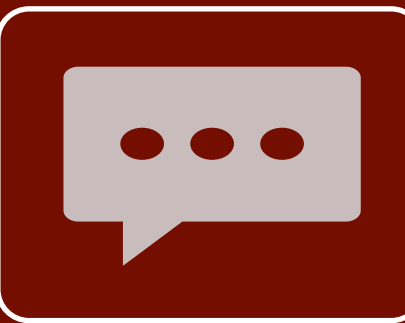
Home phone number



Personal e-mail address



Cellphone number



Permission to send text messages

Questionnaire also asks for work e-mail address. Work mailing address and phone number are known from the survey frame.

However, these are not reliable ways to contact teachers who change jobs!

NTPS public school teacher paper questionnaires

10. CONTACT INFORMATION

10-1. Please enter the date you completed this questionnaire.

MM DD YYYY
 20

10-2. Please indicate how much time it took you to complete this form, not counting interruptions
 Please record the time in minutes, e.g., 50 minutes, 65 minutes, etc.

Minutes

10-3. Please PRINT your name, your home address, your cell and home telephone numbers, the most convenient time to reach you, and your work and home e-mail addresses. This information would only be used in the event that we need to contact you for follow-up. All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

a. First name

Middle name

Last name Suffix

b. Street Address

c. City

d. State

e. ZIP Code

2020-21

f. Cell phone number
 Area code Number
 - -

I consent to receive text messages for follow-up purposes only.

g. Home phone number
 Area code Number
 - -

h. Best day(s) to reach you
 Mark (X) for all that apply.

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

i. Best time of the day to reach you
 Mark (X) only one box.

a.m.
 p.m.

j. Work e-mail address

k. Home e-mail address

10. CONTACT INFORMATION

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MM DD YYYY
 20

10-2. Please indicate how much time it took you to complete this form, not counting interruptions
 Please record the time in minutes, e.g., 50 minutes, 65 minutes, etc.

Minutes

10-3. We may contact you in the future for a short follow-up survey on teacher retention. With your contact information, we may not be able to reach you, especially if you leave your current school before the next school year. This short follow-up survey will provide policymakers with information about why teachers stay in teaching, change schools, or leave the profession.

Please PRINT your name, your home address, your work and home e-mail addresses, your cell and home telephone numbers.

a. First name

Middle name

Last name Suffix

b. Home street address

c. City

d. State

e. ZIP Code

2023-24

f. Home e-mail address

g. Work e-mail address

h. Cell phone number
 Area code Number
 - -

I opt out of receiving text messages for follow-up purposes.

i. Home phone number
 Area code Number
 - -

NTPS public school teacher paper use notice on questionnaires

2020-21

10-3. Please PRINT your name, your home address, your cell and home telephone numbers, the most convenient time to reach you, and your work and home e-mail addresses. This information would only be used in the event that we need to contact you for follow-up. All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

2023-24

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Please PRINT your name, your home address, your work and home e-mail addresses, and your cell and home telephone numbers.

For 2023-24:

Added language to emphasize WHY we ask for *personal* contact information

Details about supporting legislation moved to another part of the questionnaire

NTPS public school teacher paper questionnaire contact order change

f. Cell phone number
Area code Number
 - -
 I consent to receive text messages for follow-up purposes only.

