



Postal fieldwork services

Centralized and international

Scope

For postal mail interviewing, 1WR disposes of bulk post accounts which provide expeditions and T responses worldwide. Special packages are also used for product samples, so they are distributed with precaution.

Advantages of postal surveys include:

- Low cost especially for multiple waves
- Longer surveys possible (respondents complete questionnaire at their own pace)
- Product samples dispatching

Showcase: International postal panel

Background

Specific parts of the project are retained to protect confidentiality. This project followed-up usage and attitudes (U&A) for consumer personal care, fabric care and home care categories internationally: US, UK, France, Germany, Italy, Spain, Brazil, Mexico, and Argentina.

Sampling and methodology

Questionnaires were long and there were budgetary constraints. Some socio-categories in some countries were not highly literate. A postal panel was considered. Recruiting was done randomly through various techniques. For poor literate socio-categories, specific face to face interviewing was planned. Four waves a year originally based on 500 panellists per country. Each panellist (self-completed or face to face modes) indicated various brand and product preferences as well as general and specific category usage and attitudes.

Project duration

10 weeks per wave (1 week preparation, 8 week fielding).

Quality

Controls consisted of specific pre-recruited participants conducted by telephone and participants self-completed returned interviews.

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Source: <http://www.1wr.net/field/postal.php>

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