Hennepin County SHAPE
Survey Methodology

Hennepin County Public Health Department

Presentation Audience
Date, 2016
Adult Survey
for an adult aged 18 or over

Please have the adult who will have the next birthday answer the questions in this survey booklet, based on his or her own health.

Please answer all the questions in order, unless you are told to skip ahead.

For more instructions, please see the inside cover.

Metro SHAPE 2014
Partly supported by the Statewide Health Improvement Program, Minnesota Department of Health.
A Few of the Topics Covered by Metro SHAPE 2014

Diet

Cigarette Use

Drop Off Area

Exercise

Healthcare Access

Housing Insecurity
Survey of the Health of All the Population and the Environment • www.MetroSHAPE.us
Hennepin County, Minnesota
County-Level Data Key to Effective Public Health Practice

Comprehensive county-level health assessments are uncommon. Hennepin County, Minnesota, is one of four counties in the United States identified by CDC for their exemplary reports on local health-related quality of life (HRQOL) data. Most counties lack the resources to do their own surveys. Mostly larger entities such as cities or states conduct them. The advantage of communities doing their own survey is that they can look at their population subgroups, both geographic and demographic, and identify unmet health needs.
Mixed Mode

On-line with Qualtrics-based survey

Paper version by mail
Survey of the Health of All the Population and the Environment

Mailing 1
Post card – Sept 15, 2014

Mailing 2
Letter with instructions for completing the survey on-line.
Some got incentive; Some did not – Sept 19, 2014

Mailing 3
Post card with thank you and reminder – Oct 10, 2014

Mailing 4
Letter with instructions for completing the survey on-line – Oct 24, 2014

www.MetroSHAPE.us
Mailing 5
Survey and letter with instructions for completing the survey by mail – Nov 11, 2014

Mailing 6
Larger post card to households in selected geographic area with testimonial from director of local health and wellness center – Nov 19, 2014

Mailing 7
Survey and letter to households in selected geographic areas with instructions for completing the survey by mail – Jan 5, 2015
Incentives
Incentive Map Sent To Households

Hennepin County

Washington County
Incentive Map Sent To Some Households in Ramsey County

Visit us at http://parks.co.ramsey.mn.us
Phone: 651-748-2500
Email: parks@co.ramsey.mn.us

Your Journey to Healthy Living Starts Here!
Exploring places to be active in Ramsey County is easy with Go Ramsey Communities. This interactive Web-based mapping application provides a fun option to search for parks, trails, lakes, and recreational facilities in Ramsey County.

Visit the site at www.goramsey.org

Follow us on Facebook and Twitter
Impact of Inclusion of Incentive on Response Rate by Geographic Area – Ramsey County

Saint Paul
- Incentive: 10.0%
- No Incentive: 10.0%

Suburban Ramsey County
- Incentive: 25.0%
- No Incentive: 10.0%
Ramsey County census tracts* where households receiving an incentive had a higher response rate in comparison to households not receiving an incentive within the same tract.

* Tracts included if there were at least 15 households receiving an incentive and 15 households not receiving an incentive.

Prepared by: Hennepin County HCPH Assessment Team ET 5/15
Map information is furnished "As is" with no representation of warranty expressed or implied.
Dear Susan Palchak,

I feel very bad that I cannot participate in the survey. I am 90 years old and do not have a computer to get on the internet to answer the questions which I really would have liked to do.

Please accept my apology. I am returning the survey materials to you.

Sincerely,

Mary
Demographics of Persons Requesting Mail Survey

**Age of persons requesting mail survey**

- 18-29: 5
- 30-39: 10
- 40-49: 15
- 50-59: 20
- 60-69: 25
- 70-79: 30
- 80-89: 35
- 90+: 40

**Sex of persons requesting mail survey**

- Male: 70
- Female: 80

*Survey of the Health of All the Population and the Environment*  www.MetroSHAPE.us
Household Income of Persons Requesting Mail Survey

2013 Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Number of Persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>$23,000 or less</td>
<td>25</td>
</tr>
<tr>
<td>$23,001 - $31,000</td>
<td>15</td>
</tr>
<tr>
<td>$31,001 - $39,000</td>
<td>7</td>
</tr>
<tr>
<td>$39,001 - $47,000</td>
<td>5</td>
</tr>
<tr>
<td>$47,001 - $55,000</td>
<td>3</td>
</tr>
<tr>
<td>$55,001 - $63,000</td>
<td>2</td>
</tr>
<tr>
<td>$63,001 - $71,000</td>
<td>2</td>
</tr>
<tr>
<td>$71,001 - $79,000</td>
<td>1</td>
</tr>
<tr>
<td>$79,001 - $100,000</td>
<td>4</td>
</tr>
<tr>
<td>$100,001 or more</td>
<td>2</td>
</tr>
</tbody>
</table>
Survey Mode Preference
Metro SHAPE 2014 Completed Surveys

