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## Survey Data Collection – Fundamentals

### What I need to be concerned about, think about and plan for

- I. What is the target population? Who do I want to learn about?
- II. Do I need a probability sample or can I use a non-probability sample?
  - A. What does it imply if I use a non-probability sample?
- III. What sample frames exist?
  - A. Are there lists of the population? Can I get access to these lists?
  - B. If there are lists, are they current? accurate? biased?
  - C. If no lists, what can I use to try to access the population?
- IV. How should I sample from the frame?
  - A. Is a simple random sample OK?
  - B. Do I need a complex sample (strata, clusters or other devices)?
  - C. What happens if I need to have a complex sample?
- V. What size sample do I need?
- VI. What mode can be used for the survey? (telephone, mail, web, computer, face-to-face)
  - A. What do I gain and lose with choice of a mode?
- VII. What is a response rate and should I be concerned about it?
- VIII. What questions do I want to ask on my survey?
  - A. What do I need to know?
  - B. How do I decide what to ask?
  - C. What makes a question good or bad?
  - D. What if questions are sensitive?

#### References:

Sampling Essentials – Practical Guidelines for making Sampling Choices, Johnnie Daniel, 2012, Sage Publications.

Improving Survey Questions – Design and Evaluation, Floyd J. Fowler Jr., 1995, Sage Publications.

Survey Research Methods, Floyd J. Fowler Jr., 2002, Sage Publications.

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