

# Mode Selection and Recruitment Strategies for Respondents with Disabilities

**Ashley Schaad, ICF International**

**Amy Falcone, ICF International**

**Jessica Jagger, U.S. Marine Corps**

**Ashleigh Hiott, ICF International**

# Presentation Overview

- Background
- Mode Selection
  - Overall
  - By age
  - By disability type
  - By internet usage
- Recruitment Strategies
  - Mode selection by recruitment method
- Relevant Literature
- Key Findings

# Background



- Client: Library of Congress National Library Service for the Blind and Physically Handicapped (NLS)
  - *Provide free audio books and braille reading materials by mail and web*
- Objective: Survey of NLS users and eligible non-users
- Method: Inclusive multi-mode survey (web and phone)
- Time Frame: March to May 2013

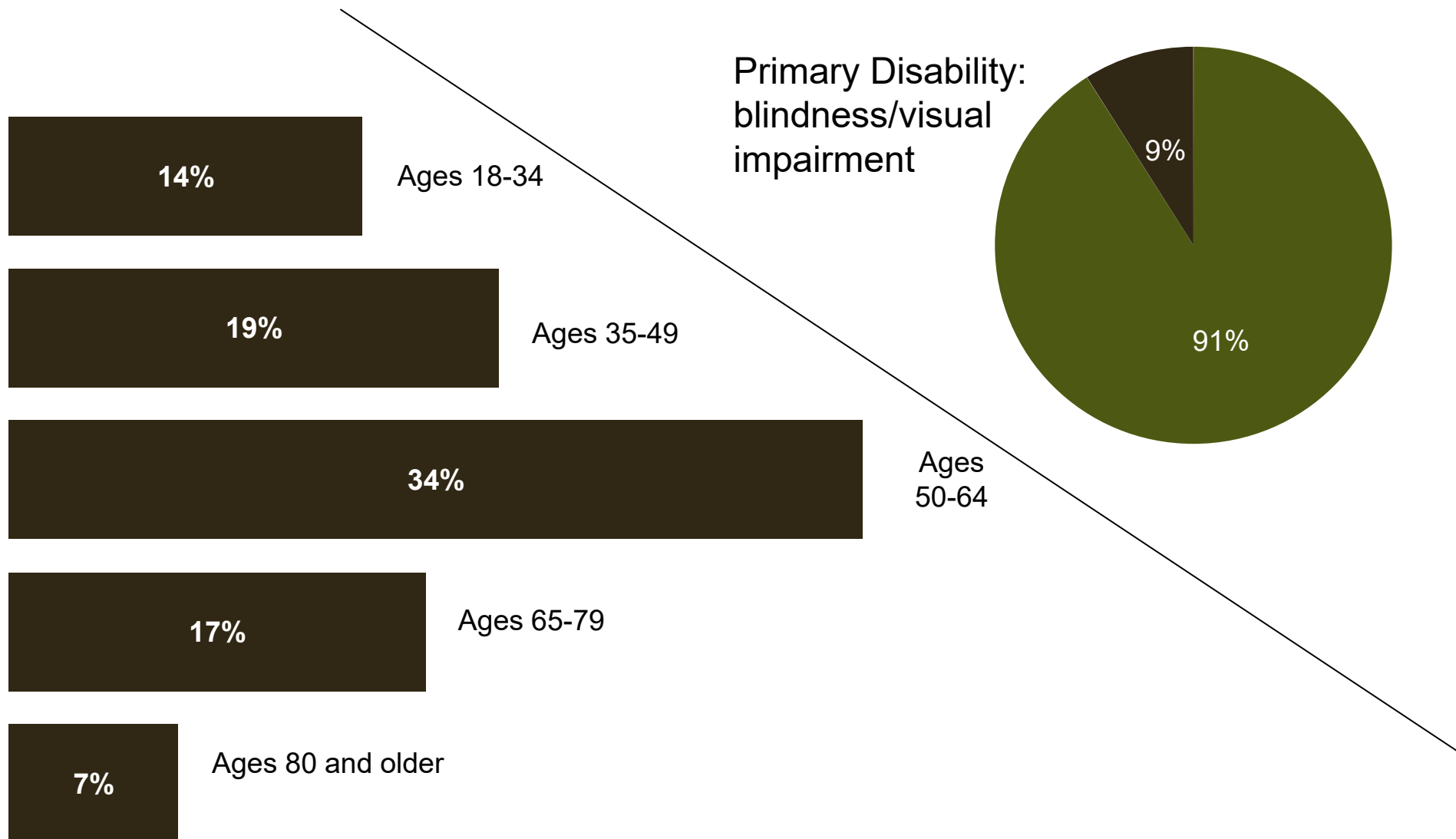
## ■ Population

- Visual, physical, cognitive/reading impairments

## ■ Sample

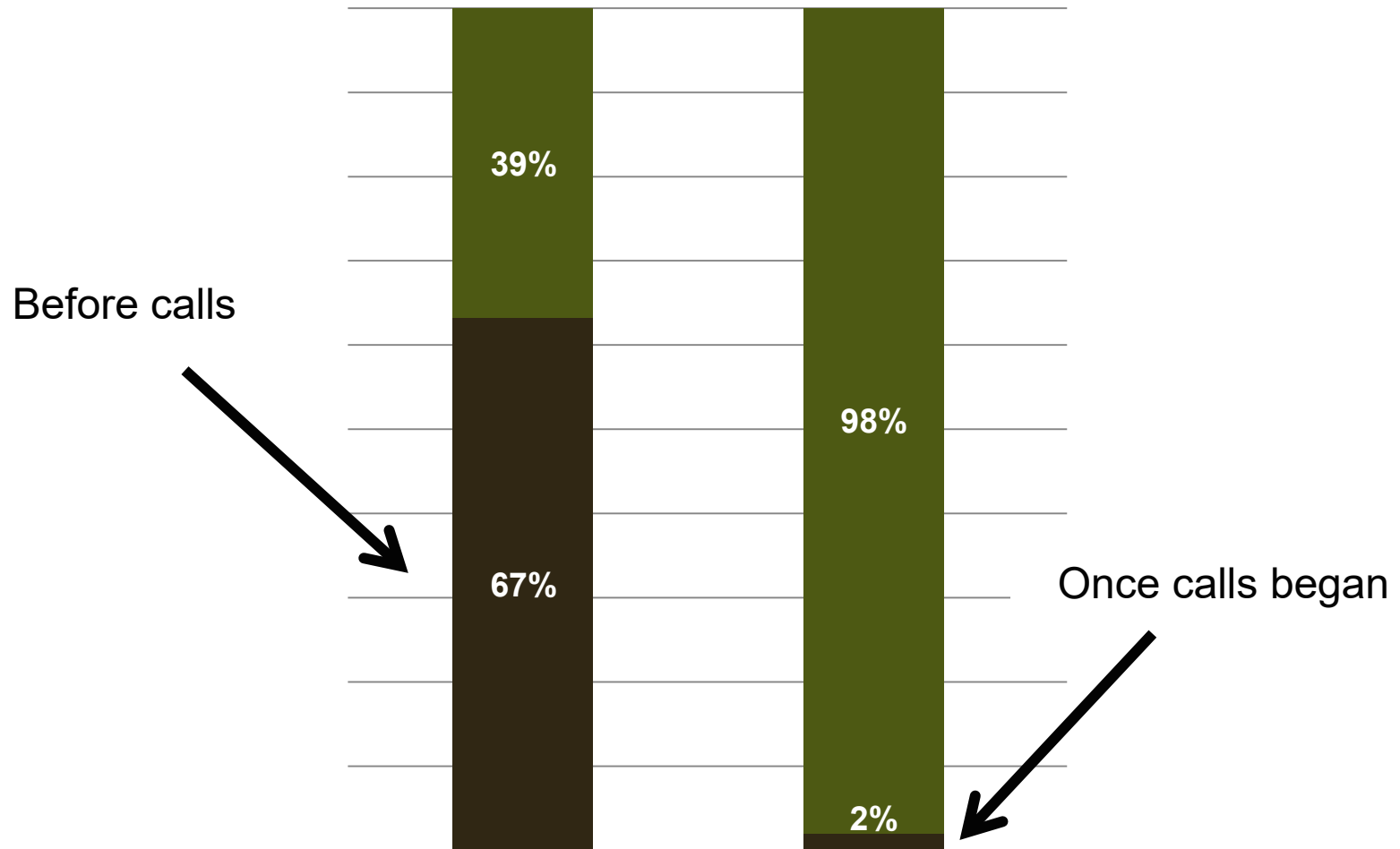
- Probability-based sample of users
  - *Stratified random sample (by age)*
- Non-probability sample (snowball sample) of:
  - *Non-users*
  - *Former users*
  - *Users not part of the probability sample (not initial intent)*