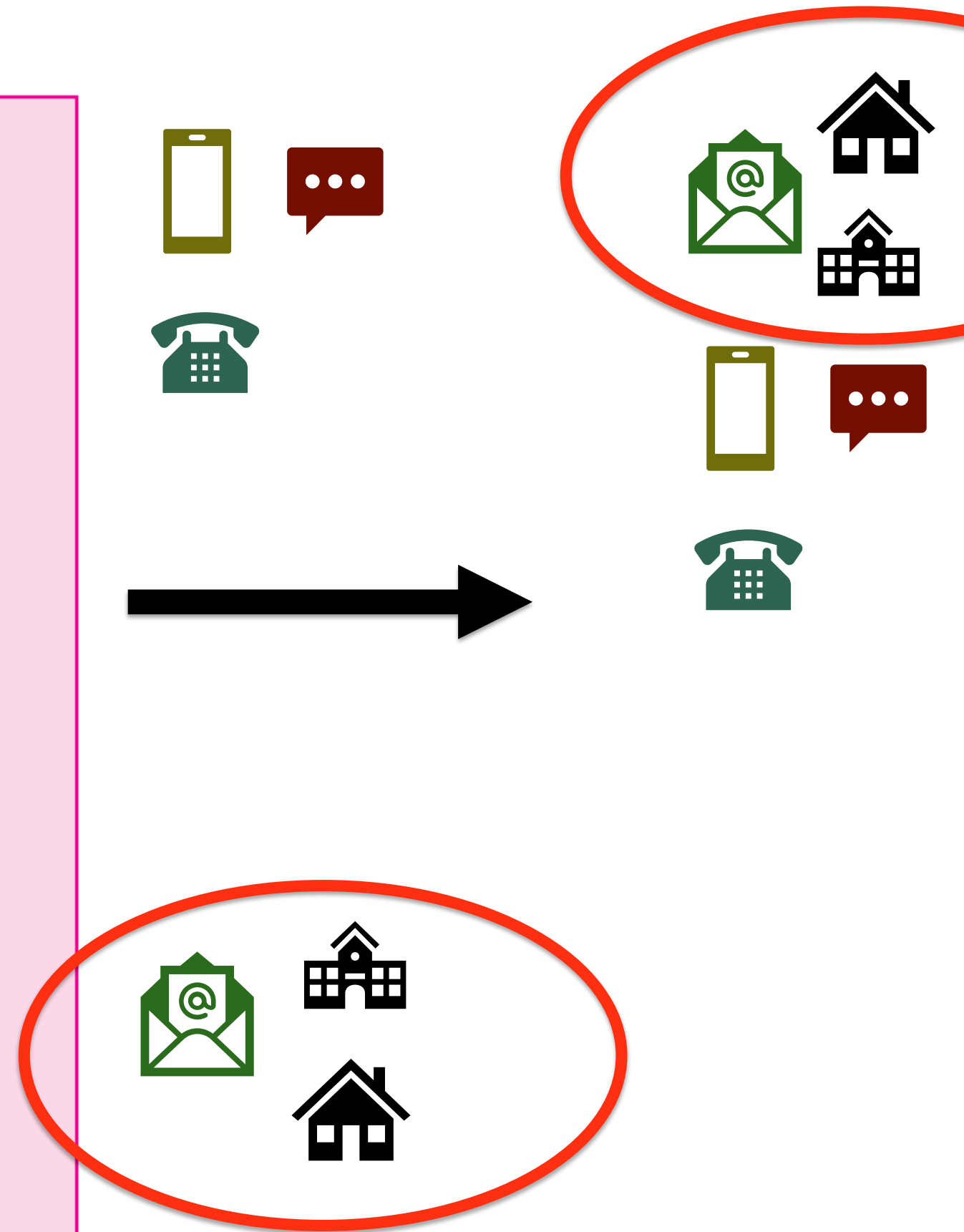
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 p.m.

j. Work e-mail address

k. Home e-mail address



f. Home e-mail address

g. Work e-mail address

h. Cell phone number
Area code Number
 - -
 I opt out of receiving text messages for follow-up purposes.

i. Home phone number
Area code Number
 - -


Re-ordered the types of contact information we ask for (e-mail before phone; personal before work)


Removed (mostly) unused item on the best times to call respondents

2020-21

2023-24

NTPS public school teacher web questionnaires

 National Teacher and Principal Survey
Teacher Questionnaire
2020-21 School Year



Instructions FAQs Endorsers Contact Us Save and Continue Later

Section 10: Contact Information

10-1. Please indicate how much time it took you to complete this form, not counting interruptions.
• Please record the time in minutes, e.g., 50 minutes, 65 minutes, etc.

Minutes

10-2. Please ENTER your name, your home address, your cell and home telephone numbers, the most convenient time to reach you, and your work and home e-mail addresses. This information would only be used in the event that we need to contact you for follow-up. All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

First name

Middle name

Last name

Suffix

Street address

City

State

ZIP Code

Cell phone number

I consent to receive text messages for follow-up purposes only.

Home phone number

Best day(s) to reach you
 Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

Best time of day to reach you a.m.
 p.m.


Work e-mail address


Home e-mail address

OMB No.: 1850-0598
OMB Expiration Date: 03/31/2023

[Accessibility](#) | [Security](#)



 National Teacher and Principal Survey
Teacher Questionnaire
2023-24 School Year



Instructions FAQs Endorsers Contact Us Save and Continue Later

Section 10: Contact Information

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Please ENTER your name, your home address, your work and home e-mail addresses, and your cell and home telephone numbers.

First name

Middle name

Last name

Suffix

Home street address

City

State

ZIP code

Home e-mail address

Work e-mail address

Cell phone number

I opt out of receiving text messages for follow-up purposes.

Home phone number

OMB No.: 1850-0598
OMB Expiration Date: 06/30/2026

[Accessibility](#) | [Security](#)

