

Modes of administration for surveys

Online	
Pros	Cons
<ul style="list-style-type: none"> ● Respondents can take any time from any device ● Free or low cost software ● Flexible design including skip logic ● Minimal data entry ● Quick data collection process ● Can be anonymous ● Lower risk of social desirability bias 	<ul style="list-style-type: none"> ● Limited to online users ● No opportunity to clarify or gain detail ● High rate of non-completion

SMS	
Pros	Cons
<ul style="list-style-type: none"> ● Can use free web-based polling software if administering in person ● Convenient for cell phone users ● Minimal data entry ● Quick data collection process ● Can be anonymous ● Lower risk of social desirability bias 	<ul style="list-style-type: none"> ● Limited to cell phone users ● Requires SMS survey software if sent out to phone numbers ● Very few question types ● No opportunity to clarify or gain detail ● High rate of non-completion because questions sent one at a time

In-Person	
Pros	Cons
<ul style="list-style-type: none"> ● High response rate ● Many types of questions ● Moderate speed of data collection ● Opportunity to clarify or gain detail ● More likely to be completed in full 	<ul style="list-style-type: none"> ● Limited to people at that location ● May not be convenient for respondents ● Requires staff time for administration and data entry ● Lack of anonymity ● Higher risk of social desirability bias

Mail	
Pros	Cons
<ul style="list-style-type: none"> ● Can potentially reach all people in an area or draw a representative sample ● Many types of questions ● Can be anonymous ● Lower risk of social desirability bias ● More likely to be completed in full 	<ul style="list-style-type: none"> ● Lower response rate ● May not be convenient for many respondents ● Postage is costly ● Requires staff time for mailing and data entry ● Slower data collection process ● No opportunity to clarify or gain detail

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Phone	
Pros	Cons
<ul style="list-style-type: none">• Can potentially draw a representative sample• Moderate speed of data collection• Opportunity to clarify or gain detail• More likely to be completed in full	<ul style="list-style-type: none">• Questionable coverage due to cell phones and Do Not Call list• May not be convenient for many respondents• Fewer types of questions types• Often need to outsource administration and data entry• Lack of anonymity• Higher risk of social desirability bias