

**Some Comments on**

***Survey Design a La Carte: Survey  
Research in the 21<sup>st</sup> Century***

Deborah Griffin

U.S. Census Bureau

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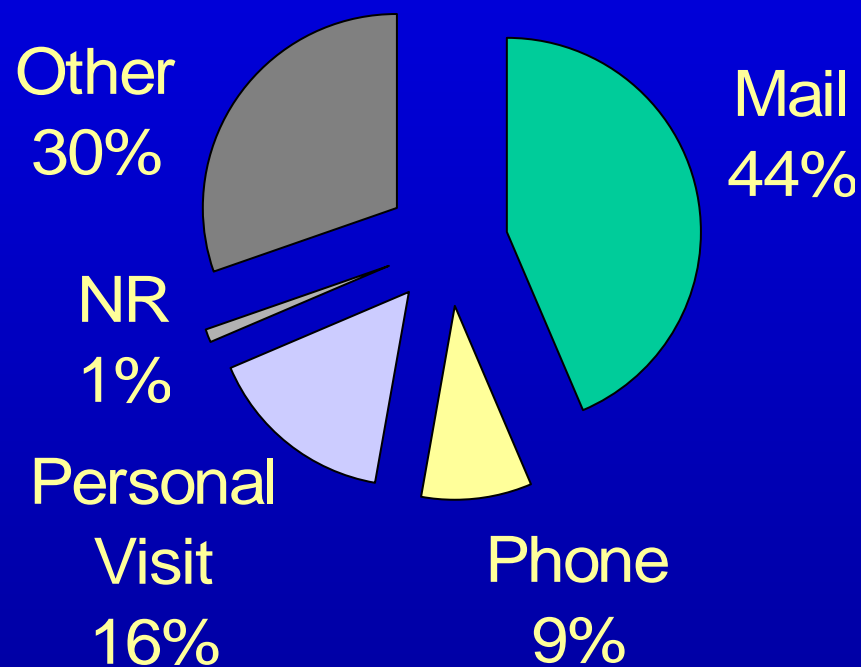
# Continuous Data Collection

Sample Panel	Calendar Month				
	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005
Nov 2004	Personal Visit				
Dec 2004	Phone	Personal Visit			
Jan 2005	Mail	Phone	Personal Visit		
Feb 2005		Mail	Phone	Personal Visit	
Mar 2005			Mail	Phone	Personal Visit

# Colm's Dimensions of Variation

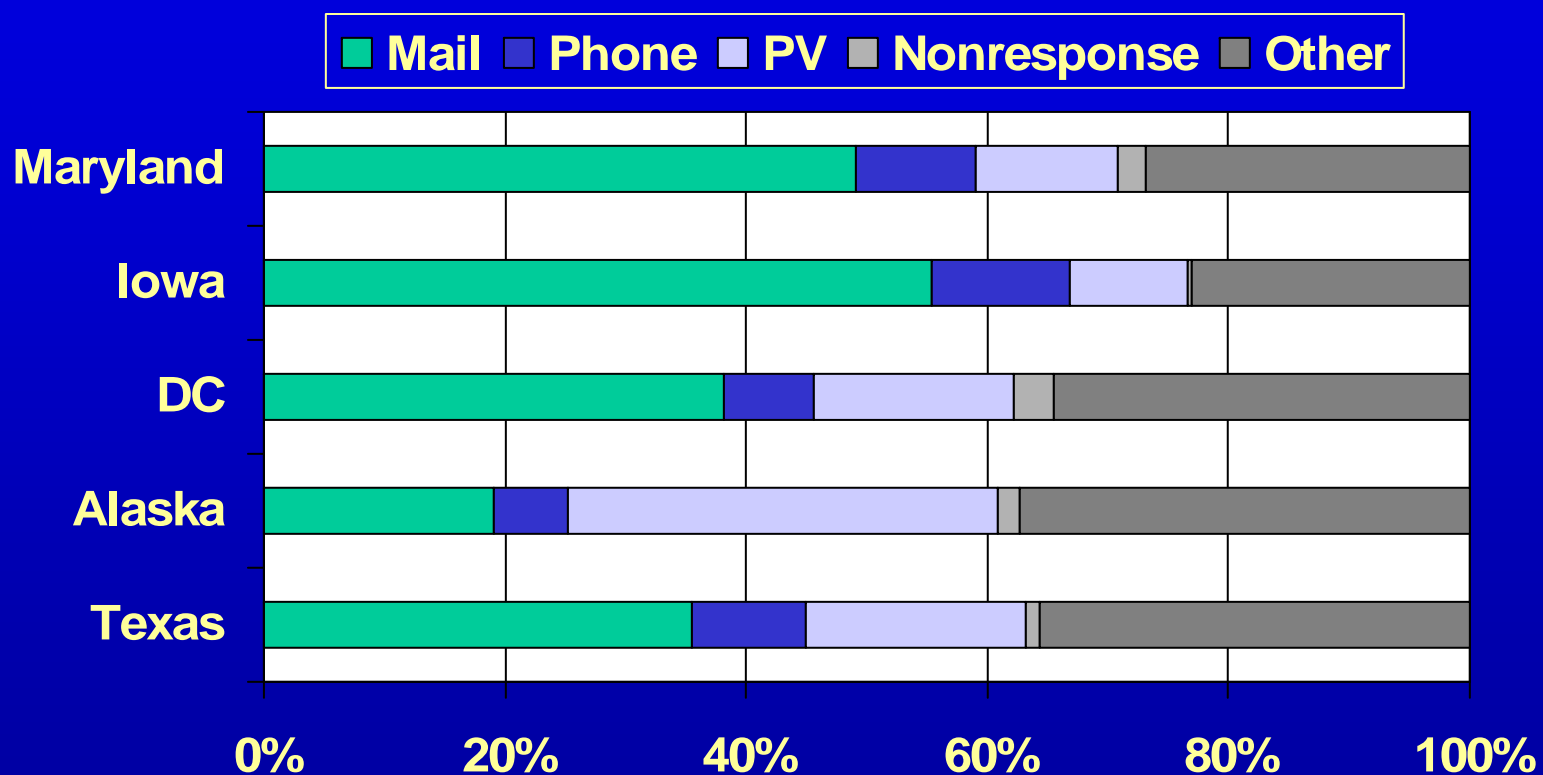
- Nature/quality of Frame
- Propensity to Respond
- Population Diversity
- Mode-specific Considerations

# Distribution of Interview Outcomes



Source: Unweighted 2005 ACS, National Level

# Distribution of Interview Outcomes – Selected States



Source: Unweighted 2005 ACS, State Level

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# Characteristics by Mode

Example Based on 2006 ACS (Joshipura)

	Percent of mail interviews	Percent of phone interviews	Percent of personal visit interviews
Renters	22.6	26.2	54.5
Hispanic	5.4	13.0	19.9
Unemployed	3.1	3.0	4.3
Citizen	96.9	92.1	87.3
Child < 5 in household	10.5	14.9	17.8

# Equivalent Stimulus

- Across Modes
- Across Translations

# Issues For Multimode Surveys

- Understanding mode effects
- Maximizing quality of individual modes
- Selectivity in adding new modes
- Striking a balance between mode consistency and best practices for a given mode