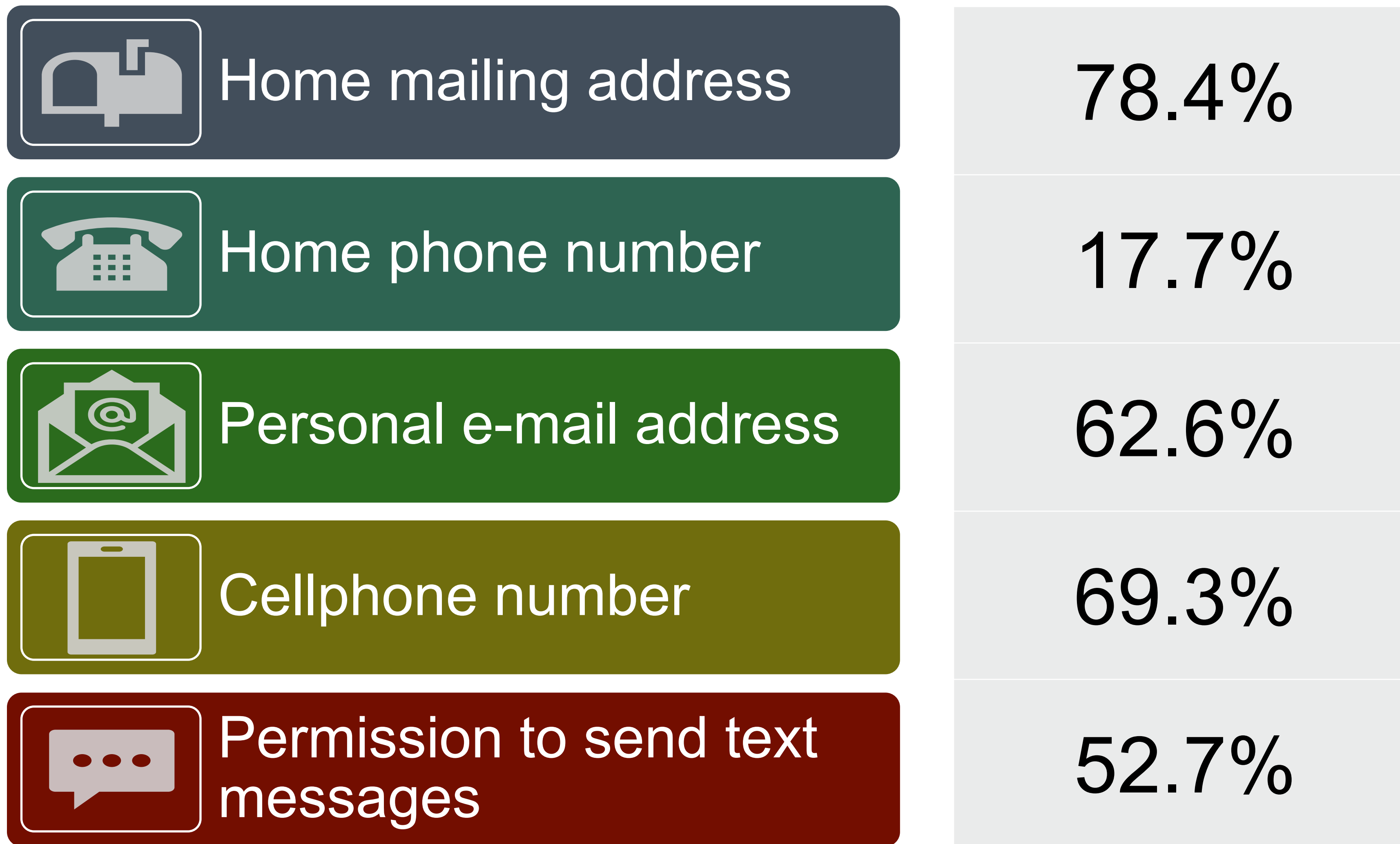
Same reorganization on web and paper questionnaires