# Respondent Demographics



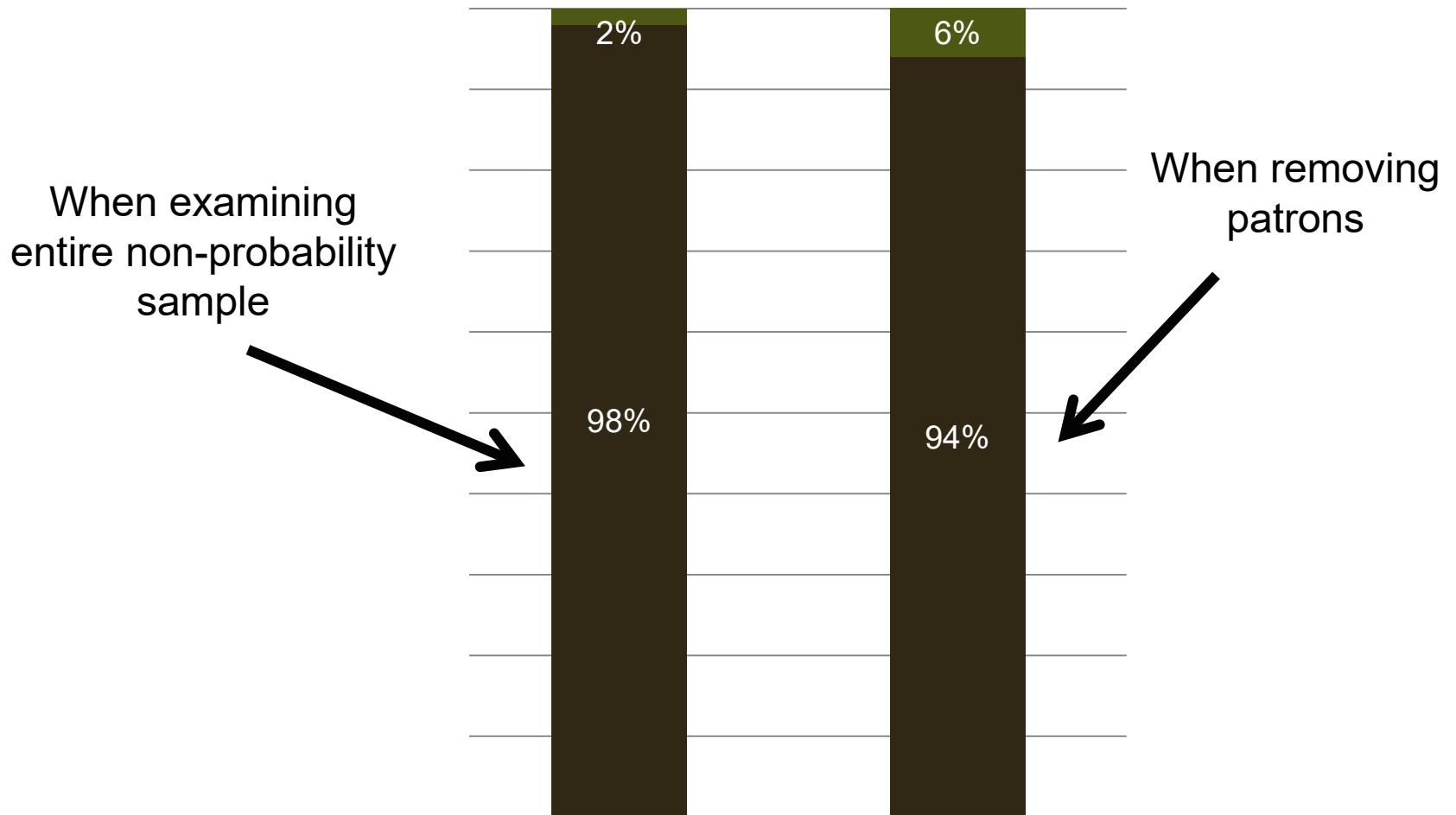
# Mode Selection

- Probability based sample

