

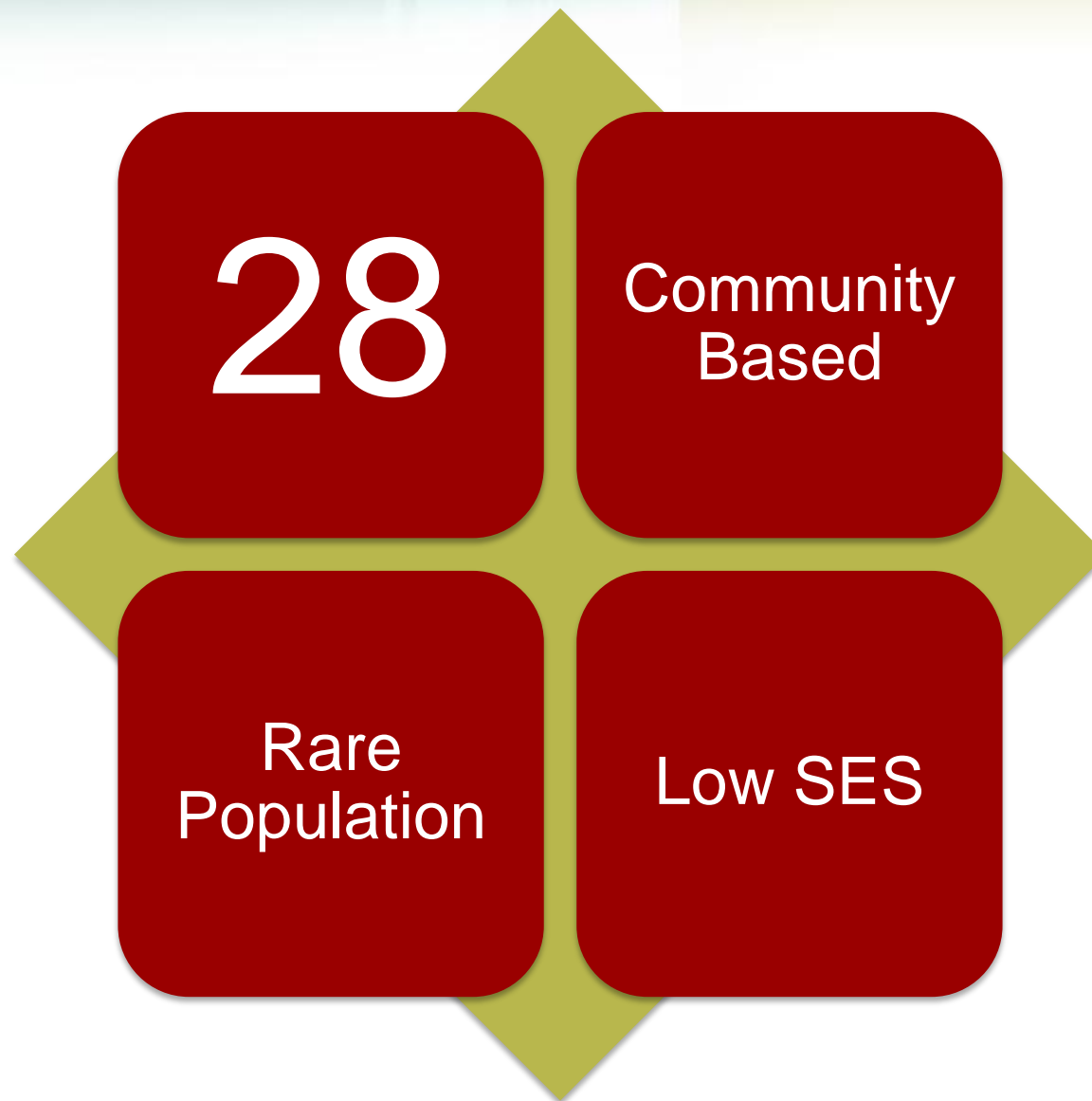
Multi-Mode Surveys Using Address Based Sampling:

The Design and Preliminary Experience of REACH U.S. Risk Factor Survey

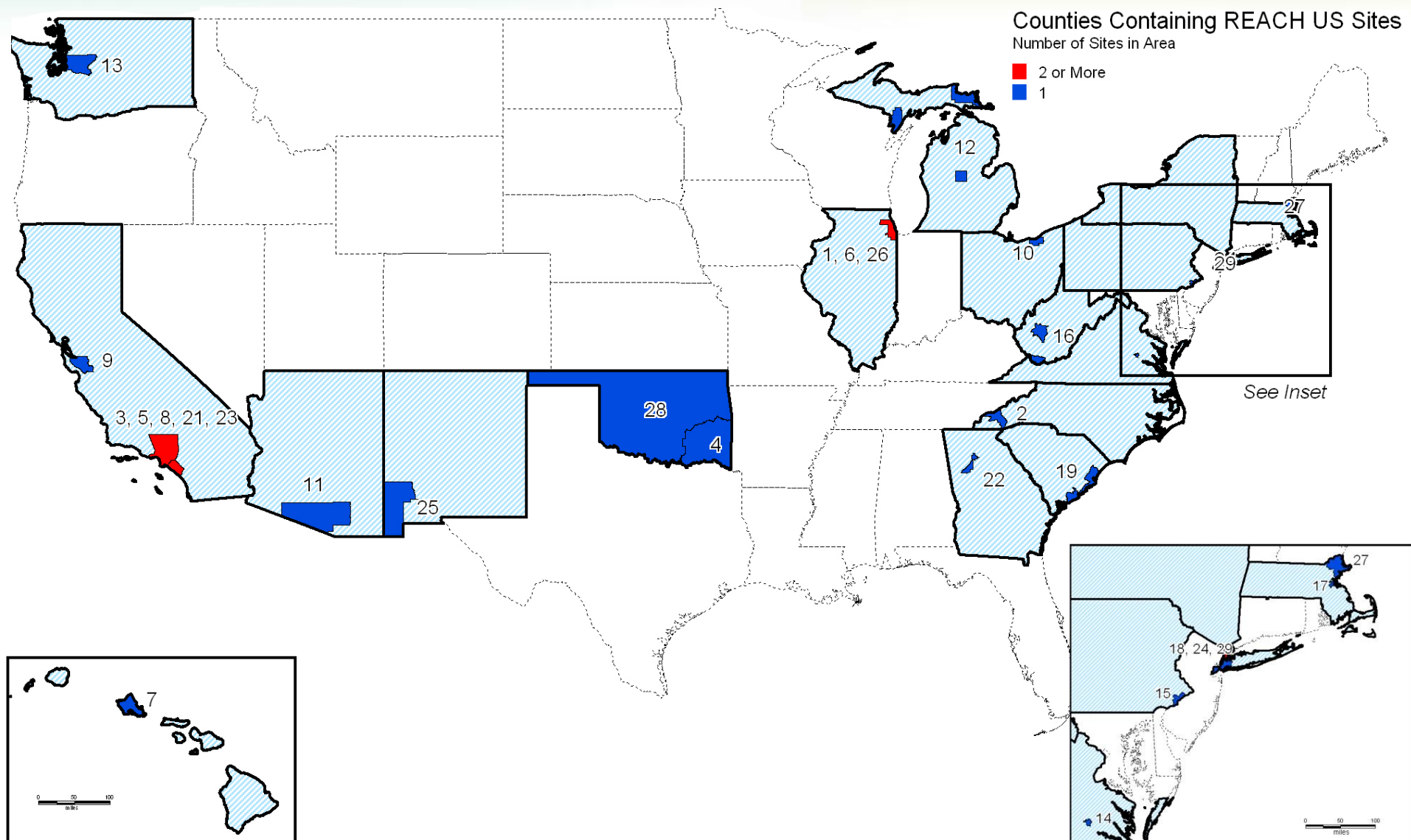
American Association for Public Opinion Research
2009 Annual Meeting
Hollywood, Florida

Martin Barron, NORC at the University of Chicago

REACH U.S.