2020-21

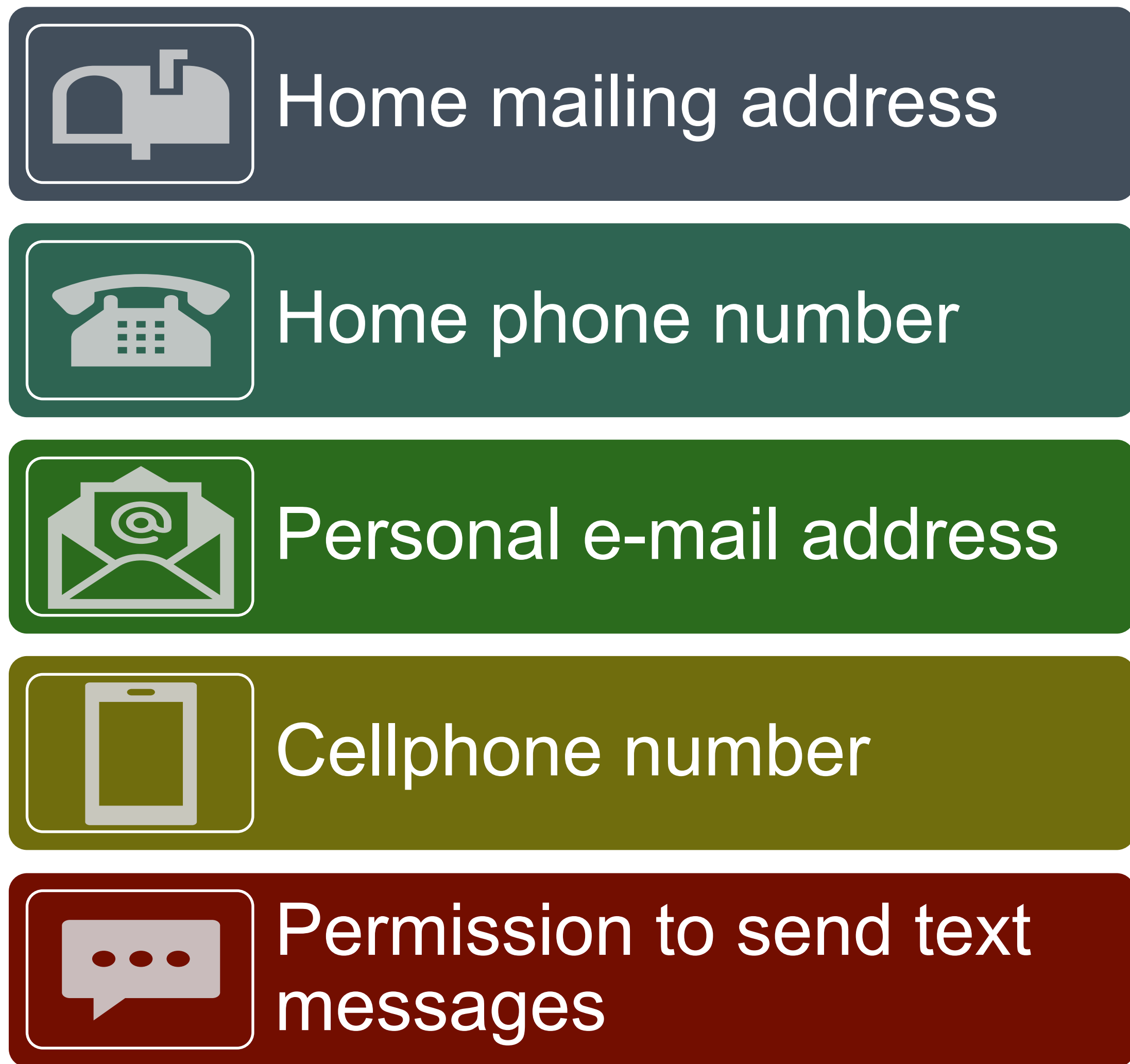
2023-24

What type(s) of contact information will respondents provide?

Personal contact information collected (%), 2020-21
























Personal contact information collected (%), by year



	2020-21		2023-24
Home mailing address	78.4%	↑	80.8%
Home phone number	17.7%	↓	15.1%
Personal e-mail address	62.6%	↑	85.5%
Cellphone number	69.3%	↓	65.4%
Permission to send text messages	52.7%	↑	55.4%

Personal contact information provided – email address increase

		2020-21	2023-24
None		20.7%	12.1%
E-mail only		0.3%	6.2%
Address + cell	 	6.2%	0.5%
Address + cell + e-mail	  	20.0%	23.0%
Address + cell + text	  	3.9%	0.3%
Address + cell + text + e-mail	   	23.6%	27.4%
All other combinations		25.3%	30.5%

 For the most
 common
 combinations,
 the percentage
 of respondents
 who additionally
 provided an
 e-mail address
 increased


Opt in vs opt out to receive text messages

Permission to send text messages – opt in vs opt out

f. Cell phone number

Area code

Number

- -

I consent to receive text messages for follow-up purposes only.

