<table>
<thead>
<tr>
<th>Survey type</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
</table>
| **Mail**    | • Easy and cost efficient  
              • No interviewer, respondents may be more willing to share information | • Response rates are typically low  
                                                                 • Not appropriate for low literacy audiences  
                                                                 • No interviewer, respondents cannot be probed |
| **Phone**   | • Large scale accessibility in many countries  
              • Rapid data collection, particularly with the integration of CATI (computer assisted telephone interviewing) systems  
              • Quality control  
              • Anonymity  
              • Flexibility | • Lack of visual materials  
                                                                 • Call screening is common  
                                                                 • Limited open-end questions or time constraints due to more limited survey length  
                                                                 • Wariness  
                                                                 • Inattentiveness |
| **Online**  | • 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 | • Limited sampling and respondent availability.  
                                                                 • Possible cooperation problems  
                                                                 • No interviewer, respondents cannot be probed |
| **Face to Face** | • Good response rates  
                      • Longer interviews more likely to be tolerated  
                      • Attitude can be observed | • Expensive  
                                                                 • Time-consuming  
                                                                 • May produce a non-representative sample |