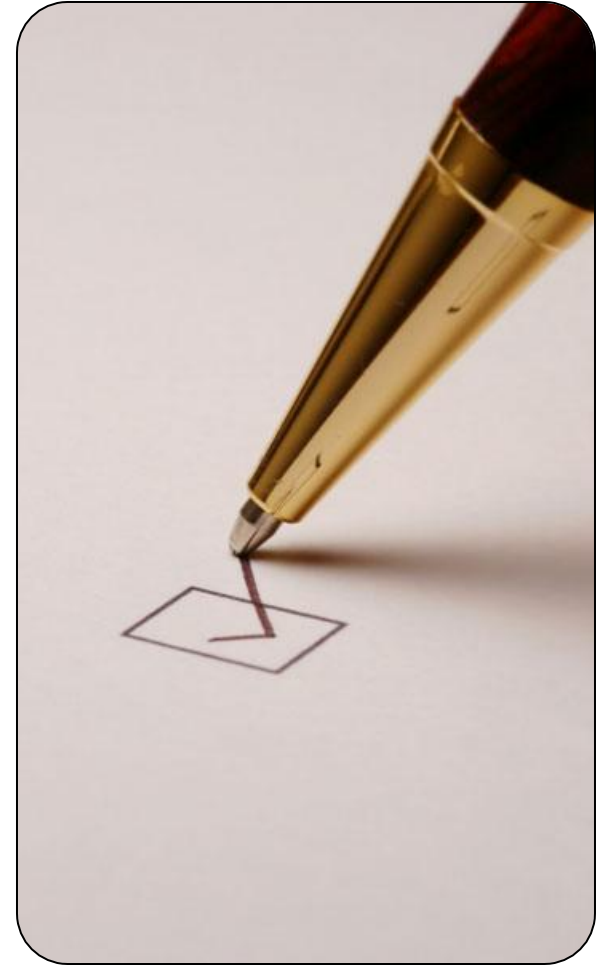
REACH U.S. Risk Factor Survey (RFS)



