

International Field Directors & Technologies Conference 2015

Mixed Mode Design Considerations Panel Discussion

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Web/Mail Survey Mixed Mode Study Design Issues

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Web/Mail Study Design – UW-Madison Alumni Survey

1 Year Survey Contacts	8-10 Year Survey Contacts
Advance Invitation Letter	Advance Invitation Letter
E-mail Invitation	E-mail Invitation
Letter 1 st Reminder	Letter 1 st Reminder
E-mail 1 st Reminder	E-mail 1 st Reminder
Paper Survey	Paper Survey
E-mail 2 nd Reminder	E-mail 2 nd Reminder
E-mail 3 rd Reminder	
Letter 2 nd Reminder	

Web/Mail Study Design - Mode Outcome

UW-Madison 1 Year Alumni Survey Completions

Mode of Survey	Number Sent Survey Request	Completes
Web Survey	3,107	1,190 (38.3%)
Paper Survey	2,269	166 (7.3%)

UW-Madison 8 to 10 Year Alumni Survey Completions

Mode of Survey	Number Sent Survey Request	Completes
Web Survey	5,014	2,156 (42.9%)
Paper Survey	3,195	367 (11.4%)

Web/Mail Study Design – Response Rates

UW-Madison Alumni Survey Response Rates

Survey	Response to Web Survey	Response With Paper Survey	Increase from Paper Survey
1 Year Survey	38.3%	42.2%	3.9%
8-10 Year Survey	42.9%	49.3%	6.4%

Web/Mail Study Design – Cost/Benefit Analysis

Was the paper survey mailing worth it?

- additional cost to send paper mailing for both surveys
- additional time added to the field period
- addition of modal differences in data
- additional complexity