REL MIDWEST
Regional Educational Laboratory
at American Institutes for Research

Handout 3. Survey Sampling Planning Tool

Research Question:

Constructs:

Dimensions:

Sample Procedure Design

1) What is the target population you are interested in gathering information from in your survey (be specific)?

2) What is your sampling frame? Are you looking for a census of respondents? Are there certain subgroups that relate to your research questions (rural teachers, teachers receiving mentoring)?

Sampling Design

3) What is your sample size and what return rate do you need to make your data representative? Consider your anticipated response rate and ability to implement the survey to a large population. (For more details, see the resources at the end of the handout.)

4) Are subgroups of the population of particular interest in your research question? If so, will you oversample from these subgroups? How will you account for the subgroups in the final analysis (e.g., statistical weighting, analysis of subgroups independently)?

Survey Administration and Return Brainstorm

5) Draft an introduction to your survey. Pay attention to your approach. Is it clear that you are not conducting an evaluation? Did you tell respondents the purpose of the survey in general terms? Have you told respondents why they should complete the survey?

Additional Resources

Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Thousand Oaks, CA: SAGE. http://a.co/d/go3Kujo

Survey Monkey sample size calculator—User-friendly way to figure how large a sample you may need. It is suggested you use 95 percent confidence interval and 5 percent margin of error: https://bit.ly/2ADEcUA

PowerUp!—A technical guide using minimum detectable effect size to help determine the sample size needed, accessed through Excel worksheets: https://www.causalevaluation.org/power-analysis.html

Institute of Education Sciences (IES) handbook on samples, sampling design, and clustering: https://bit.ly/2JsCdF9

IES National Center for Education Evaluation and Regional Assistance technical evaluation models and plans: https://bit.ly/2D3vNvg

John Hopkins Bloomberg School of Public Health overview—Sampling design: https://bit.ly/2SzYsNJ