



How to Conduct Your Own Survey

Priscilla Salant, Don A. Dillman

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A nuts-and-bolts guide to conducting your own professional-quality surveys without paying professional fees. How can you gauge public support for a cause or test the market for a product or service? What are the best methods for validating opinions for use in a paper or dissertation? A well-documented survey is the answer. But what if you don't have thousands of dollars to commission one? No problem. *How to Conduct Your Own Survey* gives you everything you need to do it yourself! Without any prior training, you can learn expert techniques for conducting accurate, low-cost surveys. In step-by-step, down-to-earth language, Priscilla Salant and Don A. Dillman give you the tools you need to:

- * Determine which type of survey is best for you
- * Estimate the cost of your survey
- * Conduct mail, telephone, and face-to-face surveys
- * Draw accurate samples
- * Write effective questionnaires
- * Compile and report results
- * Avoid common survey errors
- * Find reliable outside assistance
- * And much more

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