2020-21
Opt in

h. Cell phone number

Area code

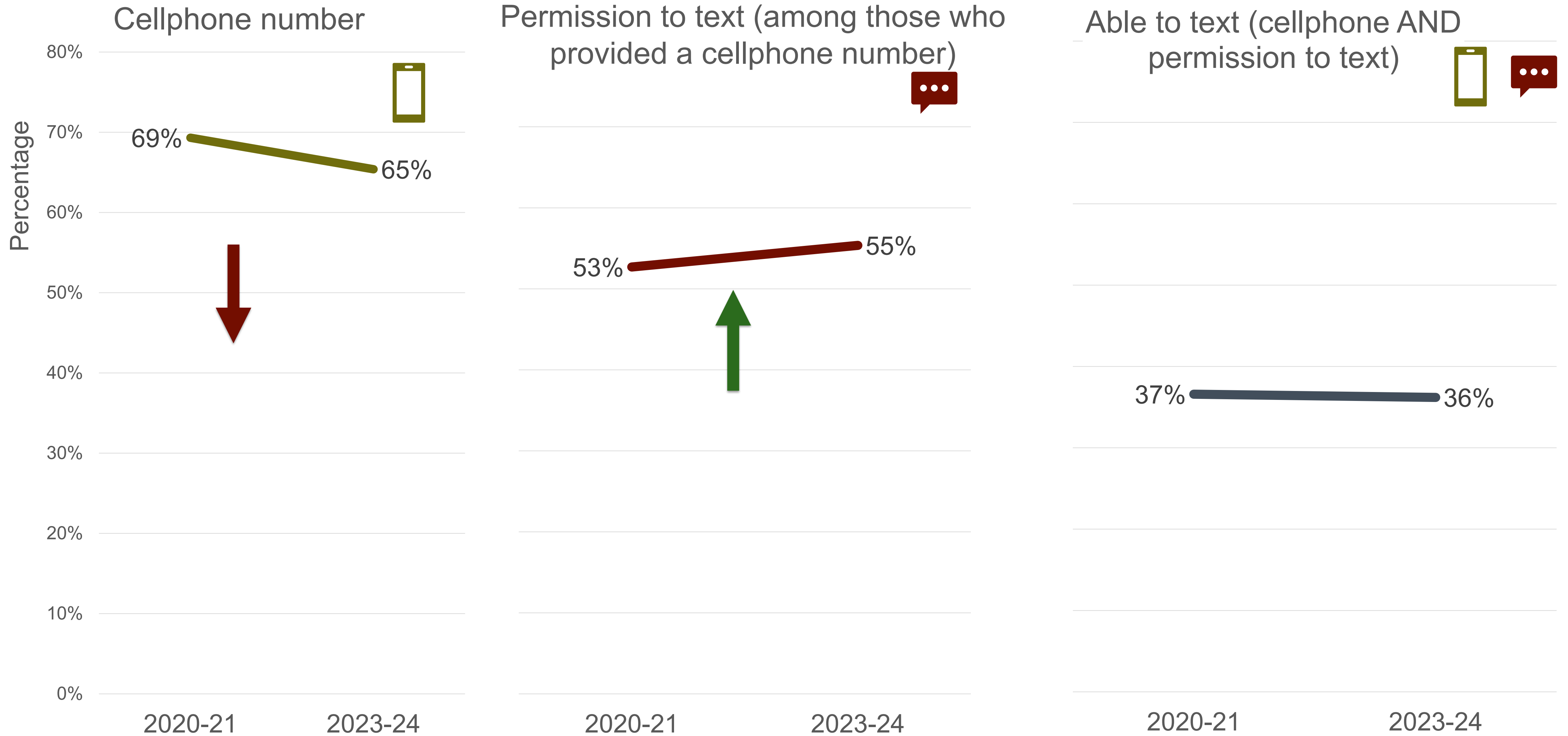
Number

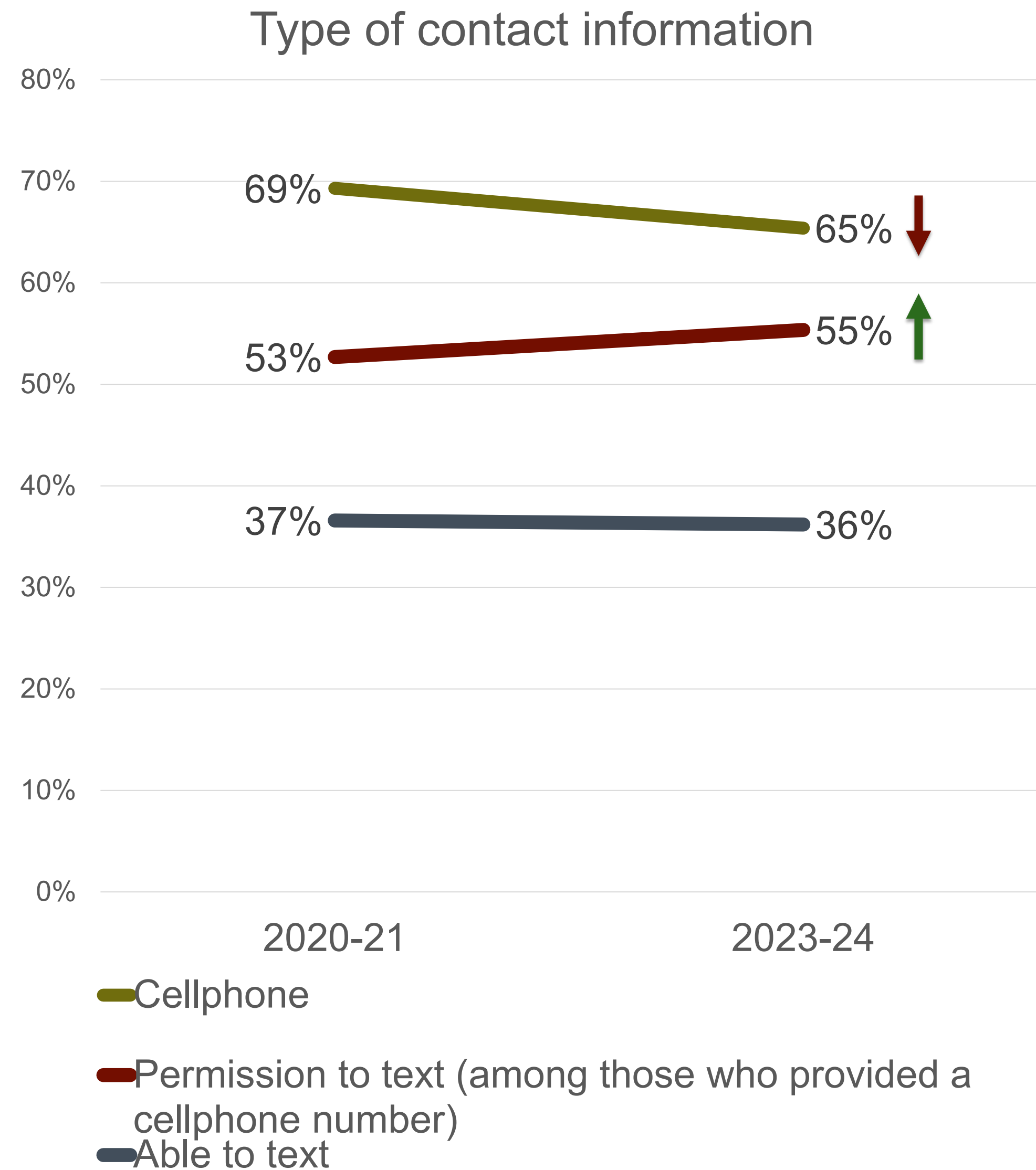
- -

I opt out of receiving text messages for follow-up purposes.

