

Handout One: How to Administer Questionnaires

Note: Before electronic surveys, this was called the Total Design Method or TDM. With the onset of e-surveys, Dillman revised his guidelines so that methods varied—were tailored—according to the mode of distribution and adjusted the name to Tailored Design Method (also TDM).

Mail procedure

- Day 1: Pre-notification: letter to respondents to expect a questionnaire
- Day 5: USPS questionnaire with stamped return envelope + \$2
- Day 18: USPS replacement questionnaire with cover letter to non-respondents (thank-you postcard to respondents)
- Day 32: FedEx final replacement questionnaire and cover letter to non-respondents (thank-you postcard to respondents)

Email procedure 1

- Day 1: Pre-notification: Email to respondents before sending questionnaire
- Day 7: Email with link to questionnaire
- Day 11: Emailed reminder with URL link
- Day 15: Email *and USPS mail* questionnaire to non-respondents
- Day 25: Email reminder to non-respondents

Email procedure 2

- Day 1: Surface mail with URL, access code, and \$2 incentive
- Day 5: Email follow-up with link to questionnaire
- Day 7: Thank-you postcard to respondents
- Day 13: FedEx to non-respondents with URL
- Day 17: Email follow-up with link

Sources: Brashears, T. Low expense, high return: A bimodal methodology for Internet Survey implementation. Web document:

<http://www.depts.ttu.edu/aged/research/brashearssurveyabstract.pdf>,

Don A. Dillman, Washington State University. The Evaluators' Institute, January, 2010, and Dillman, Smythe, Christian. Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method. Third Edition. Hoboken: Wiley, 2009