

# Setting Your Survey in Motion & Getting It Done

Prepared by:  
Ali Al-Baggal

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# Outline

- Mailing Survey
  - 4 basic survey procedure
  - Examples of letters
  - Comments on mail surveys
- Telephone Surveys
  - Reasons & advantages
  - Planning & procedure
  - Telephone interviewers
- Face-to-Face
  - Reason & advantages
  - Procedure
  - # of interviewers needed
- Drop-off Surveys
  - Advantages
  - Procedure & Comments
- Ethics

# Objective

- To explain how to carry out mails, telephones, face-to-face, and drop-off survey.
- To increase response rates so as it avoid non-response error.

# Mailing Survey

- Four basic survey procedure
  1. Advance notice letter: go to
    - The purpose to of the survey
    - Tell people that they will receive questionnaire.
  2. Letter & Questionnaire: go to
    - one week later
    - Questionnaires attached
  3. Follow up: go to
    - 4 – 8 days later
  4. Reminder : go to
    - 3 weeks later

# Mailing : Comments

- The more number of contact means higher response rate.
- The goal is to make well-timed contact
- Advance planning is required: list, questionnaire, letters.

# Telephone Survey

- **Reasons**

- You are hurry to get results
- You want better control
- Topic lends itself to discussion

- **Advantages**

- Quickly & inexpensive
- Accurate information

## Telephone survey: procedure

- Arrange for facility & equipments:
  - Central arrangement: one central location where interviewers and supervisors can work together.
- Prepare the survey materials:
  - Advance letter if name and address are available
  - Announce survey publicly if possible.
  - Preparing help sheets.( interviewing techniques)
- Choose and train the interviewers
- Schedule the interview

## Telephone interviewer instruction

- Know about survey.
- Keeping a log of all calls: cover page with questionnaire and plank paper in front of you.
- If you need help, excuse yourself and get a supervisor help.
- When you are done for the day
  - Check with supervisor impotent calls achieved
  - Do not take anything home with you.



# Face-to-face Survey

- Advance letter
- Interviewer name tag or business cards.
- Letter from survey director
- Manuals include general information about survey
- Instruction & guidance
- Questionnaire with cover page

## Basics of proper interviewing

- Read each question exactly
- Read slowly.
- Use standard feedback response, like “ Thank you” or “ I see”
- Repeat question if required.
- Save respondent time

## Some Basic of proper interviewing


- Read each question exactly as it written.
- Read slowly
- Use standard feedback phases
- Use standard cues or probes to get complete answer
- You must not direct toward the answer
- Your style is important like stressing in some words.
- Remember that respondent hear question first time.
- Clarify your question by repetition, definitions, or examples.
- Repeat the response that you have written down

# Drop-off Survey

- It defined as:
  - Questionnaires are personally delivered and then either collected or mail back
  - Sometimes require volunteers
  - It combine two features face-to-face and mailing surveys.
  - It require study area
  - Advance letter is better.
  - Incentives might be required
  - Explaining and collection addresses

## Ethics

- Respect any one who decide not participate
- Keep information confidential.



**TIME END**

## Return

Dear Mr. Seale:

Within the next few days, you will receive a request to complete a brief questionnaire. We are mailing it to an effort to learn how residents of Pima County feel about the use of alcohol in their community.

The survey is being conducted to better inform legislators, school authorities, and others who must make decisions related to alcohol consumption.

We would greatly appreciate your taking the few minutes necessary to complete and return your questionnaire.

Thank you in advance for your help.

Sincerely,

## Return

Dear Pima County Resident,

Enclosed please find a questionnaire that is being sent to a random sample of all county residents. It concerns issues related to alcohol use in our community. We would appreciate your help in addressing these issues.

Thank you for your time and attention.

Sincerely



## Return

Last week, a questionnaire seeking your opinions about alcohol use was mailed to you. Your name was drawn randomly from a list of all households in Pima County. If you have already completed and returned the questionnaire to us, please accept our sincere thanks. If not, please do so today. We are especially grateful for your help because we believe that your response will be very useful to policy makers and public officials.

If you did not receive a questionnaire, or if it was misplaced, please call us at 509/335-1511 and we will get another one in the mail to you today.

Sincerely,

## Return

Dear Mr. Seale:

About three weeks ago, we wrote to you seeking your opinions about issues related to alcohol use in Pima County. **As of today, we have not received your completed questionnaire.** We realize that you may not have had time to complete it. However, we would genuinely appreciate hearing from you.

The study is being conducted so that citizens like you can affect policies related to alcohol use. We are writing to you again because the study's usefulness depends on our receiving a questionnaire from each respondent your name was drawn through a scientific sampling process in which every registered voter in Pima County had an equal chance of being selected. In order for information from the study to be truly representative, it is essential that each person in the sample return their questionnaire.

In the event that your questionnaire has been misplaced, a replacement is enclosed. **We would be happy to answer any questions you have about the study.** Please write or call me collect at 509/355-1511.

Sincerely,