

DIN SPEC 91368:2017-12 (E)

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

Contents		Page
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