2023-24
Opt out

Personal contact information collected (%), by year





Although the percent of cellphone respondents who consented to receive texts **increased** with the change from “opt in” to “opt-out” between ‘20-’21 to ‘23-’24 (53% and 55%), this was offset by a **decrease** in the percentage who provided a cellphone number at all (69% and 65%).

Overall, there was **no significant difference** in the percent of respondents who could be contacted by text, that is, they provided both a cellphone number and explicit or implicit agreement to receive initial text messages.

Permission to text, by survey mode

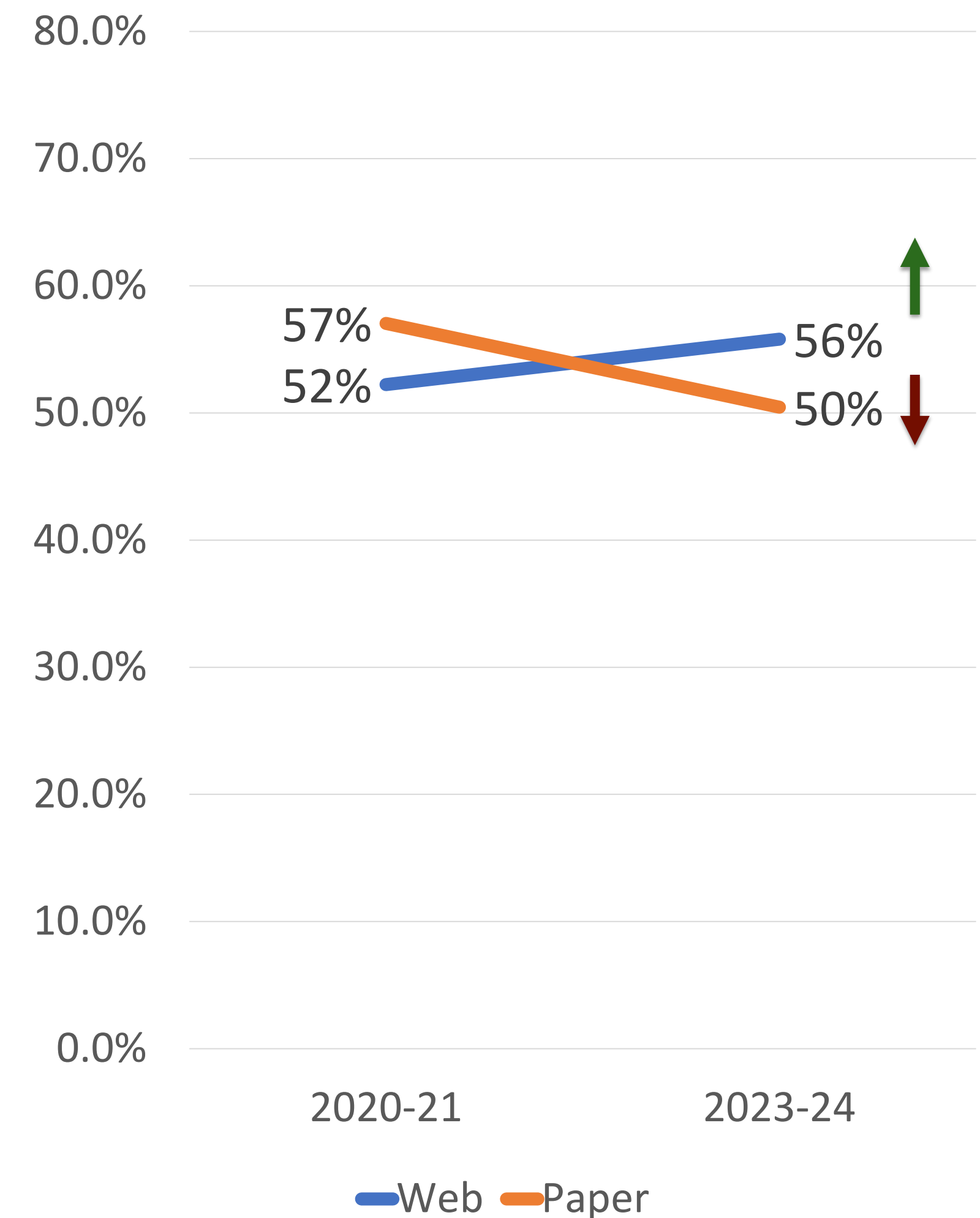
- Missing data may be due to a deliberate decision not to respond OR low attention
 - Web surveys can use hard or soft alerts, while paper surveys have neither
 - For a standalone checkbox, we cannot distinguish whether an unchecked box means “do not agree” or was simply overlooked by respondents
-
- Does the percentage of respondents who provide permission to send text messages differ by survey mode (web or paper)?
 - Do permission rates differ when asking web respondents to opt in vs. opt out? Paper respondents?
-
- Caution: **STILL NOT RANDOMIZED!**
 - Mode (web vs paper) was not assigned
 - Opt-in vs opt-out varied across, and not within, collection year

