



Listening to Mothers II Postpartum Survey Methodology

Methodology

Harris Interactive® conducted the *Listening to Mothers II* Postpartum Survey on behalf of Childbirth Connection. Potential study participants were women who qualified for, and completed, *Listening to Mothers II: The Second National U.S. Survey of Women's Childbearing Experiences*. The postpartum survey consisted of 859 online and 44 telephone interviews with women who had given birth in 2005, with weighting of data (see "*Weighting*") to reflect the target population. Interviews were conducted from July 20 through August 23, 2006. The online survey took approximately 20 minutes to complete, and the telephone survey took approximately 30 minutes to complete.

The Survey Questionnaire

The *Listening to Mothers II* Postpartum Survey was developed through the collaborative efforts of core teams from Childbirth Connection and Harris Interactive® with the support of the *Listening to Mothers II* National Advisory Council. All interviews were conducted in English. The questionnaires used for the online and telephone interviews differed slightly in wording to reflect the specific requirements of these two different modes of interviewing.

Eligibility Requirements

All potential respondents were asked a few preliminary questions to verify that they were the same person who took the *Listening to Mothers II* survey. (Those respondents were 18-45 years old and had given birth in a hospital in 2005 to a single child who was living at the time of the survey.)

Online Postpartum Sample

1,347 women who participated in the online survey and had not unsubscribed from the Harris Poll Online panel were contacted (26 original participants had unsubscribed and could not be included).

Telephone Postpartum Sample

Interviewers attempted to contact the 181 black non-Hispanic and Hispanic women from the telephone supplement who said they would be willing to participate in follow-up research (19 of the 200 *Listening to Mothers II* phone participants declined further participation after completing the *Listening to Mothers II* survey.) Women who took the *Listening to Mothers II* survey by phone and provided email addresses were sent an email invitation inviting them to participate. A telephone interviewer invited women who did not respond to the email within 7 days to take the survey.

Online Interviewing

An email invitation was sent to mothers who had participated in *Listening to Mothers II* online, in addition to those who had participated by phone and had provided email addresses. Embedded in this invitation was a direct link to the survey website enabling recipients to proceed to the survey immediately or at a time more convenient to them. (The email that was sent to women from the *Listening to Mothers II* phone sample also included an 800 number for further information.)

After proceeding to the survey website, respondents were screened to determine their eligibility. Those satisfying eligibility requirements were able to proceed into the actual survey. Once in the survey, respondents could complete the entire questionnaire in one session, or could choose to complete it in multiple sessions. Six days after the initial invitation was sent, those who had not responded received a reminder email; and a second email reminder was sent four days later to those

who still had not responded.

Telephone Interviewing

All telephone interviewing was conducted from Harris Interactive's telephone center in Orem, Utah. Many attempts were made over a 5-week period as necessary to complete an interview with each potential respondent. Interviewing staff was monitored on an ongoing basis to maintain interviewing quality. Due to the sensitive nature of many questions, female interviewers conducted all interviews.

Weighting

To more accurately reflect the target population, the data were weighted by key demographic variables, as well as by a composite variable known as a propensity score, intended to reflect a respondent's propensity to be online. Demographic variables used for weighting included educational attainment, age, race/ethnicity, geographic region, household income, and time elapsed since last giving birth, using data from the March 2005 Supplement of the U.S. Census Bureau's Current Population Survey and national natality data. The propensity score took into account selection biases that occur when conducting research using an online panel.

Data Processing

All data were tabulated, checked for internal consistency and processed by computer. A series of computer-generated tables was then produced showing the results of each survey question, both by the total number of respondents and by key subgroups.

Survey Results

The *Listening to Mothers II* Postpartum Survey report will be available in spring 2007 at <http://www.childbirthconnection.org/listeningtomothers/> Selected results are reported in the October 2007 *Listening to Mothers II* report available at the same web address.