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Title:

Sequential mixed-mode survey designs: small differences in protocol can make a big difference to panel attrition

Abstract:

The presentation will describe a randomised experiment in which sample members at wave 2 of a CAPI panel were either approached for a regular CAPI interview or were administered a mixed-mode (CATI and CAPI) protocol. A further experiment within the mixed mode group compared two alternative protocols for determining when to switch efforts from CAPI to CATI. We will describe the effects of each treatment on panel attrition, sample composition and survey costs.