

# DIN SPEC 91368:2017-12 (E)

## Samples for scientific surveys in market, opinion and social research - Quality criteria and documentation requirements

---

<b>Contents</b>		<b>Page</b>
Foreword .....		4
Introduction .....		5
1	Scope .....	6
2	Normative references .....	6
3	Terms and definitions .....	6
4	General quality criteria and documentation requirements for scientific surveys .....	9
4.1	General .....	9
4.2	Definition of the target population .....	9
4.3	Sampling frame .....	9
4.4	Sample selection and size .....	9
4.5	Modalities of contact with the respondents .....	10
4.6	Augmenting the sampling frame with external data .....	10
4.7	Sample structure .....	10
4.7.1	General .....	10
4.7.2	Gross/net sample .....	10
4.7.3	Descriptive frequency analyses .....	11
4.7.4	Effectiveness .....	11
4.7.5	Gini coefficient .....	12
4.8	Weighting .....	12
4.9	Use of incentives .....	12
4.10	Compliance with professional regulations .....	13
4.11	General documentation requirements .....	13
5	Specific quality criteria and documentation requirements for individual selection methods .....	14
5.1	General .....	14
5.2	Random samples .....	14
5.2.1	General .....	14
5.2.2	Sampling frame: areas .....	14
5.2.3	List selections .....	14
5.2.4	Registration office samples .....	15
5.2.5	Customer addresses .....	15
5.2.6	Selection of the target individual in the household .....	15
5.3	Quota sampling .....	15
5.4	Access panels .....	16
5.5	Other selection methods .....	16
5.6	Documentation requirements for the individual selection methods .....	16
6	Specific quality criteria and documentation requirements of individual collection modes .....	16
6.1	General .....	16
6.2	Face-to-face surveys .....	17
6.2.1	General .....	17
6.2.2	Address random .....	17
6.2.3	Random route .....	17
6.2.4	Deployment and monitoring of interviewers .....	17
6.3	Telephone surveys .....	18

6.4	Written and postal surveys .....	18
6.5	Online surveys .....	18
6.6	Mixed (multi) mode surveys .....	18
6.7	Documentation requirements for the individual collection modes .....	19
7	Specific quality criteria and documentation requirements for surveys of particular target groups .....	20
7.1	General .....	20
7.2	General population surveys .....	20
7.3	Surveys of specific population groups .....	20
7.4	Surveys of children and young people .....	20
7.5	Surveys of people with specific disabilities .....	20
7.6	Surveys at companies, institutions etc .....	21
	Bibliography .....	22