

Address Based Sampling and Address Matching: Experience from REACH U.S.

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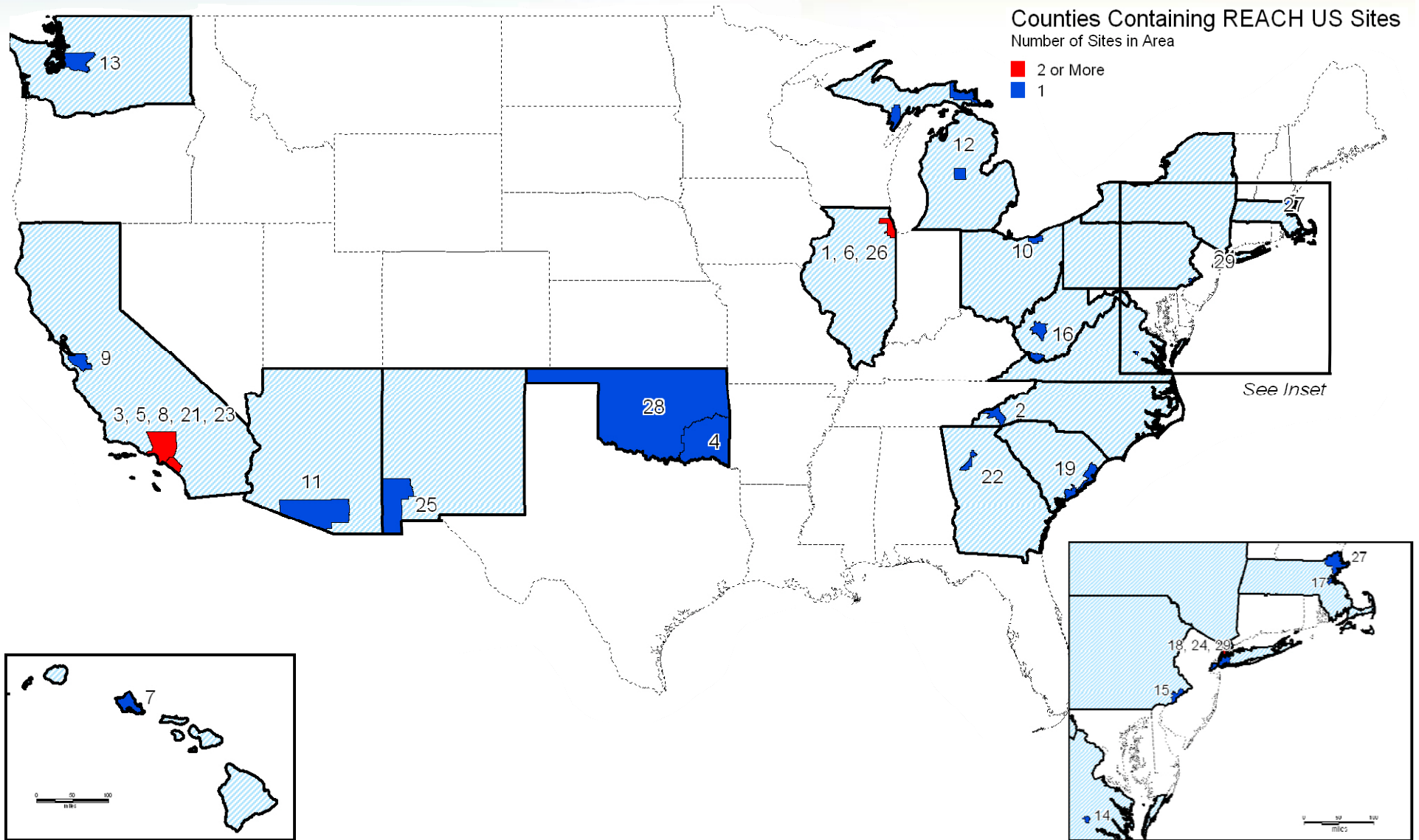
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REACH U.S.

- Racial and Ethnic Approaches to Community Health Across the U.S.
- Survey evaluates 28 of 40 health intervention programs in REACH U.S.

Geography	Population	Health
<ul style="list-style-type: none"> • State of Oklahoma • Several blocks in West Philadelphia • 2 rural counties in WV • 2 urban counties in Southern CA 	<ul style="list-style-type: none"> • African American/Black American • American Indian/Alaska Native • Asian • Native Hawaiian/Other Pacific Islander • Hispanic/Latino 	<ul style="list-style-type: none"> • Breast/cervical cancer • Adult/older adult immunization • Cardiovascular disease • Asthma • Hepatitis B • Diabetes

