

## How an Advance Postcard Mailing with Unique QR Code Enhanced Response to a Mail Survey.

There are times when a special tactic can achieve results that are beyond what is expected. This occurred in a community mail survey we deployed, the subject of which was crime and policing.

Of course, response can be driven by subject matter, in this case an important community topic, as well as the sample frame, community members. However, the added twist of offering an online response option was accepted by our client, and we are all glad we did.

The methodology called for an advance alert mailing, in the form of a standard postcard, advising sample members that they would soon receive a survey by mail. We had the idea in this advance postcard of including a unique QR code, one which permitted us to identify any person choosing to respond online. Prior to sending the mail survey, we received almost 175 online responses, saving the cost of mailing to those who had already responded! Keep in mind that we were going to do the advance mailing anyway, so those online responses not only saved some money but may have brought in participants that would not have responded by mail.

The key to making this work is creating the unique, dynamic QR code. Again, this code contained embedded ID information that allowed us to know the sample members who had responded online. Although this takes a bit of extra time and effort, the end result was impressive and worth it.

Contact Mike Zeman at Readex for more information.  
[mzeman@readexresearch.com](mailto:mzeman@readexresearch.com) 651.439.8297