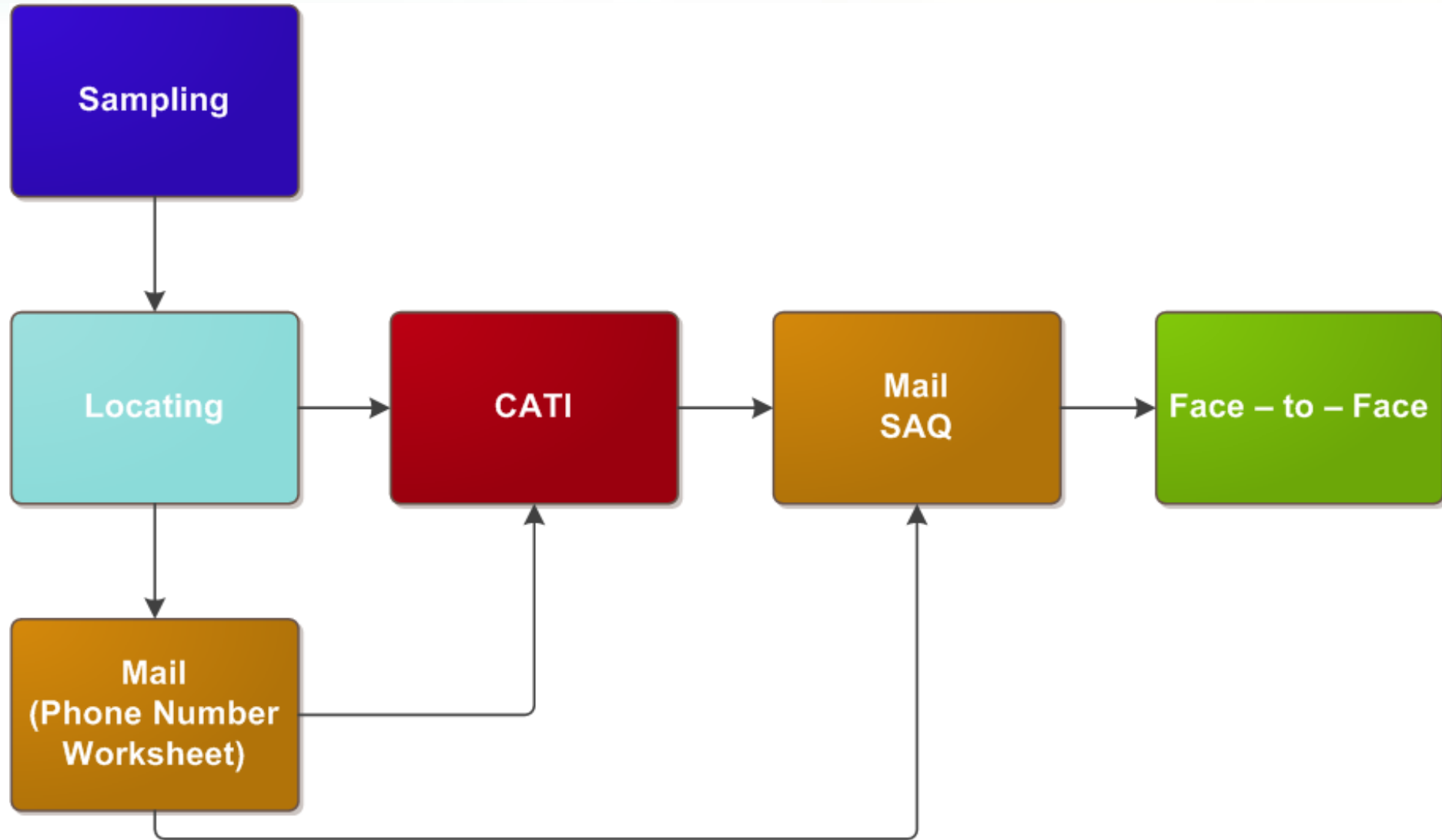
Potential Designs of REACH U.S. RFS



MM-ABS Design Priorities

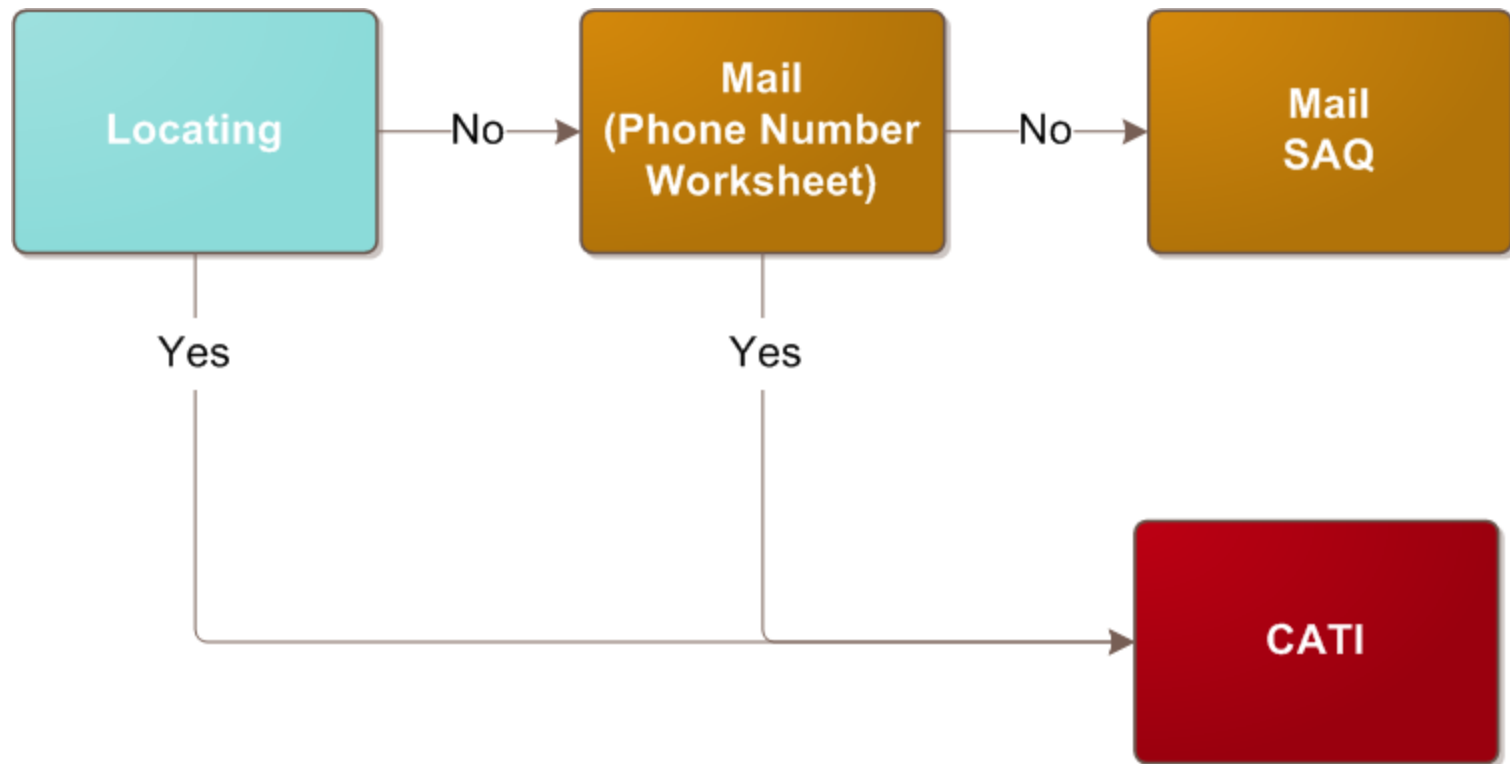


Simplified Design

