

Mail Surveys

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Characteristics

- Self administration
- Little motivation to return
- No changes can be made



Pretest

- Questionnaire testing
- Procedures testing
- Develop coding schema



Questions

- Open-ended/close-ended
- Clarity
 - Unambiguous
 - Mutually exclusive
 - Vocabulary
 - Literacy level



Instrument Format

- Skips
 - Graphics to aid flow
- Length
 - 10-12 pages maximum
- Formatting
 - 3-5 questions per page



Phase I

- **First Mailing**
 - Cover letter
 - Questionnaire
 - Identification number
 - Return envelope (postage paid)
 - Incentive if applicable



Phase II

- **Second Mailing**
 - Postcard (2 weeks after initial mailing)
 - Sent to entire sample

Phase III

- **Third Mailing**
 - Questionnaire remailed (2 weeks after postcard)
 - Letter urging participation

What Else?

- Incentives
 - Cash
 - Checks
 - Lotteries
- Phone prompts
- E-mail prompts
- Media campaigns



Control Desk

- Identification number
- Sample control
- Troubleshooting



Coding the Data

- **Codebook**
 - Instructions
 - Consistency
- **Data Entry**
 - Special Programs
 - SPSS, Microsoft Access



Conclusions

- **Advantages**
 - Low cost
 - Effective

