

RC33 Session: Multi-Mode Survey Design and Practice

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Multi-mode surveys are those where different respondents complete the same questionnaire using different modes such as the web, telephone, face to face, mail self-completion or e-mail. Interest in the use of multi-mode survey designs has increased in recent times, largely as a response to declining participation rates in CATI surveys. Multi-mode surveys are thought to have the potential to improve coverage, to enable better modelling of non-response and to target resources more effectively.

However, with this potential comes a host of new design challenges, including sampling methods, questionnaire design, the management of multiple forms of the same instrument, the form and sequence of contacts and issues of analysing data collected through multiple modes.

Papers presented in this session will explore these design challenges, contributing to a better understanding of the principles of good multi-mode survey design, and the practical steps involved in executing an effective multi-mode survey.