

RETENTION IN LONGITUDINAL STUDIES OF AGING

Pamela Herd

Georgetown University



PI: Michal Engelman



Sanjay
Asthana



Pamela
Herd

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AGING SINCE 1991

SAMPLE SELECTION

- Random sample of 1 out of 3 Wisconsin high school graduates from the class of 1957
- Sample includes siblings
- Extensive data on families



SURVEY YEARS

- 1957 (10,317)
- 1964 (short mail survey of parents, 87%)
- 1975 (telephone, 89% response rate)
- 1977 (2000 randomly selected siblings, telephone, 80%)
- 1992-4 (telephone/mail; 85%/80% response rates for graduates/siblings)
- 2004-6 (telephone/mail; 86%/89%)
- 2011 (in person and mail; 85%)
- 2020 (current: ~80%)

WE KNOW NEARLY EVERYTHING ABOUT THEIR LIVES (1957-2011 OR AGES 17-80)

social/family

physical/mental health

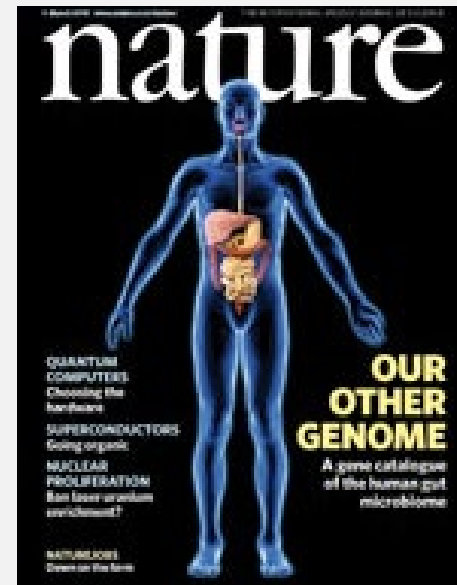
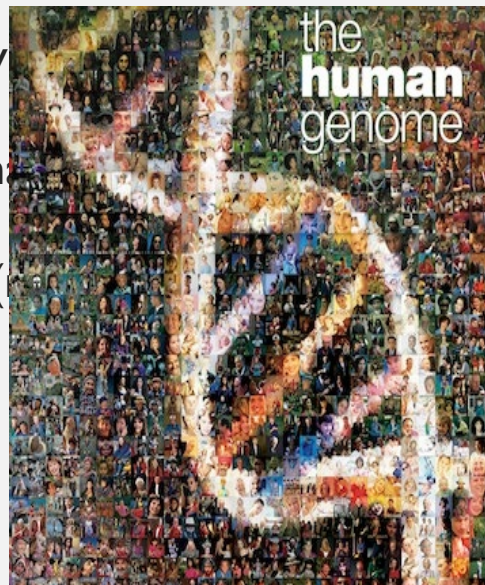
educational history

