

WHO
WHERE
WHEN
WHY
HOW

Sample questionnaire must be **REPRESENTATIVE** of the **TOTAL POPULATION** from which the sample is drawn.

Sample can be:-
PRAGMATIC /
CONVENIENCE
RANDOM
SYSTEMATIC
STRATIFIED – age, sex, socio-economic

SAMPLE SIZE

The larger the sample is the closer it is to the total population and the more representative it is. However if the sample is too large the benefits gained are outweighed by the drawbacks costs in time and money 30 should be minimum for a large sample.

NEEDS

Consistency
Interviewers need training, practice and dummy runs.
Pilot survey to test questions and interviewers.

QUESTIONNAIRES IN GEOGRAPHICAL INVESTIGATIONS

FALSE ANSWERS

People may lie or try to please the interviewer.
No leading questions should be used.

QUESTIONS AND QUESTIONNAIRE DESIGN

Must have the aims of the investigation in mind
What data is needed?
Closed or open questions or mixture?
Logical sequence to questions.
Personal questions last.

WHERE / WHEN

Depends on the topic and may need more than one visit.
Time of day may influence the sample size and structure.
Time of year and /or weather may influence sample size and structure.

HOW

- Face to face - street or home
- Post
- On-line
- Phone

Depends on the topic and the data needed.
Any sample should be anonymous and confidential.