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.