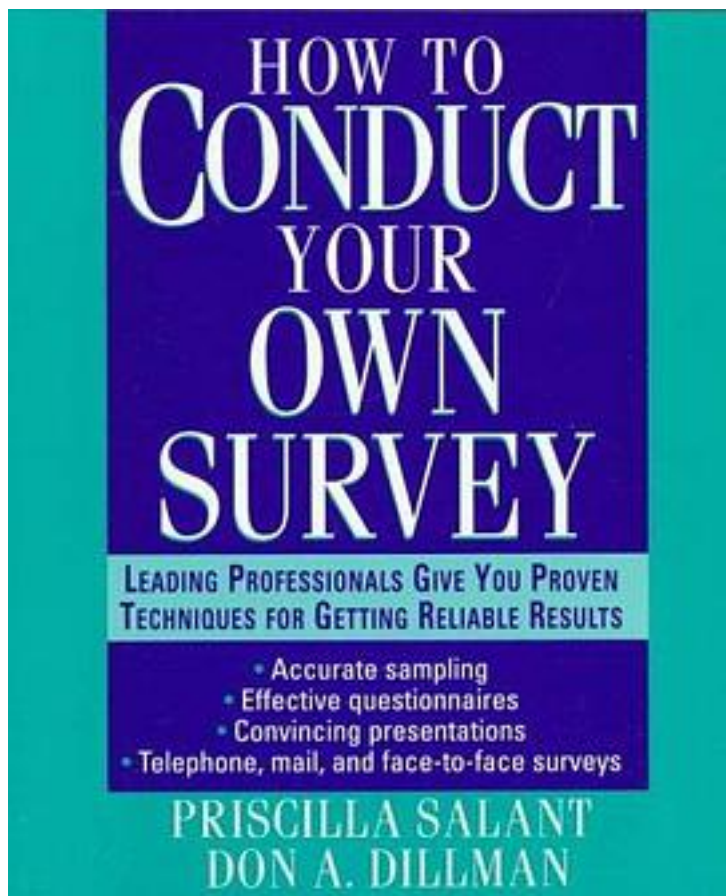


# How to Conduct Your Own Survey



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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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