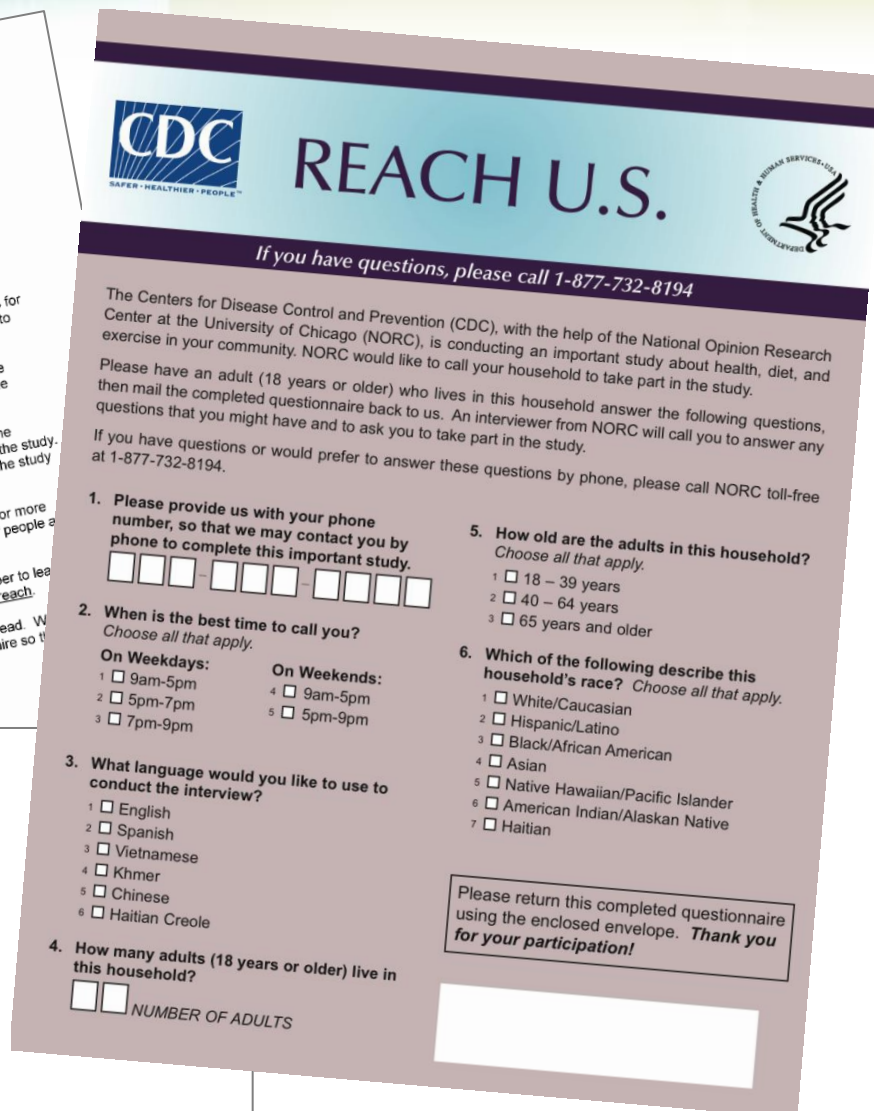




Locating Design



Phone Number Worksheet Design

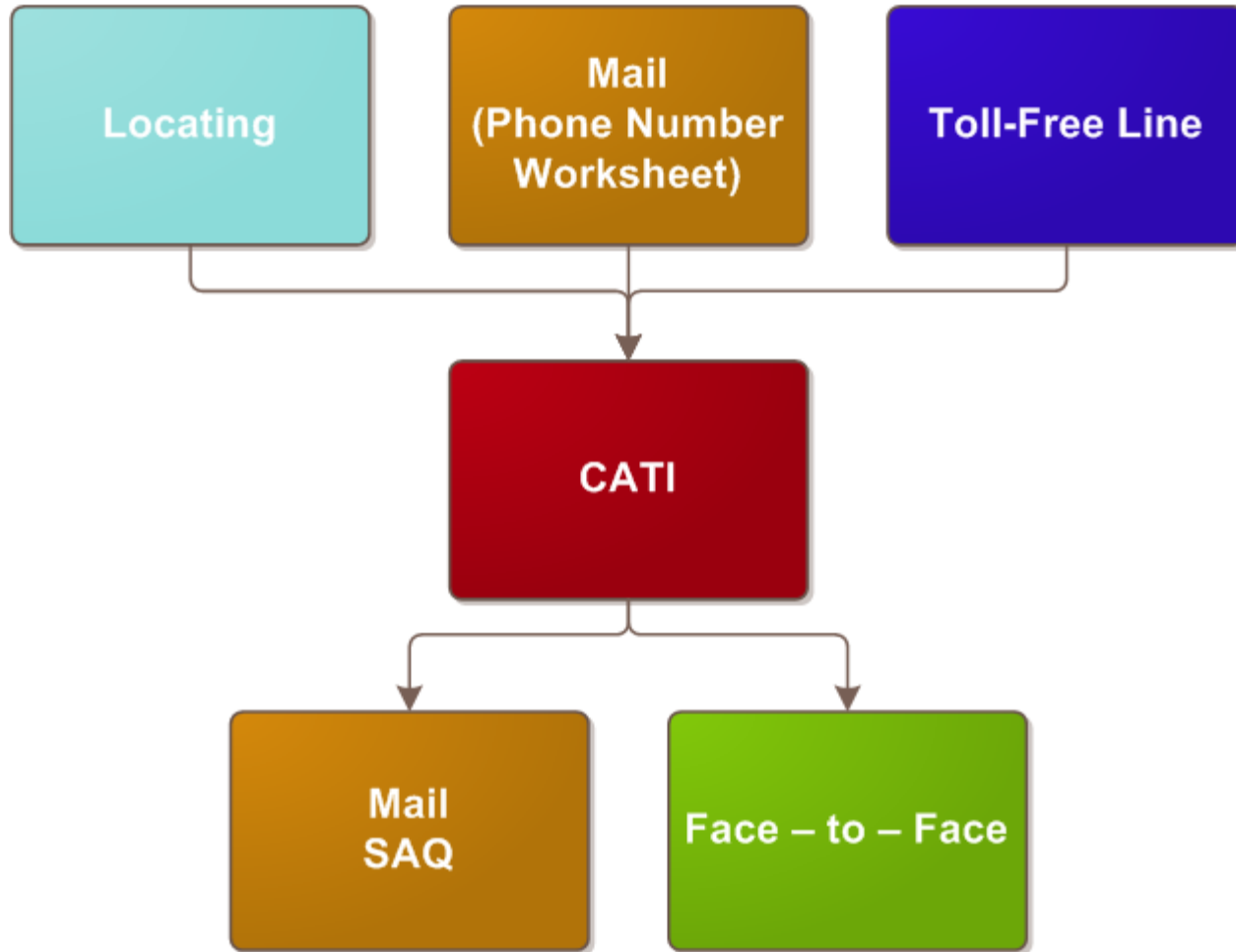


U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
 Public Health Service
 Centers for Disease Control and Prevention
 c/o National Opinion Research Center
 1 N. State Street, 16th Floor
 Chicago, IL 60602

