

Summary

- A sample design is a definite plan for obtaining a sample from a given population
- A sample design may also lay down the number of items to be included in the sample
- If our goals or objectives of the survey are unclear, the results will probably be unclear
- A Frame should be comprehensive, correct, reliable and appropriate. It is extremely important for the frame to be as representative of the population as possible
- One has to decide, what kind of people to interview and how many people we need to interview
- A questionnaire consists of number of questions printed or typed in a definite order on a form or set of forms
- Quite often questionnaire is considered as the heart of a survey operation. Hence, it should be very carefully constructed
- Most popular method of collection of information are:
 - Mailed questionnaire
 - Interview method
- A Pre-test is to test a questionnaire with a small number of interviews before conducting your main interviews
- Analyze Data to Look for Patterns and Trends—Populations are estimated; means, modes, medians, t-values and r-values are calculated; graphs, tables, or maps are analyzed for patterns; data are compared to standards
- A completed survey will always provide us a note of causation and a lesson for designing the future surveys

