

# Survey Research

- Define your population of interest and determine your sampling procedure.
- Define the research questions: What exactly do you want to know?
- Will you administer the survey instrument using a written, questionnaire format or an interview format?
- Will you administer the survey instrument in groups, individually either face-to-face or via telephone, or through a mailing?
- Questions may be closed-ended with a limited set of response alternatives, or open-ended.
- Make sure you avoid questions that ask two different things ("double-barreled"), and questions that "lead" people to respond in a certain way.
- Ask important questions first; demographic information such as age, gender, or household income should usually be obtained last.