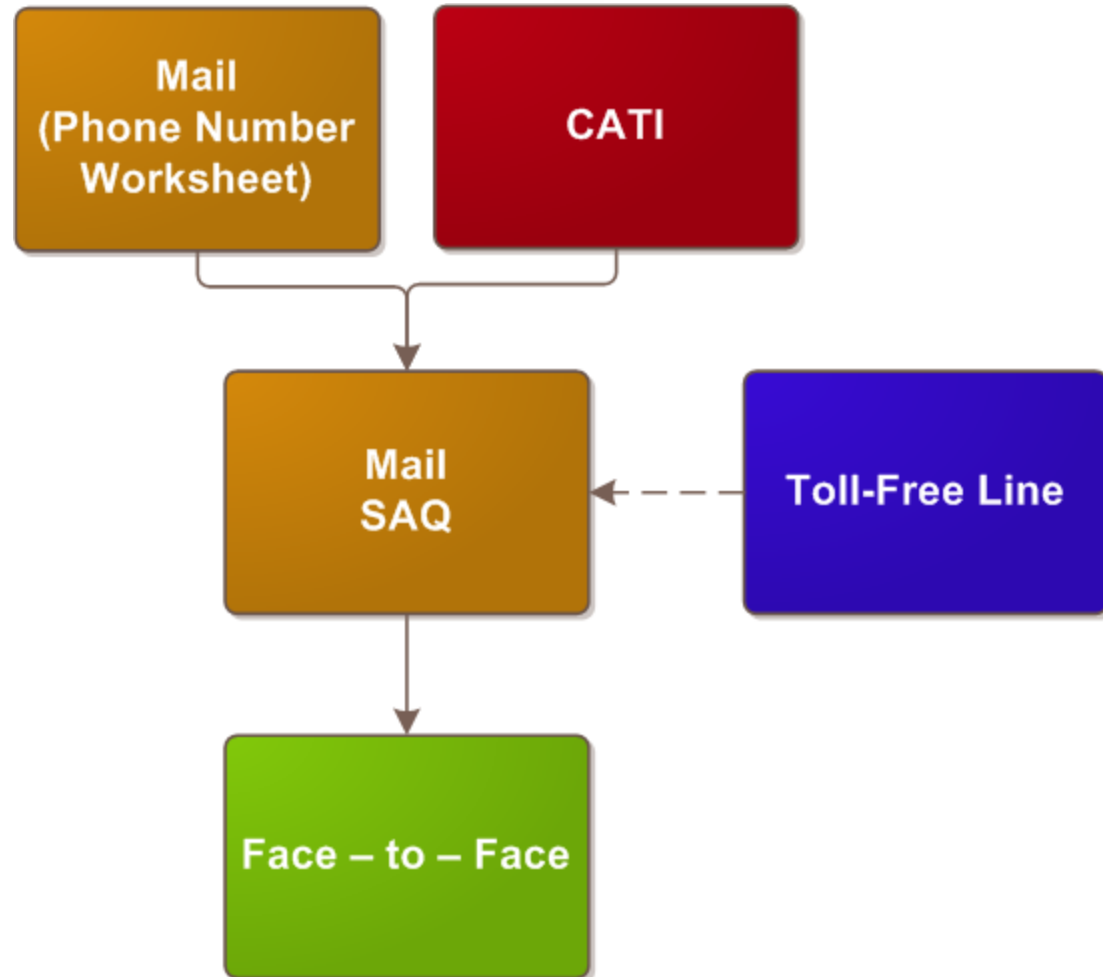
OFFICIAL BUSINESS
 RETURN SERVICE REQUESTED

