



## Mailing / Scanning

Mail projects represent one of the earliest ways of conducting survey research – and with good reason. Just about everyone lives someplace, and typically that “someplace” can be reached by the U.S. mail. The resulting sample was (and still is) more representative than any other. The difficulties with mail projects are the usual enemies of those in need of actionable data – cost and time.

Mailing for research purposes, however, is undergoing resurgence – based on its innate ability to reach virtually every household, including those missed by internet surveys or the growing lack of coverage of RDD. Address-Based Sampling (ABS) has quickly become a staple of researchers looking to enhance survey representation. The stark difference between typical phone respondents and those reached via mail is shown below from some recent surveys – providing greatly enhanced representation of younger, minority or low income respondents, along with those who are cell-only.

Race		White	Hispanic	AA	Other
RDD / Listed Frame	Outbound Phone	84%	6.3%	5.4%	4.4%
Mail Generated	Web	71%	8.3%	10.7%	10.0%
	Inbound	57%	10.6%	27.6%	5.1%

Income		\$50k or less	Over \$50k
RDD / Listed Frame	Outbound Phone	52.8%	47.2%
Mail Generated	Web	66.5%	33.5%
	Inbound	90.6%	9.4%

Respondent Age		18-29	30-49	50-64	65+
RDD / Listed Frame	Outbound Phone	6.3%	22.6%	33.7%	37.4%
Mail Generated	Web	28.6%	43.8%	21.7%	6.0%
	Inbound	12.3%	31.8%	30.0%	25.9%

Mail alerted respondents can be driven to the web or interviewed via inbound calls, reducing the turnaround time generally associated with mail studies. STR’s **Mail to CATI** system utilizes state-of-the-art document scanning, OCR/OMR, and quality control procedures to quickly process returned mail surveys and incorporate them immediately with web and phone interviews on multi-mode projects. As a result, all modes of interviewing are compiled simultaneously, further reducing both cost and turnaround time. Efficient management and technological advances allow mailing efforts to remain a vital resource in the data collection toolbox available to researchers.

For more information regarding Mailing/Scanning or any of our capabilities contact Meg Ryan at [mryan@strcenter.com](mailto:mryan@strcenter.com) or 484.240.4824.

*Reach The Right People...*

