CONTENTS

Figures, Tables, Exhibits, and Worksheets  vii
Preface  xi
The Authors  xv

PART ONE: DEVELOPING AND ADMINISTERING QUESTIONNAIRES  1

1  An Overview of the Sample Survey Process  3
2  Designing Effective Questionnaires: Basic Guidelines  36
3  Developing Survey Questions  59
4  Using Focus Groups in the Survey Research Process  80

PART TWO: ENSURING SCIENTIFIC ACCURACY  97

5  Descriptive Statistics: Measures of Central Tendency and Dispersion  99
6  The Theoretical Basis of Sampling  135
7  Confidence Intervals and Basic Hypothesis Testing  146
8 Determining the Sample Size  163
9 Selecting and Obtaining a Representative Sample  177

PART THREE: PRESENTING AND ANALYZING SURVEY RESULTS  201

10 Analyzing Cross-Tabulated Data  203
11 Testing the Difference between Means  235
12 Regression and Correlation  261
13 Preparing an Effective Final Report  292

Resource A: Table of Areas of a Standard Normal Distribution  305
Resource B: Glossary  311
Bibliography  321
Index  325
Figures

5.1 The Normal Curve  123
5.2 Distribution with Positive Skew   125
5.3 Distribution with Negative Skew  125
5.4 Histogram  129
6.1 Area under the Normal Curve  137
6.2 Proportionate Areas under the Normal Curve for Military Weights  138
6.3 Standardized Proportionate Areas under the Normal Curve: An Example  139
6.4 Distribution of Sample Means  142
6.5 Hypothetical Normal Distributions for Sample Means Compared to Raw Data  143
6.6 Properties of Normal Curves Applied to Hypothetical Distribution of Sample Mean Weights  144
7.1 Dual-Direction Research Question (Two-Tail Test at 95 Percent Confidence Level)  155
7.2 Single-Direction Research Question (One-Tail Test at 95 Percent Confidence Level)  156
8.1 Determining Sample Size  175
11.1 ANOVA Table for Public Works Employees  249
12.1 Rehabilitation Subsidy/Property Value Increase Analysis  262
12.2 Scatter Plot and Regression Line  263
12.3 Violent Crimes and Population  265
12.4 Prior Convictions and Sentence Length  266
12.5 ANOVA Table for Regression Line of Subsidy and Value Increases  269
13.1 Favor or Oppose Building Seawater Desalination Facilities  300
13.2 Rating of Police Response to Emergency and Nonemergency Calls  300
13.3 Mean Satisfaction Ratings for Various Features of Bus Service  301
13.4 Frequency of Sprinkler Adjustment by Households with an Automatically Controlled Sprinkler System  302

Tables

2.1 Ways in Which City Government Can Serve Community Needs  57
5.1 Political Leaning  100
5.2 Rating of Local Library Facilities  102
5.3 Number of Children per Household in Mt. Pilot, South Dakota  103
5.4 Consultants’ Hourly Fees Paid by Cities in Pennsylvania  104
5.5 Travel Time to Work in Jersey City, New Jersey  107
5.6 Police Nonemergency Response Times  110
5.7 Willingness to Spend for Street and Highway Beautification  127
5.8 Impression of Effect on Montgomery City Government on Business  131
6.1 Distribution of 100 Hypothetical Sample Mean Weights  142
8.1 Minimum Sample Sizes for Variables Expressed as Proportions  169
8.2 Minimum Sample Sizes for Selected Small Populations  171
9.1 Proportionate Sample Representation for a Hypothetical Ethnic Distribution  186
9.2 Population of Davis Planning Areas  188
9.3 Outdoor Recreation Facilities Used Most Often by Davis Residents, by Planning Area  190
10.1 Number of Years as a Customer of the Richmond Water District  205
10.2 Number of Years as a Customer of the Richmond Water District, by Area of Residence 205
10.3 Number of Years as a Customer of the Richmond Water District, by Area of Residence: Male Respondents 207
10.4 Opinion Concerning Capital Punishment by Political Party 212
10.5 Value of Physical Therapy, by Age of Respondent 218
10.6 Political Orientation of Teachers in the Santa Rosa School District, by Gender 221
10.7 Educational Level, by Socioeconomic Status 228
10.8 Most Frequently Used Mode of Transportation to Work, by Subarea 232
11.1 Promotional Examination Score, by Department Affiliation 236
13.1 Statistically Significant Differences for Various Potential Uses of Recycled Water 303

Exhibits

2.1 Mail-Out Introduction 40
2.2 Telephone Introduction 41
2.3 In-Person Introduction 41
2.4 Series of Questions Demonstrating Sensitizing of Respondents 45
2.5 Filter or Screening Questions 48
2.6 Screening Used to Disqualify Respondents 48
4.1 Sample Focus Group Confirmation E-Mail 89
4.2 Structured Format for a Focus Group Discussion 91
5.1 Salaries of Employees of a Small, Private Business 126
7.1 Values of Calculated $Z$ Scores to Determine Significance (according to Research Hypothesis Direction) 157
7.2 Critical Values of the $t$ Distribution 159
9.1 Sample Sizes and Weights for the City of Davis Planning Areas 189
9.2 Sample Sizes and Weights for Stratified Sample for Table 9.1 191
10.1 Critical Values of the Chi-Square Distribution 215
10.2 Interpretation of Calculated Cramér’s $V$, Phi, and Lambda Measures of Association 219
10.3 Interpretation of Calculated Gamma 229
11.1 Table of $F$-Statistics, $P = .05$ 251
11.2 Table of $F$-Statistics, $P = .01$ 252
11.3 Studentized Range ($q$) Distribution 254
12.1 Choosing the Appropriate Statistical Test or Measure  290
13.1 Example of a Cover Page  293

Worksheets

5.1 Determination of Median  104
5.2 Calculation of Mean Number of Children, Mt. Pilot, South Dakota  107
5.3 Calculation of Mean Travel Time to Work in Jersey City, New Jersey  108
5.4 Calculation of Standard Deviation for Individual Case Data  112
5.5 Calculation of Standard Deviation for a Frequency Distribution with Single-Value Categories  113
5.6 Calculation of Standard Deviations for Table 5.6  114
9.1 Calculation of Weighted Citywide Total for Outdoor Recreation Facilities Used Most Often  191
10.1 Chi-Square Matrix ($n = 500$)  213
11.1 Public Works Employees’ Earnings  247
12.1 Calculation of Regression Line  264
12.2 Residual Sum of Squares  268