

Advantages and disadvantages of survey methods

Survey type	Advantages	Disadvantages
Mail	<ul style="list-style-type: none"> • Easy and cost efficient • No interviewer, respondents may be more willing to share information 	<ul style="list-style-type: none"> • Response rates are typically low • Not appropriate for low literacy audiences • No interviewer, respondents cannot be probed
Phone	<ul style="list-style-type: none"> • Large scale accessibility in many countries • Rapid data collection, particularly with the integration of CATI (computer assisted telephone interviewing) systems • Quality control • Anonymity • Flexibility 	<ul style="list-style-type: none"> • Lack of visual materials • Call screening is common • Limited open-end questions or time constraints due to more limited survey length • Wariness • Inattentiveness
Online	<ul style="list-style-type: none"> • Low costs • Automation and real-time access • Less time needed • Convenience for respondents • Design flexibility, surveys can be programmed even if they are very complex. • No interviewer, respondents may be more willing to share information 	<ul style="list-style-type: none"> • Limited sampling and respondent availability. • Possible cooperation problems • No interviewer, respondents cannot be probed
Face to Face	<ul style="list-style-type: none"> • Good response rates • Longer interviews more likely to be tolerated • Attitude can be observed 	<ul style="list-style-type: none"> • Expensive • Time-consuming • May produce a non-representative sample