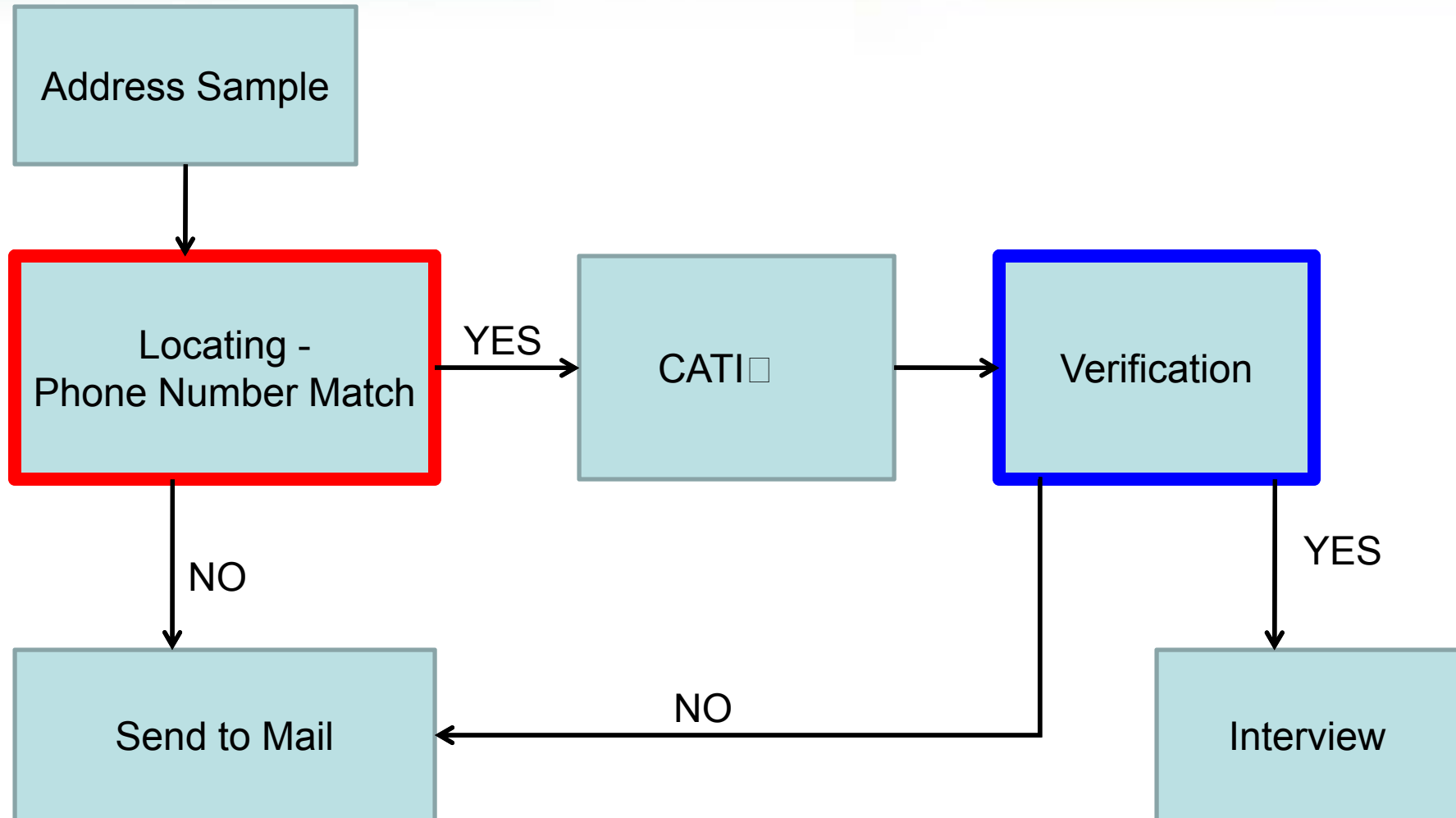
REACH U.S. Risk Factor Survey (RFS)



Sample Design

- Complex design customized to each community
 - Goal of 900 completes in each community
 - Address-based sampling
 - Frame built from addresses mapping inside our target geographies
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Flow Chart



Matching Addresses and Phone Numbers

- Final step before dialing
 - Locating process
 - Run addresses through vendor to find appropriate phone number
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Address Matching Vendors

- Near continuous updates
 - How do they find matches?
 - White pages
 - Drivers license applications
 - Voter registration
 - Warranty cards
 - Purchases
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Pretest Address Matching

- Pretest done in 2 communities
 - Matched approximately 53% to phone numbers
 - Numbers improved to about 70% for main data collection
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Verification Question

- Administered during interview to matched phone numbers
 - “Just to check – we sent the letter to *101 Main Street, Chicago, Illinois*. Is that still your address?”
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Verification Question Response

YES

Correct match
between address and
phone number –
continue with
telephone interview

NO

Failed match between
address and phone
number – check for
other phone numbers
then send SAQ to
address

Pretest Verification Results

- Received response to the targeted verification question for just under 200 cases
 - 91.5% live at targeted address
 - 8.5% do not live at targeted address
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Matching Success?

- Limited to pretest data
 - Assess vendor matches
 - How many matches do we get?
 - Are the matches we get correct?
 - Discuss possibility of eliminating validation question in future rounds
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Thank You!

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