

TITLE: Driver Questionnaire Response Rate and Response Bias as a Function of Contact Strategy

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PROJECT OBJECTIVE:

To determine the optimum procedure for mailing questionnaires to drivers.

SUMMARY:

Questionnaires were mailed to drivers under a variety of strategies .. such as type of delivery, number of contacts, type of letterhead, type of questions, and degree of anonymity. The results indicated that driver research questionnaires should be mailed as normal delivery on official departmental letterheads, using business reply envelopes and follow-up reminder letters. The best combination of strategies resulted in a response rate of 78%, compared to a rate of 44% for the poorest *strategy*.

IMPLEMENTATION STATUS OF FINDINGS AND RECOMMENDATIONS:

In numerous subsequent studies involving questionnaire contact, the Research and Development Section has incorporated the mailing strategies found to be most effective.

SUPPLEMENTARY INFORMATION:

None available.