Designing Surveys to Achieve Policy Change

Survey Methods Comparison Chart

Survey Method	Pros	Cons
Mail Survey	- Inexpensive - Respondents can answer at their own convenience - Respondent can give more detailed responses - May use visuals	- Can be time consuming for the respondent - Lower reponse rate - No way to provide clarification on questions - More time needed for data entry - Respondents can skip questions
In-person	- Higher response rate - Interviewer can clarify questions and probe for accurate answers - Good for longer or more complex questions	- Expensive - Time consuming - Interviewer bias
Telephone	- Higher response rate - Shorter data collection period - Good for large sampling frames	- Expensive - Interviewer bias - Cannot display visuals
Personal Digital Assistant (PDA)	- Inexpensive - Automatic data entry	- Interviewer bias - Use of technical equipment
Web Survey (e.g. Survey Monkey)	- Inexpensive - Automatic data entry - May be less time consuming for respondent - Easy to modify	- Lower response rate - Respondents tend to be younger - Difficult to track multiple responses by same individual or forwarded responses - Difficult to randomize

Sampling Method	Pros	Cons
Convenience Sample (Intercept Survey)	• Inexpensive • Convenient • Shorter data collection period	• Results **cannot** be generalized to broader target population • Results may be difficult to replicate
Random Sample	• Results **can** be generalized to broader target population	• Expensive • Time consuming • ALL members of target population must have a chance at being selected

Collection Method	Pros	Cons
Self-administered	• Respondent does not have to share information with interviewer • May use visuals	• Requires good reading and writing skills by respondents • Can be time consuming for respondent • May require more time to develop questionnaire
Interviewer-conducted	• Higher response rate • Interviewer can clarify questions and probe for accurate answers	• Time consuming • Interviewer bias