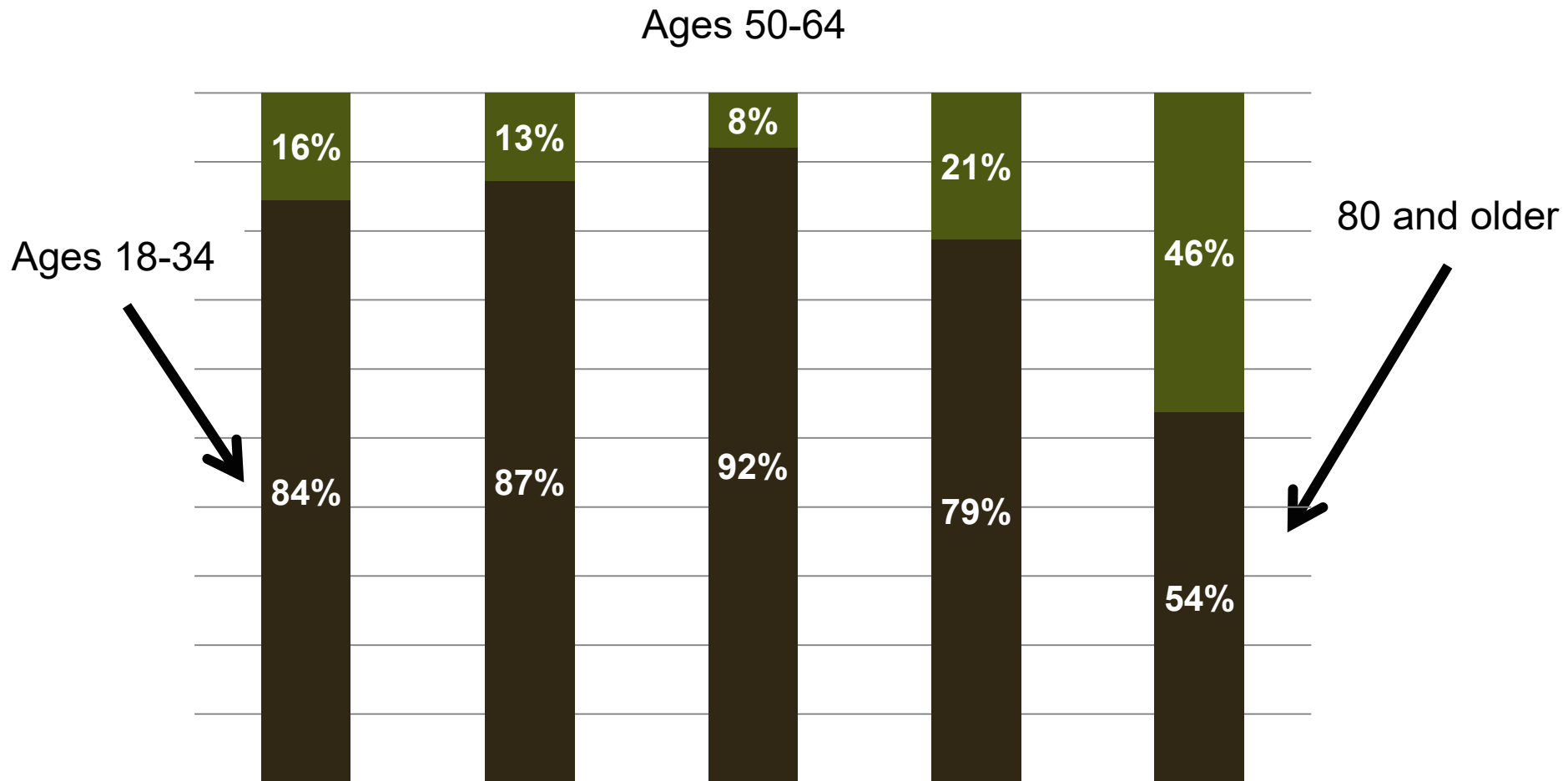


# Mode Selection

- Non-probability based sample