- Mail – 6093
- On-line – 6701
- iPad – 613
- Android – 171
- iPhone – 113
- Both modes - 308
Demographics of Persons By Mode Chosen

Mode chosen by age of person

Mode chosen by sex of person
Household Income of Persons By Mode Chosen

Mode chosen by 2013 household Income

- **Mail**
- **On-line**

### 2013 Household Income

- **$23,000 or less**
- **$23,001 - $31,000**
- **$31,001 - $39,000**
- **$39,001 - $47,000**
- **$47,001 - $55,000**
- **$55,001 - $63,000**
- **$63,001 - $71,000**
- **$71,001 - $79,000**
- **$79,001 - $100,000**
- **$100,001 or more**

#### Percent of persons

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Mail</th>
<th>On-line</th>
</tr>
</thead>
<tbody>
<tr>
<td>$23,000 or less</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>$23,001 - $31,000</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>$31,001 - $39,000</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>$39,001 - $47,000</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>$47,001 - $55,000</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>$55,001 - $63,000</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>$63,001 - $71,000</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>$71,001 - $79,000</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>$79,001 - $100,000</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>$100,001 or more</td>
<td>10%</td>
<td>90%</td>
</tr>
</tbody>
</table>

*Survey of the Health of All the Population and the Environment* - [www.MetroSHAPE.us](http://www.MetroSHAPE.us)
Percent of persons who completed the Metro SHAPE 2014 survey with a handheld device by age group
<table>
<thead>
<tr>
<th>M</th>
<th>N</th>
<th>O</th>
<th>P</th>
<th>Q</th>
<th>R</th>
<th>S</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refused</td>
<td>Outstanding</td>
<td>Expedited</td>
<td>Blank</td>
<td>Outstanding</td>
<td>Response Rate</td>
<td>Vacancy Rate</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1,914</td>
<td>24.1%</td>
<td>2.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>3</td>
<td>5</td>
<td>2,165</td>
<td>19.9%</td>
<td>3.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3,522</td>
<td>17.6%</td>
<td>5.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>5</td>
<td>3,589</td>
<td>15.4%</td>
<td>8.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>3</td>
<td>3,083</td>
<td>22.2%</td>
<td>4.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>0</td>
<td>1</td>
<td>2,510</td>
<td>28.2%</td>
<td>3.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>3</td>
<td>10</td>
<td>12,704</td>
<td>20.5%</td>
<td>5.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>3</td>
<td>2</td>
<td>2,923</td>
<td>21.9%</td>
<td>4.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>2</td>
<td>6</td>
<td>3,065</td>
<td>20.5%</td>
<td>3.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>5</td>
<td>8</td>
<td>5,988</td>
<td>21.2%</td>
<td>3.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>4</td>
<td>8</td>
<td>3,249</td>
<td>23.7%</td>
<td>4.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>5</td>
<td>1,758</td>
<td>26.8%</td>
<td>3.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1,242</td>
<td>22.3%</td>
<td>4.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Low Response-Rate Areas
The criteria for over-sampled census tracts are:
- 20% or more of the population is Non-White/Hispanic and/or
- 25% or more of the population is at or below 200% of the Federal Poverty Level

Source: U.S. Census, 2010; Hennepin County Public Health, 2014
Prepared by Hennepin County HSPHD GIS / JMP Team, IAD, and Assessment Team ET 05/05/2015

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Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Your health matters. Your answers matter.

“North Point Health & Wellness Center is working in partnership with many organizations and residents to create a healthier community. We need your help. We are asking you to complete The Metro SHAPE survey. The survey results will help us understand the most important health needs in this area.

Your answers are very important, so I urge you to complete the survey and do your part to advance health and wellness in our community.”

— Stella Whitney-West
North Point Health & Wellness Center

You have or will soon receive a paper copy of the survey in the mail. Please complete and return. For more information go to www.metroshape.us. Contact SHAPE@hennepin.us or call 612-543-3034 if you need any assistance.

The Metro SHAPE survey is sponsored by eight local health departments in the Twin Cities, including Hennepin County and the City of Minneapolis.

Partially supported by the Statewide Health Improvement Program, Minnesota Department of Health
Number of returned surveys with extra postcard

North Minneapolis
Southwest Minneapolis

Post card goes to Post Office

Thanksgiving

Mailing 5 goes to Post Office

Survey of the Health of All the Population and the Environment  www.MetroSHAPE.us
Postal Delivery Service
Contact Information:

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Minneapolis, MN  55104
612-348-2283
Urban.Landreman@hennepin.us