

# Strengths and Weaknesses of Survey Modes

Survey Type	Strengths	Weaknesses
Internet surveys	Efficient to administer to a large number of participants Access to large number of individuals with common characteristics Survey can be individualized based on participant's responses	Initial expense for site Sample may not be representative Cannot control composition of the sample
Mail Surveys	Convenient and anonymous Nonthreatening to participants Easy to administer	Can be expensive Low response rate and nonresponse bias Unsure exactly who completes the survey
Telephone Surveys	Can be conducted from home or office Participants can stay at home or office	Time-consuming Potential for interviewer bias
In-Person Surveys	Efficient to administer with groups; 100% response rate; flexible (groups or individual interviews)	Time-consuming, with individual interviews; risk of interviewer bias