

## COMPARISON OF MAJOR SURVEY METHODS

Aspect of Survey	Mailed Questionnaires	Internet Surveys	Telephone Interviews	Face-to-Face (in home) Interviews	Group
<b><i>Administrative, Resource Factors</i></b>					
Cost	Low*	<b>Very Low</b>	Low/medium	High	Low
Length of data collection period	Long (10 weeks)	<b>Very Short/short (1-3 weeks)</b>	Short (2-4 weeks)	Medium/long (4-12 weeks)	Short
Geographic distribution of sample	May be wide	May be wide	May be wide	Must be clustered	Clustered
Staff needs	Low	Very Low	High	Very High	
<b><i>Questionnaire issues</i></b>					
Length of questionnaire	Short/medium (4-12 weeks)	Short (< 15 minutes)	Medium/long (15-35 minutes)	<b>Long (30-60 minutes)</b>	Short/medium
Complexity of Questionnaire	Must be simple	May be complex	<b>May be complex</b>	May be complex	Simple
Complexity of questions	Simple / moderate	Simple/moderate	Must be short and Simple	<b>May be complex</b>	Moderate
Control of question order	Poor	Poor/fair	Very good	Very good	Poor
Use of open-ended questions	Poor	Fair/good	Fair	<b>Fair</b>	Poor
Use of visual aids	Good	<b>Very good</b>	Usually not possible	<b>Very good</b>	Good
Use of household/personal records	<b>Very good</b>	Very good	Fair	Good	Poor
Rapport		Poor	Good	<b>Very good</b>	Good
Sensitive Topics	Good	Poor/fair	Fair/good	Fair	
Nonthreatening questions	Good	Good	Good	Good	Good
Require reading skills	Yes	Yes	No	No	Yes
<b><i>Data-Quality Issues</i></b>					
Sampling frame bias	Usually low	Low/high	Low (with RDD)	Low	Low
Response rate	Poor/good	Poor/good	Fair/good	Good/verygood	Very good
Response rate	Medium/high (favors more educated people)	Medium/high (favors more educated people)	Low	Low	Medium/high
Knowledge about refusals and noncontacts	Fair	Fair	Poor	Fair	Good

Control of response situation	Poor	Poor	Fair	<b>Good</b>	Fair
Quality of recorded response	Fair/good	Fair/good	<b>Very good</b>	<b>Very good</b>	Fair/good

\*Boldface indicates that the method has an advantage over one or all of the other methods in the specific

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