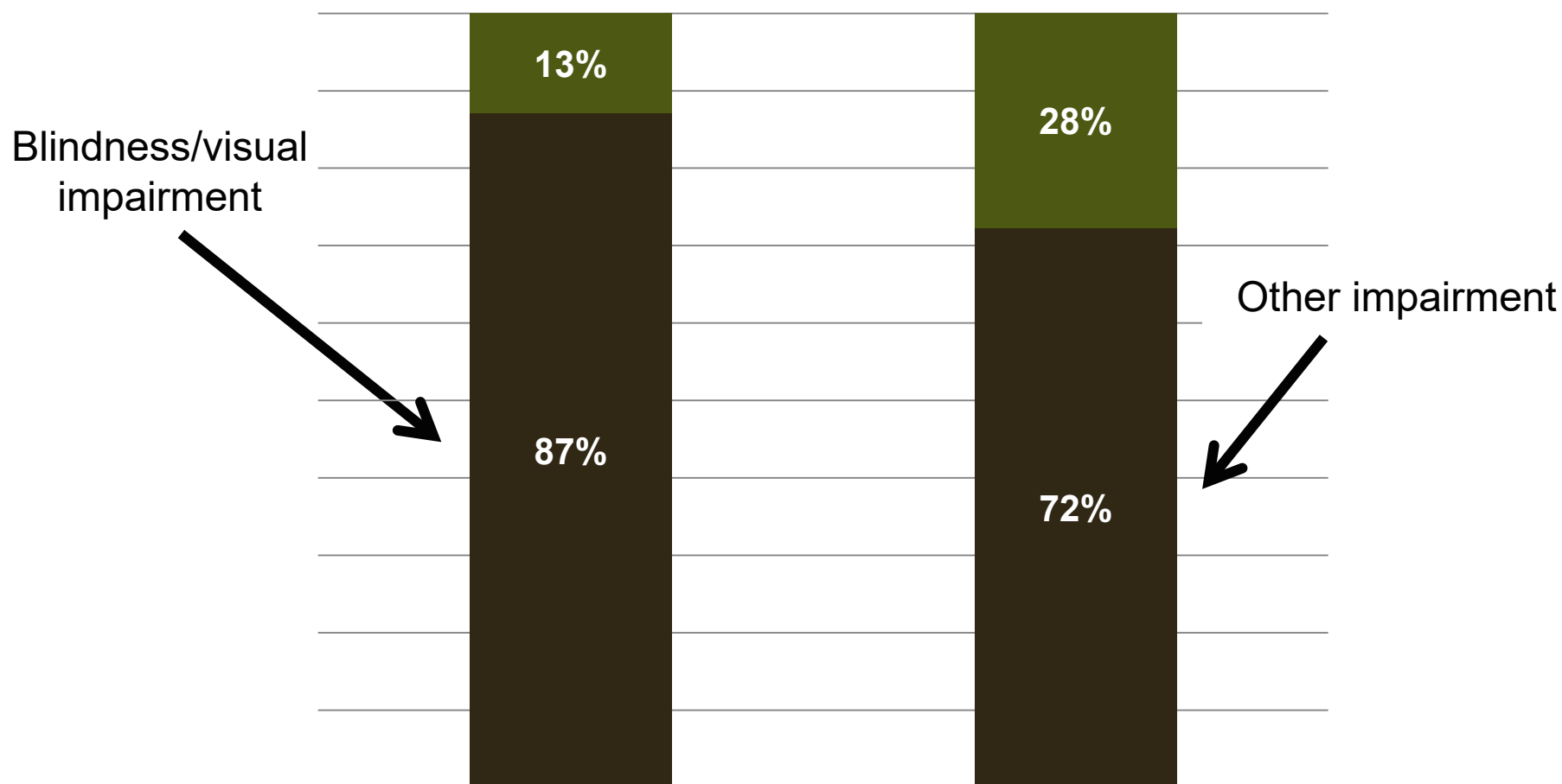


# Mode Selection by Age



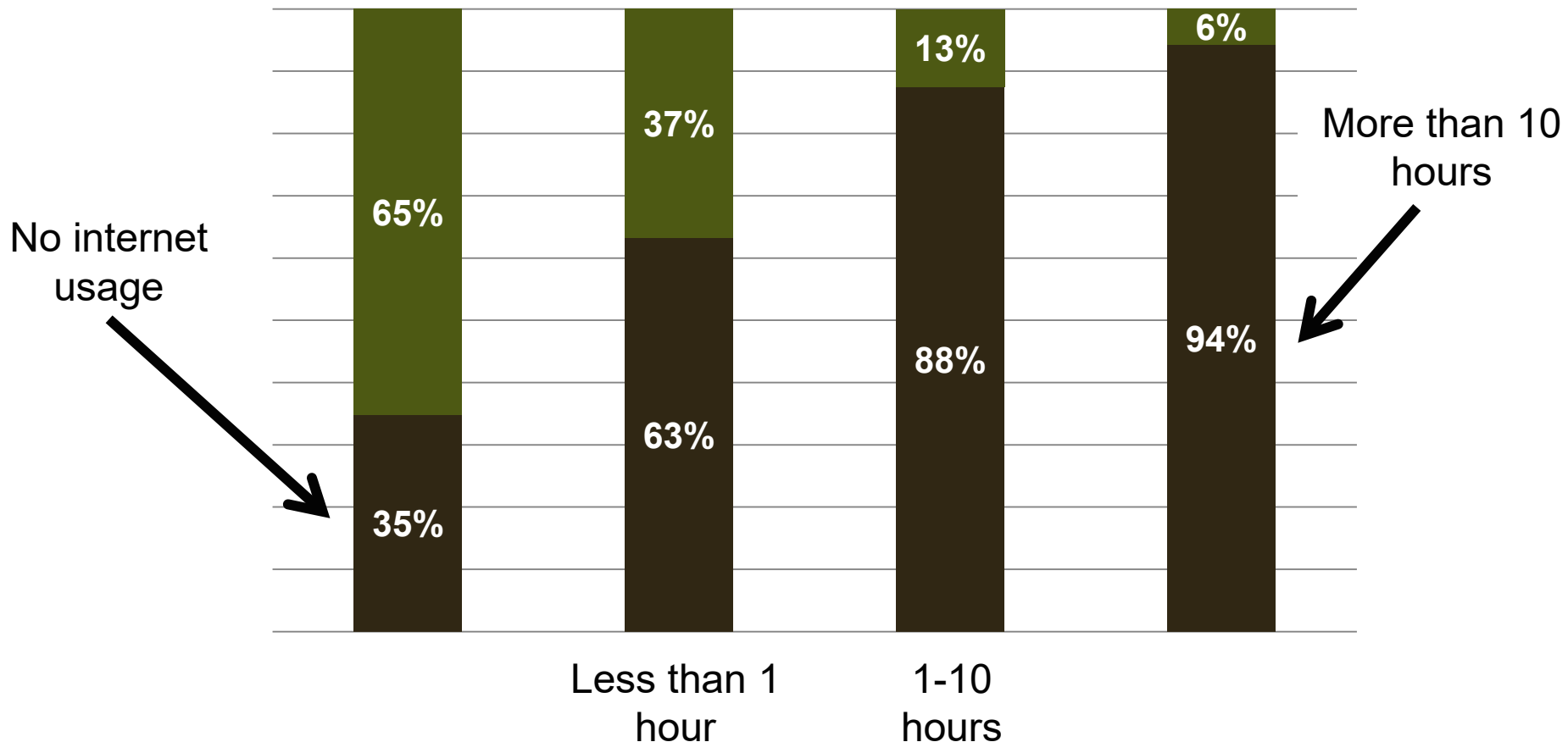


