



EYPC E-Docs Survey Methodology

Survey Methodology

Survey Population

Suggested survey populations might be:

- o Everyone in our community
- o Students and staff at your school
- o Citizens at your park
- o Renters and homeowners in your neighborhoods
- o People at shopping malls or grocery stores
- o Attendees at a community event related to your policy
- o Friends and family members

Types of Sampling

1. Which sampling type will you use? _____
 - **Random sampling** occurs when each person in your population has an equal chance of inclusion in the sample, such as selecting the first 50 people's names out of a hat, jar, or bowl.
 - **Systematic sampling** occurs when your sample is selected by every Nth number, such as every 5th house in your neighborhood or every 5th person in a meeting or classroom.
 - **Convenience sampling** occurs when your sample comprises of people easily available to you, such as peers, family, or those at a target location, such as a park, store, or community event.

Survey Type

1. Which type(s) of survey will you use? _____
 - **Face-to-face surveys** give you the opportunity to speak directly with survey respondents.
 - **Printed surveys** give you the opportunity distribute surveys and collect at a later time.
 - **Online surveys** give you the opportunity to create and analyze a survey online and distribute the survey through email, a website, or a newsletter.

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Survey Creation

- Guidelines:
 - Keep your survey short: 5-10 questions, or 2-3 minutes to complete.
 - Objectivity: avoid questions that might suggest a preferred response.
 - Example: “Don’t you agree that young people shouldn’t smoke marijuana?”
 - Consider “neutral” responses.
 - Example: “neither agree nor disagree”.
 - Also use: “I don’t know”, “Unsure”, “Not applicable”, or skipping a question as responses.
 - Question types:
 - **Yes/no questions** allow participants to take a stance on their o. You may also offer the option to select “unsure”, “do not know”, and “not applicable”.
 - **Multiple-choice questions** allow respondents to select one response option for the question.
 - **Multiple-selection questions** allow respondents to select more than one response option for the question. You may see “check all that apply” following the question to indicate the permission of multiple responses.
 - **Rank-order questions** allow participants to rank each response option from 1 to the lowest response option number.
 - **Likert scale questions** allow participants to rank their response on a scale. You provide each answer choice.
 - **Open-ended questions** allow participants to give an answer that is not provided. These questions are more difficult to analyze because you read through each respondent’s answer and find patterns within and among responses.

Write out some of your ideas for survey questions to ask:

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