

No more mixed-mode?

Recontacting government officials in a post-fax age

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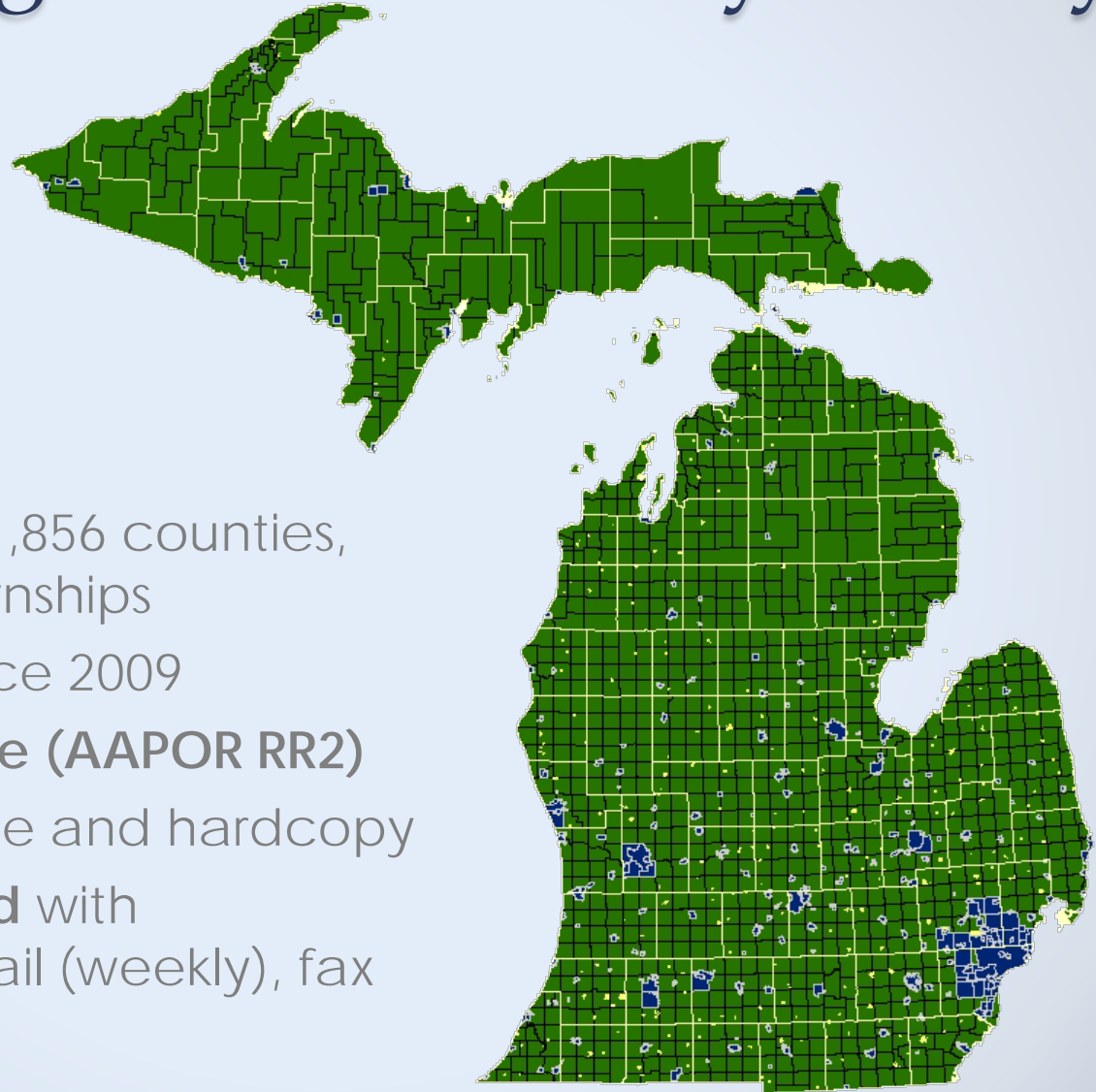
MAPOR – November 19, 2016

Fax as Mode for Establishment Surveys

- Heyday in 1980s, 1990s
 - Increasingly replaced by scanners, email
- Primary or secondary mode
- **Question:** Impact of dropping fax recontact on establishment survey response rate?



The Michigan Public Policy Survey



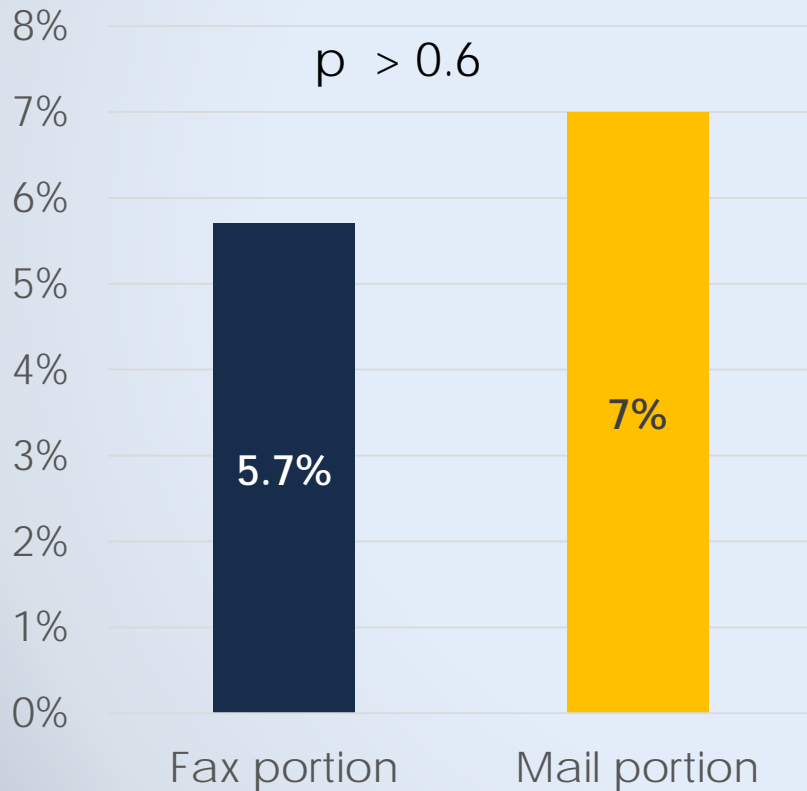
- **Census survey** of 1,856 counties, villages, cities, townships
- **Twice per year** since 2009
- **70%+ response rate (AAPOR RR2)**
- **Multi-mode** – online and hardcopy
- **9 week field period** with recontacts by email (weekly), fax (mid-wave)

