International Field Directors & Technologies Conference 2015

Mixed Mode Design Considerations Panel Discussion

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• Kelly Elver, University of Wisconsin Survey Center

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Web/Mail Survey Mixed Mode Study Design Issues

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<table>
<thead>
<tr>
<th>1 Year Survey Contacts</th>
<th>8-10 Year Survey Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Invitation Letter</td>
<td>Advance Invitation Letter</td>
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<tr>
<td>E-mail Invitation</td>
<td>E-mail Invitation</td>
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<tr>
<td>Letter 1&lt;sup&gt;st&lt;/sup&gt; Reminder</td>
<td>Letter 1&lt;sup&gt;st&lt;/sup&gt; Reminder</td>
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<tr>
<td>Paper Survey</td>
<td>Paper Survey</td>
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<tr>
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<td>E-mail 2&lt;sup&gt;nd&lt;/sup&gt; Reminder</td>
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<tr>
<td>E-mail 3&lt;sup&gt;rd&lt;/sup&gt; Reminder</td>
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<tr>
<td>Letter 2&lt;sup&gt;nd&lt;/sup&gt; Reminder</td>
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</table>
# Web/Mail Study Design - Mode Outcome

## UW-Madison 1 Year Alumni Survey
Completions

<table>
<thead>
<tr>
<th>Mode of Survey</th>
<th>Number Sent Survey Request</th>
<th>Completes</th>
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</thead>
<tbody>
<tr>
<td>Web Survey</td>
<td>3,107</td>
<td>1,190 (38.3%)</td>
</tr>
<tr>
<td>Paper Survey</td>
<td>2,269</td>
<td>166 (7.3%)</td>
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</tbody>
</table>

## UW-Madison 8 to 10 Year Alumni Survey
Completions

<table>
<thead>
<tr>
<th>Mode of Survey</th>
<th>Number Sent Survey Request</th>
<th>Completes</th>
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</thead>
<tbody>
<tr>
<td>Web Survey</td>
<td>5,014</td>
<td>2,156 (42.9%)</td>
</tr>
<tr>
<td>Paper Survey</td>
<td>3,195</td>
<td>367 (11.4%)</td>
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</tbody>
</table>
# Web/Mail Study Design – Response Rates

## UW-Madison Alumni Survey Response Rates

<table>
<thead>
<tr>
<th>Survey</th>
<th>Response to Web Survey</th>
<th>Response With Paper Survey</th>
<th>Increase from Paper Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Year Survey</td>
<td>38.3%</td>
<td>42.2%</td>
<td>3.9%</td>
</tr>
<tr>
<td>8-10 Year Survey</td>
<td>42.9%</td>
<td>49.3%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>
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