Permission to text, by survey mode

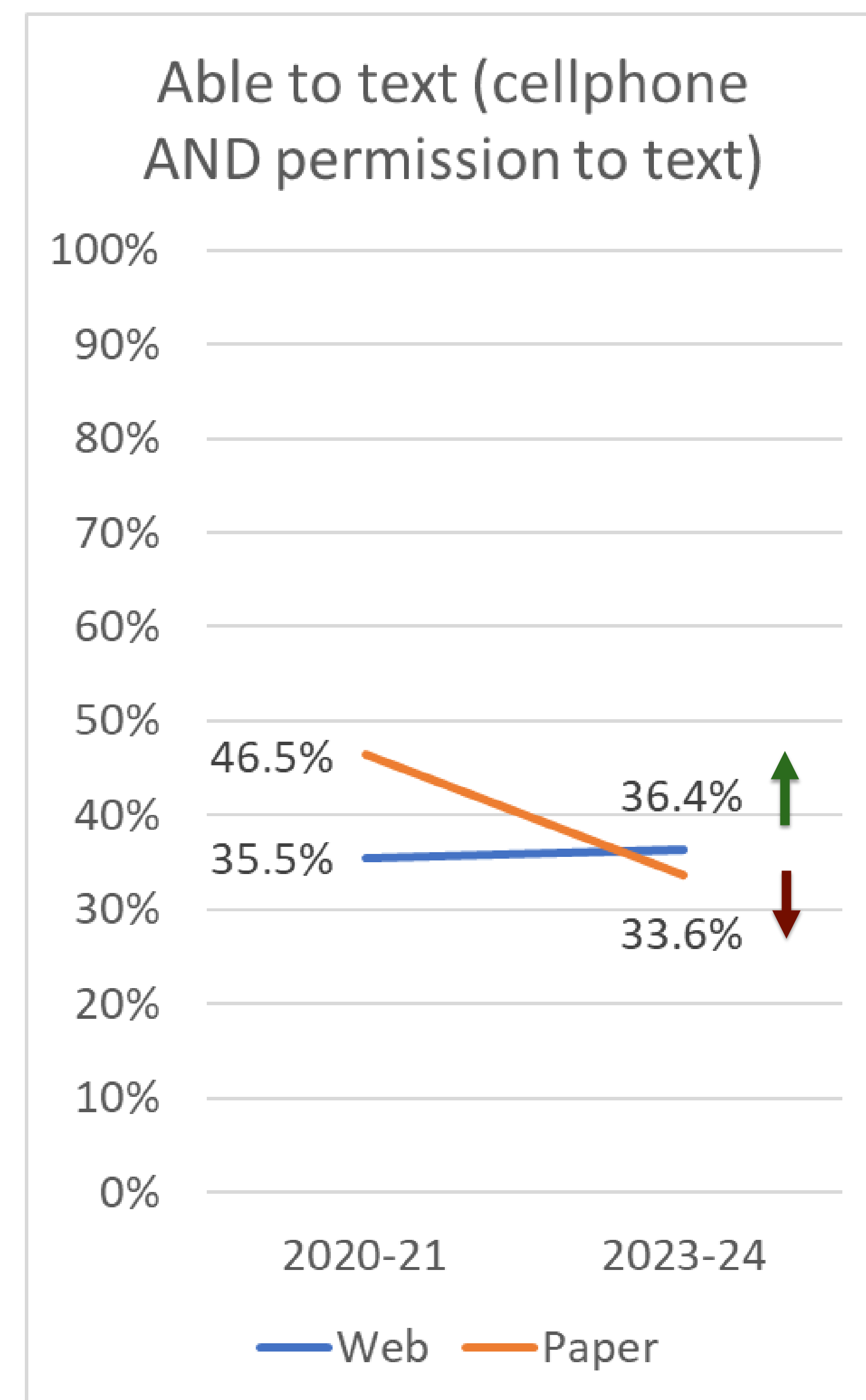
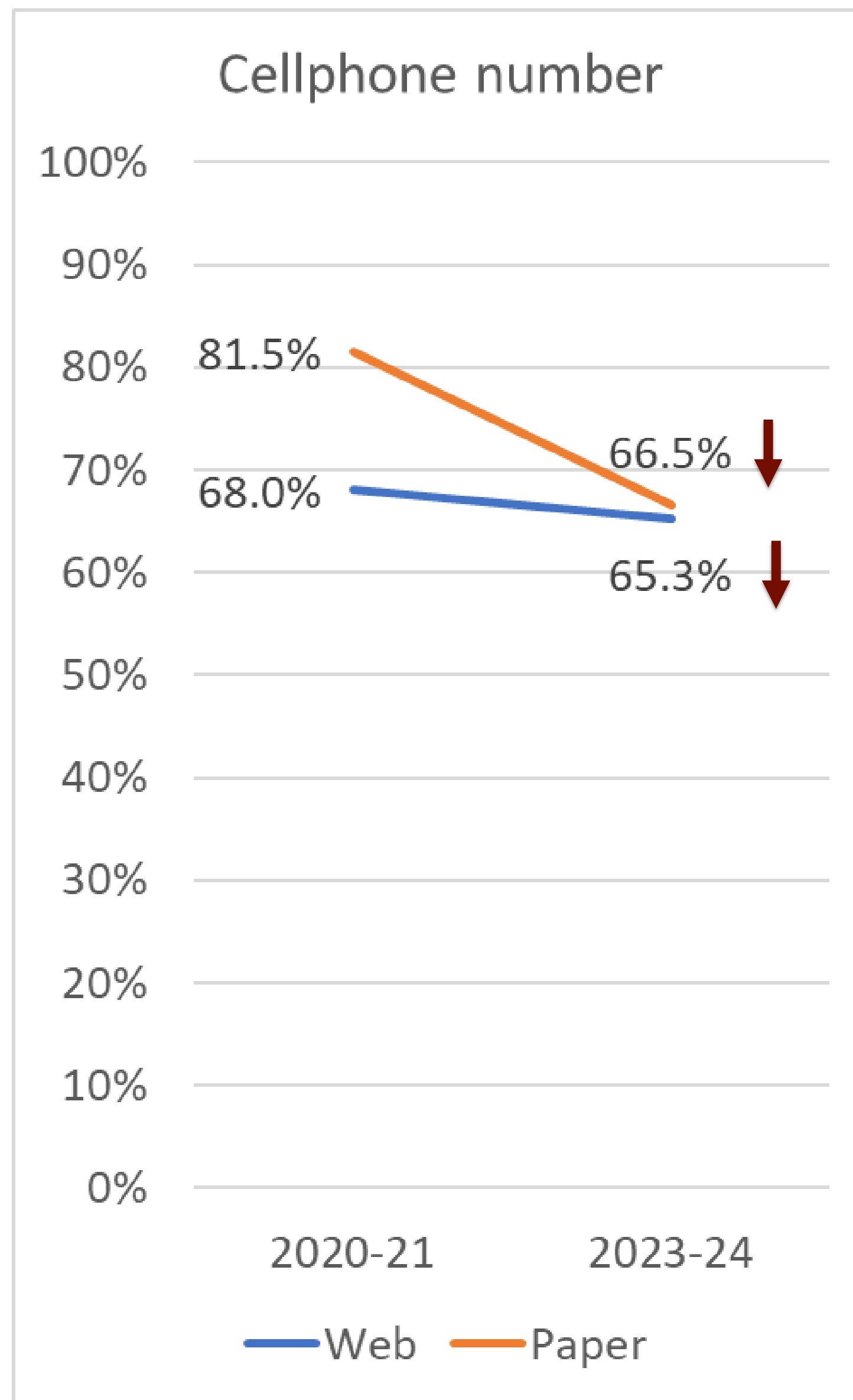
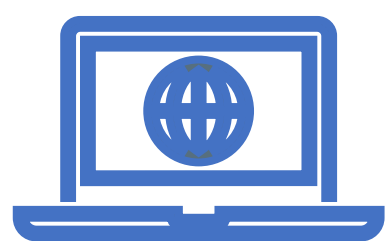
- In '20-'21 (opt IN), a **higher percentage of paper respondents** provided permission to text than web respondents. In '23-'24 (opt OUT), a **higher percentage of web respondents** provided permission to text than paper respondents.
- The percentage of **consenting web respondents increased**, while the percentage of **consenting paper respondents decreased** between '20-'21 (opt IN) and '23-'24 (opt OUT).