Methods

- Business-as-Usual
 - Recontact only via fax (~40% of hardcopy non-respondents)
- Spring 2016 Experiment
 - Recontact via fax if available (121 of 263 non-respondents)
 - Postcard to others (142 of 263 non-respondents)

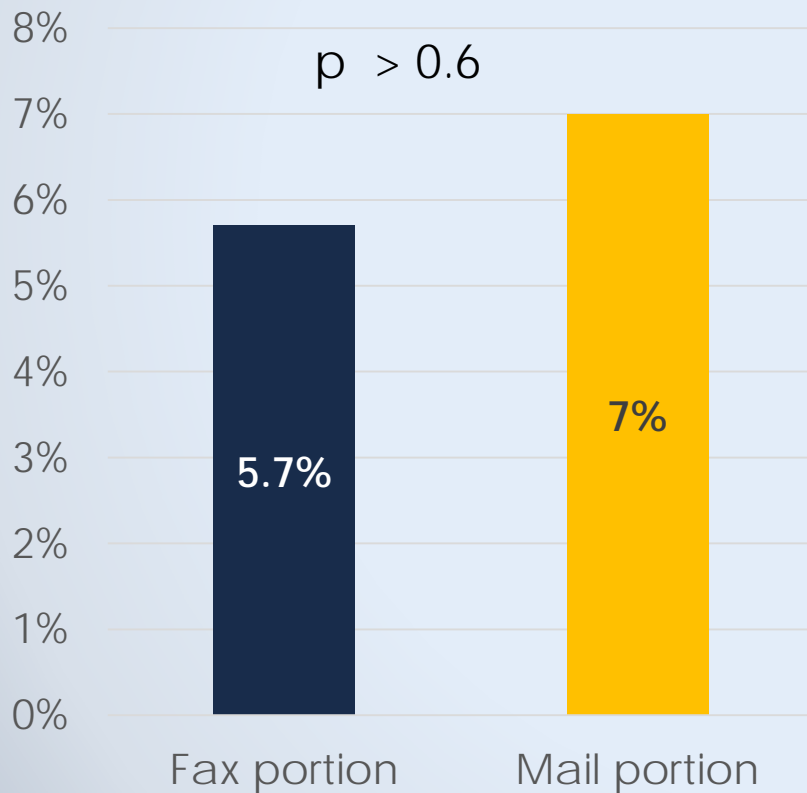
Results

Conversion Rate by recontact type

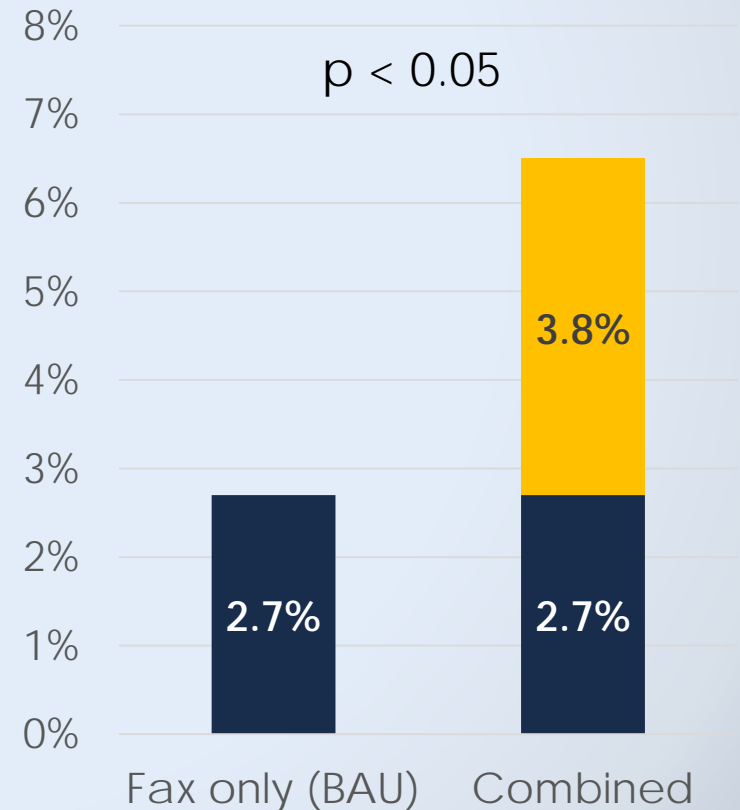


Results

Conversion Rate by recontact type



Conversion Rate among all hardcopy recipients



Discussion

Conclusion

- small n = indeterminate impact of effectiveness of fax vs. postcard
- Regardless, overall RR gains by using postcard since recontacting more of sample

Future Work

- Comparing results from 3 waves (Fall 2015-Fall 2016)
 - Postcard n=402
 - Fax n= 216