

Part 3

AN INTRODUCTION TO SAMPLE SURVEY DESIGN/EXECUTION

- **Importance of design.**
- **Non-sample errors.**
- **Frame imperfections.**
- **Non-response:**
 - **Non-contacts;**
 - **Refusals.**
- **The measuring process:**
 - **Questionnaire design;**
 - **Interviewing.**

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1995-04-20

†Video material to be shown in class