Permission to text (among those who provided a cellphone number)



- The percentage of respondents who provided a cellphone number decreased for both web and paper forms (due to questionnaire design?).
- In '20-'21, a higher percentage of paper respondents provided cellphone numbers than web respondents, while there was no significant difference in '23-'24.
- Overall, the percentage of textable respondents **increased for web** and **decreased for paper**.



Discussion

Summary

- We collected personal e-mail addresses from a larger proportion of respondents!
 - Due to question order? Questionnaire layout?
 - Introductory text?
- Increase in the percentage of respondents who provided at least *some* personal contact information
- Increase in consent to text but decrease in the provision of cellphone numbers
 - Due to opt-in vs opt-out?
 - Changes in respondent preferences over time?
 - Question order and layout?
- Overall, no statistically significant change in the proportion respondents we can text, but this differed by survey mode
 - Due to who chose each mode?

Future research

- Do the respondents we can contact by different modes represent the target population?
- Which types of contact mode(s) lead to survey completers in later waves?
 - E-mail (home or work) vs mail (home or work) vs text message
- Can and should the collection of text consent differ by survey mode?
- Does *who* chooses each mode explain any differences?
 - Cannot control for lack of random assignment to questionnaire design or temporal differences
- Are findings generalizable to other populations, and will they change over time?

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<https://nces.ed.gov/surveys/ntps/>