

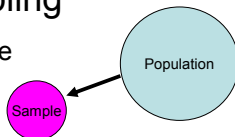
Survey Research

Three Components

- Sampling
- Question wording
- Administration

Sampling

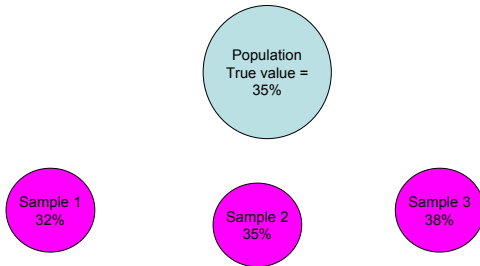
- Representative sample



- Size of sample determines accuracy

Number	Sampling Error
200	+/- 7.2%
600	+/- 4.1%
800	+/- 3.6%
1000	+/- 3.2%
2000	+/- 2.2%

Sample size = 1000
Sampling error = 3.2 percentage points



Gallup Poll

- "These results are based on telephone interviews with a randomly selected national sample of 1,003 adults, aged 18 years and older, conducted Jan. 6-8, 2006. For results based on this sample, one can say with 95% confidence that the maximum error attributable to sampling and other random effects is ± 3 percentage points. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls."

Range

- Samuel Alito: support 49%, oppose 30%, no opinion 21%
- Sample support Alito = 49% +/- 3%
- Sample oppose Alito = 30% +/- 3%

True Change in Opinion Over Time

- Bush approval rating in Gallup polls
 - Jan 6, 43%
 - Dec. 16, 41%
 - Dec. 9, 42%
 - Nov. 17, 38%

Adjustments to Random Sampling

- Stratifying
- Clustering
- Multistage
- Each adjustment changes sampling error
- Weighting of cases

Sampling Types that Don't Work

- Quotas
- Voluntary
- Haphazard
- Sampling from lists

Question Wording

- Unbiased questions
- Understandable to all respondents
- Socially desirable/undesirable answers
- Respondent fatigue

Biased Question

- In the upcoming election, will you vote for President Bush or John Kerry?

Biased Question

- Do you approve or disapprove of President Bush's plan to privatize Social Security?

Biased Question

- Do you feel that the U.S. government should begin more favorable trade policies with Communist China?

Biased Question

- Some people say that the U.S. government spends too much money on the poor. Do you agree or disagree?

Misperceived Question

- Do you believe the Electoral College will influence the outcome of this year's election?

Misperceived Question

- Do you approve or disapprove of President Bush's farm policy?

Misperceived Question

- Do you agree or disagree that there is no situation in which the FBI is not justified in breaking laws in order to protect our national security?

Misperceived Question

- Have you taken any bunny courses here at the University of Arizona?

Ambiguous Question

- How many courses did you take last year at the University of Arizona?

- Did you vote in the last election?

Ambiguous Questions

- What was your income last year?

Socially Acceptable Answers

- Did you vote in this November's election?

Socially Undesirable Answers

- How often do you drink alcoholic beverages in an average week: never, once or twice a week, three or four times a week, five or more times a week?

Reluctant Answers

- How much money did you personally earn in 2008?

Question Formats

- Closed-ended
 - “Which of the following issues was the most important for your vote decision today?”
 - A) The economy
 - B) Iraq war
 - C) Health care
- Open-ended
 - “What do you believe is the most important issue facing the U.S. today?”
 - Coding

Question Ordering

Administration: Formats

Administration: Interviewing

Summary

- Three parts to survey research
 - Sampling
 - Question Wording
 - Administration
- Surveys
 - Time bound
 - Average American opinion
