

# DIN SPEC 91368:2022-10 (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 .....		6
1	Scope .....	7
2	Normative references .....	7
3	Terms and definitions .....	7
4	General quality criteria for samples of surveys .....	10
4.1	General .....	10
4.2	Definition of the target population .....	10
4.3	Selection base .....	10
4.4	Sample selection and size .....	11
4.5	Modalities of contact with the interviewees .....	11
4.6	Augmenting the selection base with external data .....	11
4.7	Sample structure .....	11
4.7.1	General .....	11
4.7.2	Key data for sample realization .....	12
4.7.3	Descriptive frequency analyses .....	12
4.7.4	Effectiveness .....	13
4.8	Weighting .....	13
4.9	Use of incentives .....	13
4.10	Compliance with professional regulations .....	14
4.11	General documentation requirements .....	14
5	Quality criteria for individual selection methods .....	15
5.1	General .....	15
5.2	Random samples .....	15
5.3	Selection of the target individual in the household .....	15
5.4	Quota sampling .....	15
5.5	Selection bases .....	16
5.5.1	General .....	16
5.5.2	Area/region units .....	16
5.5.3	Lists and directories .....	16
5.5.4	Registration office samples .....	16
5.5.5	Customer addresses .....	17
5.6	Selection bases for specific "non-probability" samples .....	17
5.6.1	Access panels .....	17
5.6.2	River sampling .....	17
5.6.3	Snowball method .....	17
5.6.4	Selection of extreme or "typical" cases .....	17
5.7	Documentation requirements for the individual selection methods .....	18
5.7.1	General .....	18
5.7.2	Random samples .....	18
5.7.3	Quota sampling .....	18
5.7.4	Access panel .....	18
5.7.5	River sampling .....	18
5.7.6	Snowball method .....	18

<b>6</b>	<b>Quality criteria for individual selection methods .....</b>	<b>18</b>
6.1	General .....	18
6.2	Random samples .....	19
6.2.1	Address random .....	19
6.2.2	Random route .....	19
6.2.3	Telephone random sampling .....	19
6.3	Quota sample .....	19
6.4	Deployment and monitoring of interviewers in face-to-face and telephone surveys .....	19
6.5	Written and postal surveys .....	20
6.6	Online surveys .....	20
6.7	Mixed (multi) mode surveys .....	21
6.8	Documentation requirements for the individual selection modes .....	21
6.8.1	General .....	21
6.8.2	Face-to-face/telephone surveys .....	21
6.8.3	Written and postal surveys .....	21
6.8.4	Online surveys .....	21
6.8.5	River sampling .....	22
6.8.6	Snowball method .....	22
6.8.7	Mixed (multi) mode surveys .....	22
<b>7</b>	<b>Quality criteria for surveys of particular target groups .....</b>	<b>22</b>
7.1	General .....	22
7.2	General population surveys .....	22
7.3	Surveys of specific population groups .....	22
7.4	Surveys of minors .....	23
7.5	Surveys of people with specific disabilities .....	23
7.6	Surveys at companies, institutions, etc .....	23
<b>8</b>	<b>Generalizability or extrapolability of survey results .....</b>	<b>24</b>
	<b>Bibliography .....</b>	<b>25</b>