mortality

employ

job ch

children (



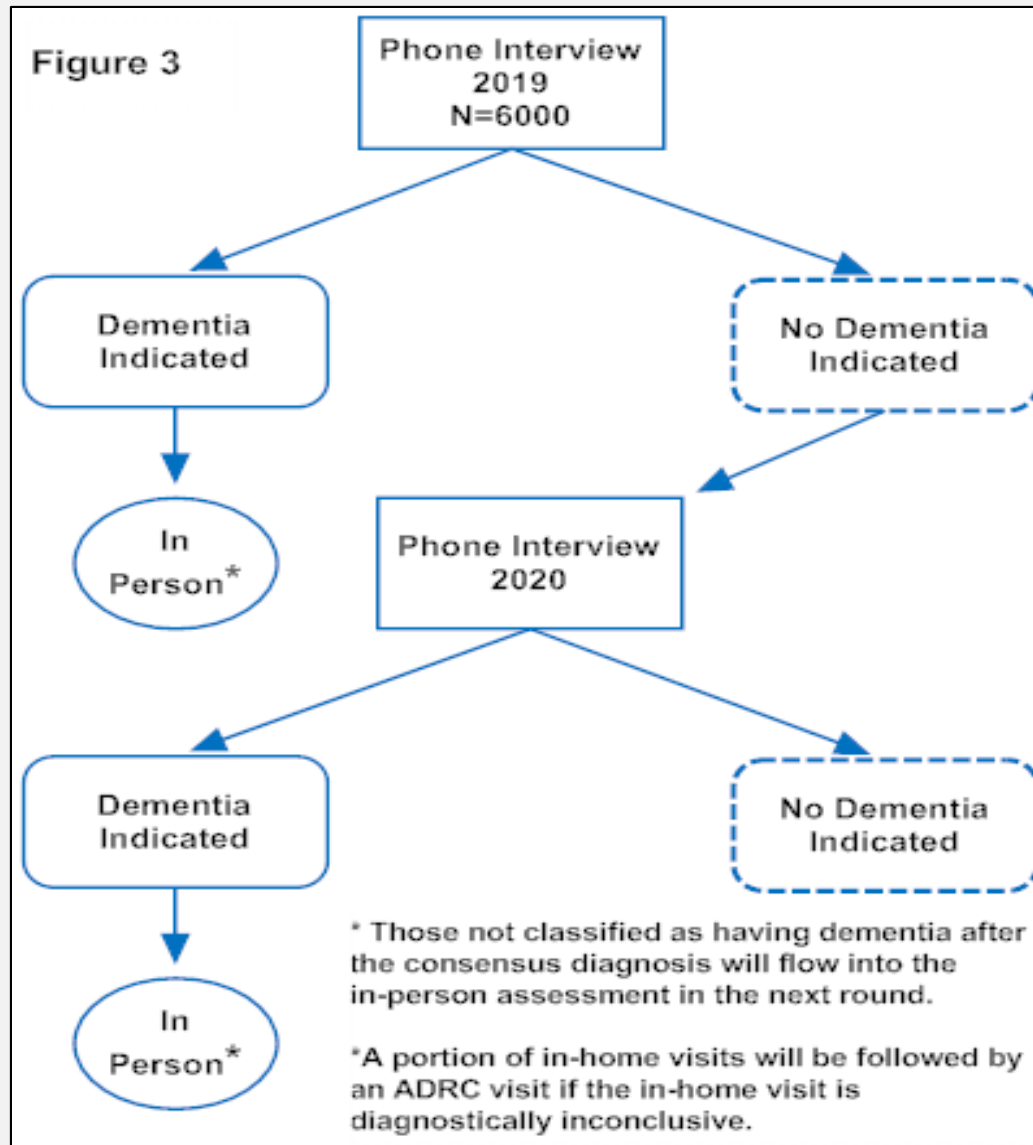
and wealth

performance

ensus data

WLS DEMENTIA PROJECT

Figure 3



WHO'S AT RISK OF DROPPING OUT

- Lower educational attainment
- Lower cognitive functioning
- Poor health
- Hearing issues
- People with multiple residences

The Influence of Social Conditions Across the Life Course on the Human Gut Microbiota: A Pilot Project With the Wisconsin Longitudinal Study

Pamela Herd ✉, Nora Cate Schaeffer, Kerryann DiLoreto, Karen Jacques, John Stevenson, Federico Rey, Carol Roan

Table 1. Descriptive Differences Between the WLS Sample and the Microbiome Pilot (MiBi) Sample^a

Measures	WLS participant ^b but not in the MiBi frame (N = 8,622)		Completed MiBi (N = 331)		Refused MiBi (N = 124)		Full MiBi sample (N = 500)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Women ^c	0.53	0.50	0.50	0.50	0.62	0.49	0.53	0.50
IQ ^c	96.80	28.87	97.68	30.05	90.25	34.91	95.54	31.80
BMI	29.93	6.01	29.89	6.14	30.90	6.88	29.97	6.20
Obese (BMI 30+)	0.42	0.49	0.42	0.49	0.48	0.50	0.42	0.49
Number chronic illness	2.15	1.43	2.02	1.41	2.12	1.31	2.05	1.40
Education	%		%		%		%	
High school degree	69.44		70.09		77.42		71.4	
≥Bachelor's degree	30.55		29.91		22.59		28.6	
Self-rated health								
Excellent	19.28		19.03		16.94		18.40	
Very good	38.38		40.18		40.32		41.20	
Good	30.33		31.72		33.87		31.20	
Fair	9.57		8.16		7.26		8.20	
Poor	2.44		0.91		1.61		1.00	

Note: BMI = body mass index; IQ = IQ is Intelligent Quotient (Henmon Nelson Test); WLS = Wisconsin Longitudinal Study.

^aThose in the pilot sample frame not residing in Wisconsin during the winter were not included (N = 45) as they were out of geographic range for this pilot. These participants were quite similar to those who completed the the MiBi. ^bParticipants who completed the 2011 in-person interview. ^cThere were statistically significant differences between the completed MiBi group and the Refused MiBi group ($p < .05$). No differences between the WLS participants (the first column) and the Full MiBi Sample were statistically significant.

HOW DO WE RETAIN PARTICIPANTS

- Repeated contacts and engagement
- Communicating clearly with meaningful reasons for participation
- Collecting detailed data to trace and re-contacting participants
- Investing in interviewers
- Door stop and in-person visits
- Targeting those most at risk with more intensive resources
- Minimizing burden

Wisconsin Longitudinal Study

Participant Report | May 2014





Spring 2021

WISCONSIN LONGITUDINAL STUDY

Respondent Report

**A Note from the WLS
Principal Investigators
(page 2)**

**Learning About
Cognitive Health
(page 4)**

**A Few
Recent Findings
(page 7)**

9/29/2021

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WHAT DO WE (THINK WE) KNOW ABOUT SAMPLE RETENTION, BUT AREN'T PROVEN?

- Loyalty
- A sense of belonging
- Feel like you're making a contribution to a greater good

CHALLENGES GOING FORWARD

- While retention is OK (though not great), basic response rates are falling rapidly
- Leveraging administrative data to develop methods for data analysis
- It's taking longer to get people interviewed, far more contacts
- How much money is too much?
- It's getting REALLY expensive
- Challenges of mode changes