# Mode Selection by Primary Disability



# Mode Selection by Internet Usage

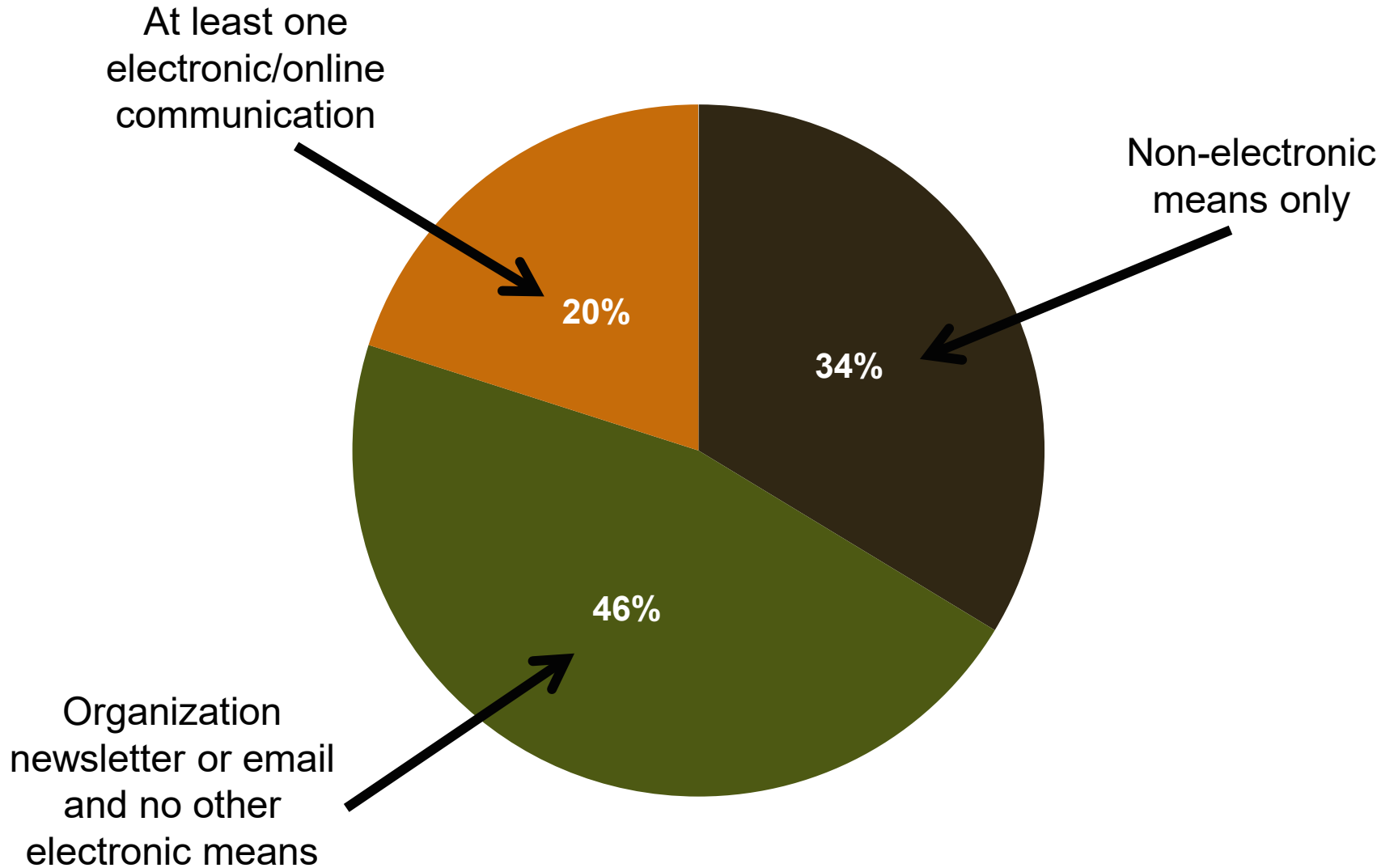
- Preference for web increases with increased internet usage during past week



