



Paper, Telephone and Web Survey Services

In the fields of education, health, transportation, business and more

Questionnaire development and existing survey reach

Survey layout and design

Psychometric assessments

Sampling and sampling design

Survey deployment

Results analysis and custom report preparation

Paper Surveys



Self-administered paper surveys are distributed in-person or by mail. Examples include satisfaction surveys distributed to conference attendees and questionnaires distributed to students in classrooms. Mail surveys can be sent to addressees meeting outlined criteria (e.g. person who most recently purchased a vehicle) or personally addressed (e.g. Ms. Susan Doe). Generally, mail surveys incorporate more than one attempt to reach the intended respondent. These may include pre-survey, reminder and thank you postcards as well as telephone calls and a second mailing of surveys to non-respondents.

Why the Voinovich School for paper surveys?

- The Voinovich School has the capacity to manage all aspects of survey administration, including developing the instrument, field testing questions, sampling, sampling design, data analysis and report preparation.
- Specialized software is used to design attractive, customized survey instruments in a range of formats, including pamphlets, mailers, etc.
- Voinovich School staff can assist with printing, mailing and obtaining appropriate address lists.
- Each survey is coded to allow for individual tracking, ensuring only non-respondents receive participation reminders.
- Completed surveys are scanned electronically, eliminating the input errors caused by hand-entry.
- All identifying information is stored on a secure server to ensure confidentiality.

Paper Survey Features

Self-administered paper surveys can be mailed to reach a widely dispersed group of potential respondents, or distributed by hand to target only those participating in a specific program or event. When mailed, they are automatically forwarded to the most current available address or returned as non-deliverable. This allows for better tracking of the survey sample and more accurate calculation of the response rate. Paper surveys also provide the opportunity for open-ended questions and give respondents the option to answer questions at a time of their choosing.

Telephone Surveys



Telephone surveys utilize a Computerized Assisted Telephone Interviewing (CATI) system to randomly select telephone numbers from a list created specifically for each survey. The system calls a number, and when answered, a trained interviewer conducts the survey. Generally, telephone surveys contact households or businesses and focus on geographic regions and/or specific populations. Telephone surveys tend to be short – no more than 5 to 10 minutes and are run in affiliation with the OU Scripps Survey Research Center; www.ohio.edu/surveycenter/.

Why the Voinovich School for telephone surveys?

- The Voinovich School has the capacity to manage all aspects of survey administration, including developing the instrument, field testing questions, sampling, sampling design, data analysis and report preparation.
- Voinovich School staff have the training and experience necessary to translate written surveys into telephone surveys and to create appropriate sub-samples (e.g. ensuring that a survey of 500 women includes 100 residents from each of five counties).
- Targeted telephone lists can be obtained and prepared in-house.
- The Voinovich School has conducted telephone surveys on a wide variety of issues, including health, education, business, and transportation.
- All identifying information is stored on a secure server to ensure confidentiality.

Telephone Survey Features

A primary benefit of telephone surveying is rapid results. For example, a 500 respondent telephone survey can generally be conducted in a week, whereas mail surveys typically last a minimum of 6 weeks from the first mailing date. Telephone surveys can effectively reach members of the general population spread over a wide geographic region as well as extremely targeted groups, such as individuals who belong to a specific organization. Telephone surveys can also be designed to include follow-up questions that vary based upon the answers received, allowing each survey to be tailored to the individual respondent.

Web Surveys



Web surveys send an e-mail to all potential respondents with information about the project and a link to the survey instrument. The survey questions are prepared and presented as a series of web pages. Web surveys generally target a specific audience, for example teachers in a specific school district. Respondents complete the survey by choosing from a list of potential answers or by typing a response. Web surveys can easily be designed to ask different follow-up questions depending on responses.

Why the Voinovich School for web surveys?

- ✦ The Voinovich School has the capacity to manage all aspects of survey administration, including developing the instrument, field testing questions, sampling, sampling design, data analysis and report preparation.
- ✦ Voinovich School staff have experience with designing attractive, user-friendly web surveys and can consult on appropriate question development.
- ✦ Targeted email lists can be provided by the client or developed in-house.
- ✦ Each survey is coded to allow for individual tracking, ensuring only non-respondents receive participation reminders.
- ✦ All identifying information is stored on a secure server to ensure confidentiality.

Web Survey Features

For audiences who regularly open e-mail such as business or government employees and teachers, web surveys are one of the best options available. Web surveys can be deployed very rapidly and can be relatively inexpensive because there are no postal or printing/supply costs, phone charges or interviewer costs. Multiple invitations to complete the survey can be sent to non respondents at no additional cost. Furthermore, Web surveys allow for daily review of the response database, and while all data will have to be screened and checked, daily preliminary analysis of the data is possible.

The Voinovich School of Leadership and Public Affairs builds on the scholarship of Ohio University, engaging students, faculty, and professional staff to help make a difference in Appalachian Ohio and the state. The School uses multidisciplinary project teams to help business, nonprofit & government partners in three core areas: strengthening Public Service and Leadership, promoting sustainable Energy and the Environment, and growing Entrepreneurship and Competitiveness in the region. In each of these three areas, the Voinovich School helps manage degree programs and has an established track record in conducting applied research and providing services that address the demonstrated needs of the region and state. www.voinovichschool.ohio.edu