

GALLUP®

August 29, 2024

National Couples' Health and Time Survey (NCHAT)

Follow-Up Study

Methodology Report

Overview of Methodology

Gallup fielded the National Couples' Health and Time Follow-Up Study from February 17, 2022, to April 19, 2022. It was administered to participants who completed the National Couples' Health and Time Survey (NCHAT). The original NCHAT survey covered adults between the ages of 20 and 60 who were cohabiting or married to same- and different-gender partners. All primary and partner respondents who completed NCHAT were invited to participate in the NCHAT Follow-Up Study. A total of 2,723 primary and 755 partners completed the follow-up survey.

Sampling

Participants who completed NCHAT (N = 5,156) were sampled for the NCHAT Follow-Up Study. For details about the original NCHAT sampling methodology, please reference the NCHAT Methodology Report. One respondent from NCHAT had requested to be added to Gallup's "do not contact list" and could not be contacted for the NCHAT Follow-Up Study.

Fieldwork

The NCHAT Follow-Up Study was fielded from February 17, 2022, to April 19, 2022. Survey participants were asked to complete a short five-minute survey. Initial survey invitations were sent to English speaking respondents on February 17, 2022.

The initial survey invitation and reminders included a promised \$1 post-paid incentive for completing. Reminders with a promised \$1 post-paid incentive were sent on February 20, February 24, March 1, and March 5. A text message reminder was sent on March 4 to non-responders who had given prior consent to receive text messages.

During fieldwork, the Gallup and UMN teams agreed to increase the incentive amount to \$5 in an effort to boost response rates. On March 8 and March 12, 2022, reminders were sent with a post-paid incentive \$5 incentive.

In mid-March, the UMN and Gallup teams decided to employ additional strategies to improve response rates. This included increasing the promised post-paid incentive to \$10, sending additional text message reminders, placing reminder phone calls to non-respondents, and sending a personal email from the Gallup PI's personal email address.

Email reminders with a promised \$10 post-paid incentive were sent on March 23, March 31 and April 4. An additional text message reminder was sent on March 29.

On March 31, Gallup's Director of the Gallup Panel sent non-respondents an email from her personal email address. The email encouraged respondents to participate. The goal of this email was to convey the importance of the activity by sending individual emails from a personal rather than corporate email address. Additionally, the team hoped this email would be less likely to be filtered into promotional or junk mailboxes by the email provider.

Gallup's professional telephone interviewing team called placed reminder phone calls to non-respondents. These calls were placed between March 23 to March 31, 2022. Telephone numbers were not available for all participants, including participants who were not panel members and who originally contact using an address-based sample source. The reminder

script encouraged people to participate in the study, reminded them of the \$10 incentive, and provided information about how to find the emailed survey link. Interviewers made at least three attempts to reach the study participant. If the interviewer reached an answering machine, they left a message.

Spanish Language

All survey materials were translated into Spanish. For questions that had been asked on the previous NCHAT survey, the existing Spanish language version was used. Because of the timing of IRB approval for the Spanish language translations, Spanish speaking respondents were first invited to participate on March 23 and reminders were sent on March 28, March 31, April 4, April 7, and April 9. All invitations and reminders sent to Spanish speaking participants included a promised \$10 post-paid incentive.

Response Rates

Overall, the AAPOR5 response rate (completed surveys / number invited) was 67%. The response rate for primary respondents was 75% and for partners was 50%.

Of the 5,156 cases invited, 51 emails were undeliverable (a 1% bounce back rate). These are emails that are either no longer valid or unable to accept messages. Twenty-three primary respondents (zero partner respondents) accessed the survey but either said “no” or “don’t know” to the consent question. An additional 60 respondents opened the email, clicked the link and entered the survey but did not provide a response to the consent question (and therefore did not continue with the survey). Therefore, approximately 1.5% of respondents accessed the survey but did not complete because they did not provide consent.

Forty-five duplicate responses had to be removed from the final data. These were respondents who accessed the survey via the email and SMS reminders and were able to provide two separate sets of responses. These duplicate responses are not included in the response rate calculation.

	Number Invited	Number of Responses	AAPOR5 rate
Primary Respondent (overall)	3,641	2,723	75%
Primary Panel Member	3,097	2,425	78%
Primary Non-Panel Member	544	298	55%
Partner Respondent	1,515	755	50%
Total	5,156	3,478	67%

Weighting

Weights for the primary and partner data were constructed using the same procedures and targets as the NCHAT survey. For details about the original NCHAT weighting, please reference the NCHAT Methodology Report. New demographic information was not collected as part of the NCHAT Follow-up survey. The demographics provided on the original NCHAT survey were used for weighting the NCHAT Follow-Up Study.

Weighting Variables

followup_weight_adult is the constructed weight variable to be used for analysis of the main respondent file. This weight should be used when analyzing data from primary respondents and will generate nationally representative estimates of individuals aged 20 to 60 who are living or cohabiting with a partner. This weight can also be used to generate representative estimates when analyzing sub-groups, such as individuals who are in a same-gender or different-gender couple, or individuals who are gay, lesbian, or bisexual.

followup_weight_couple is the constructed weight variable to be used for analysis of couple level data from primary respondents and their partners. This weight should be used when analyzing the dyadic data (primary and partner responses). Cases from the primary respondents and partner respondents should not be treated as individual cases and combined to create a larger sample of individual adults. Weights are not valid for this purpose. Further, this type of analysis would require accounting for clustering within couples and potentially highly correlated responses (intraclass correlation). It is recommended that researchers do not take this approach.

To appropriately account for the design effect from weighting, and to obtain accurate standard errors, an analysis package that can take into account the complex study design should be used. In Stata, this can be done using the svyset commands.