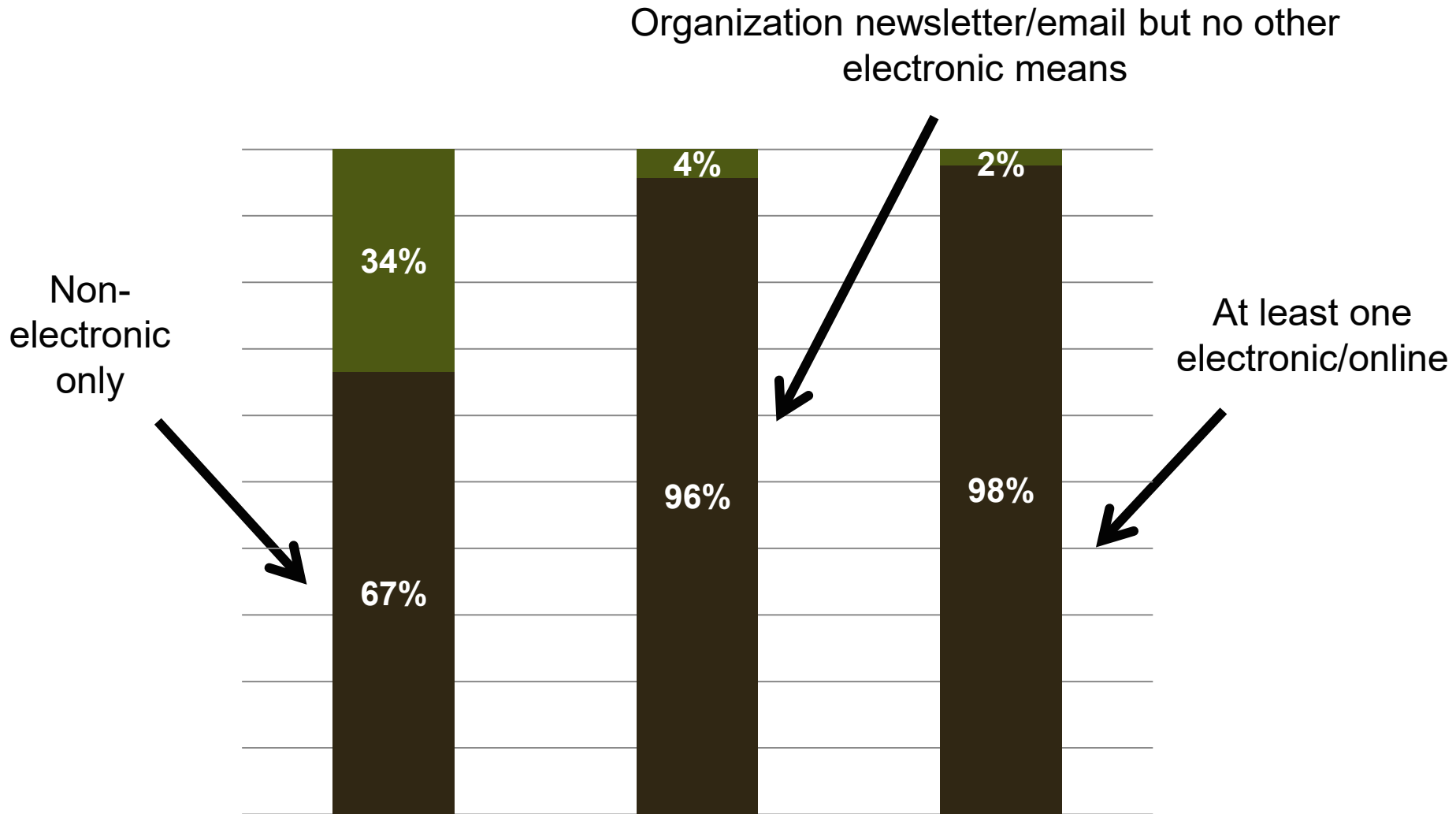
# Recruitment Strategies

- At least one form of electronic/online communication:
  - Organization's website or social media
  - Advertisement on Google
  - Friend/family member contact by email, Twitter, Facebook, or LinkedIn
- Newsletter/email from an organization (and no other electronic means)
- Non-electronic means only:
  - Letter in the mail,
  - Phone call/in-person contact from friend/family member,
  - Physician/service provider,
  - Some other source

# Recruitment Strategies



# Mode Selection by Recruitment Strategy



- New Jersey Commission for the Blind and Visually Impaired: 1997 & 2003 surveys
  - Mail, Telephone, Others (1997 only)
  - Telephone option improved response rate by 11% in 1997 and 5% in 2003
  - Additional modes did not increase response rate
  - Demographics:
    - *Vision less than 20/200 participated more by phone*
    - *Vision 20/60 to 20/200 participated more by mail*

Murray, P. (2007). A multi-mode approach for surveying visually impaired populations. In T. Kroll, D. Keer, P. Placek, J. Cyril, & G. Hendershot (Eds.) Towards best practices for surveying people with disabilities, vol. 1 (165-179). New York: Nova Science Publishers.

# Key Findings

- Both accessibility and convenience play into the decision of mode selection
- Preference for web versus phone varies significantly by age, disability type, and internet usage
- Offering both self-administered and interviewer-assisted modes can lead to increased response rates
- Respondents recruited by electronic and non-electronic means varied in terms of mode preference, indicating the need for both methods of recruitment

Ashley Schaad  
ICF International  
[ashley.schaad@icfi.com](mailto:ashley.schaad@icfi.com)  
910-436-1853



