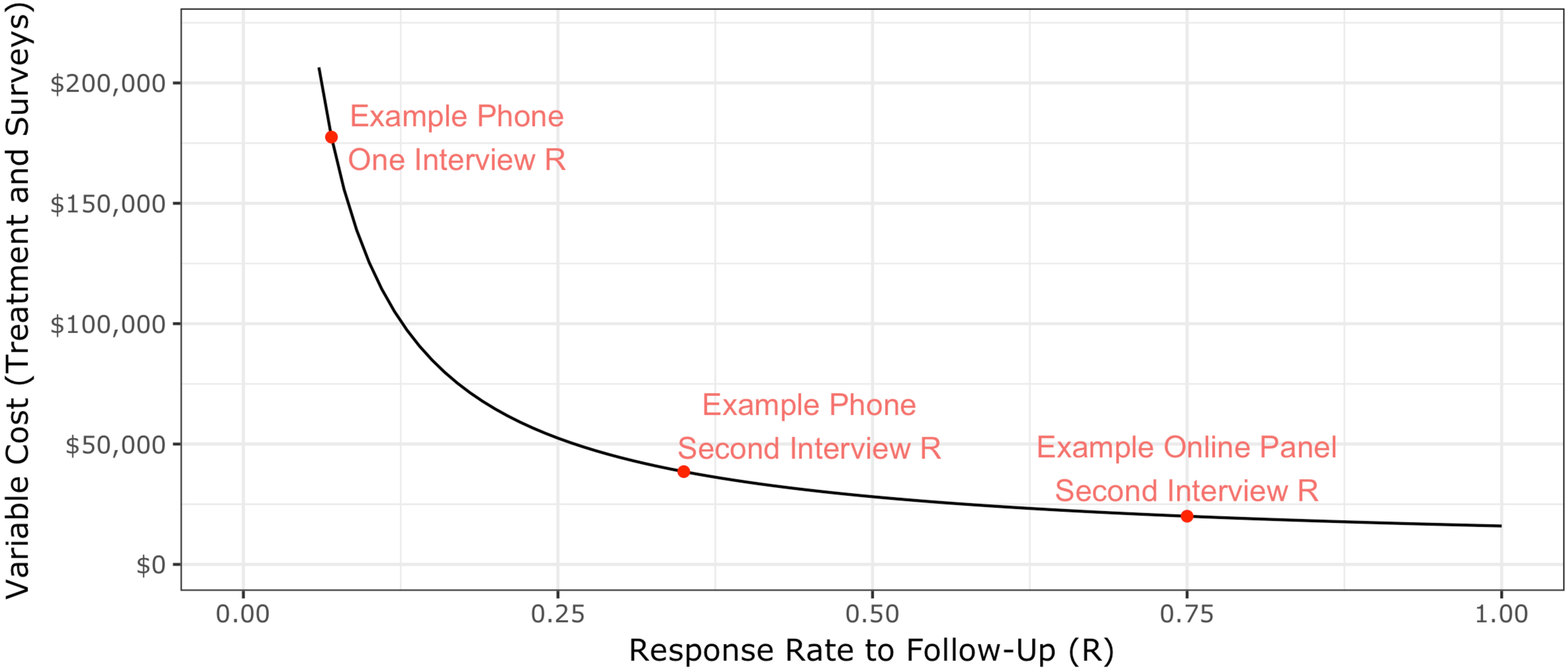
Variable Cost (Treatment and Surveys)
$200,000
$150,000
$100,000
$50,000
$0
Example Phone
One Interview R
Example Phone
Second Interview R
Example Online Panel
Second Interview R
0.00
0.25
0.50
0.75
1.00
Response Rate to Follow-Up (R)