6590.08.61

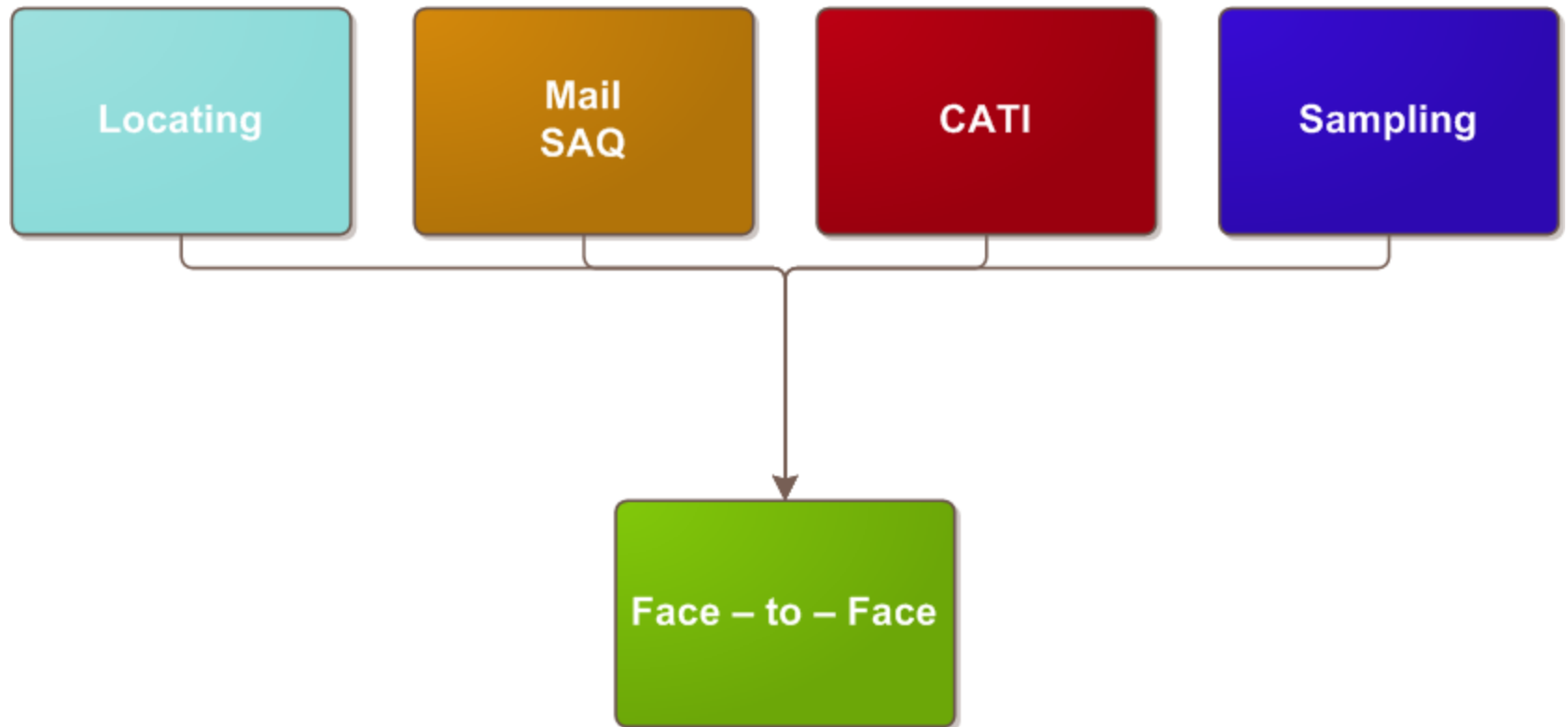
CATI Design



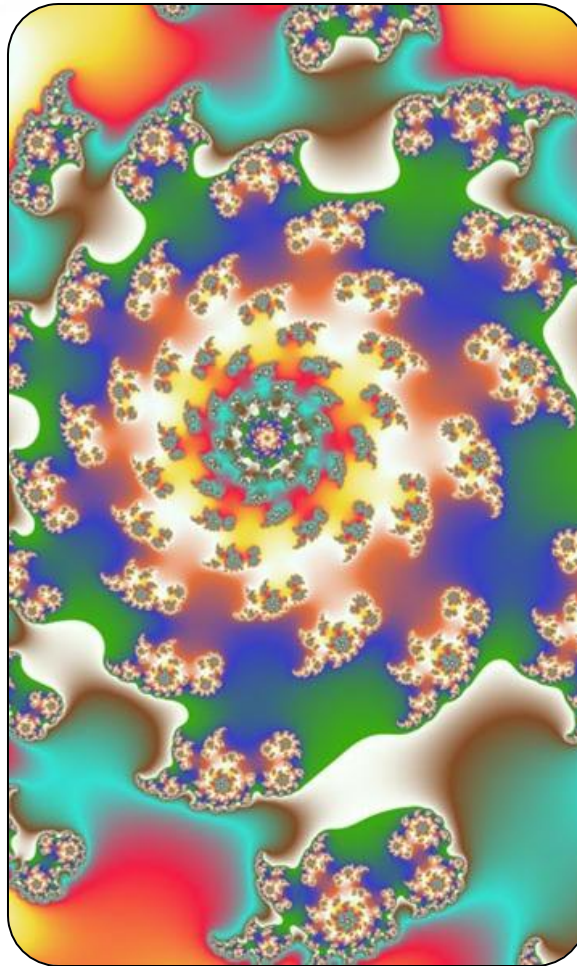
SAQ Design



Face-to-Face Design



Conclusions



Thank You

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