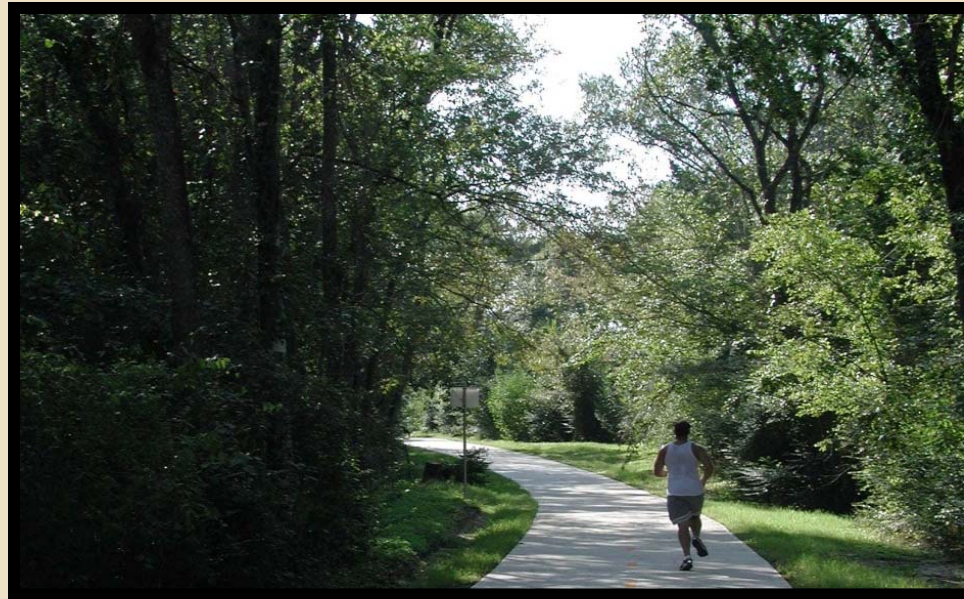


# Surveys

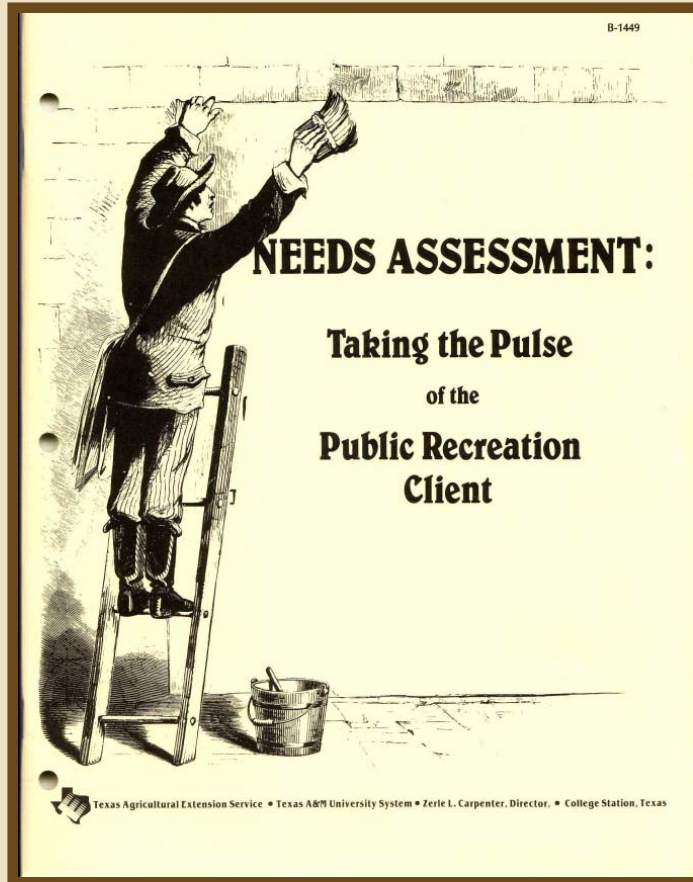
## Few Key Things to Consider



Jamie Rae Walker, Assistant Professor and Extension Specialist  
Texas AgriLife Extension, Texas A&M University System

NEDS 2010

# On-Line Surveys are Popular



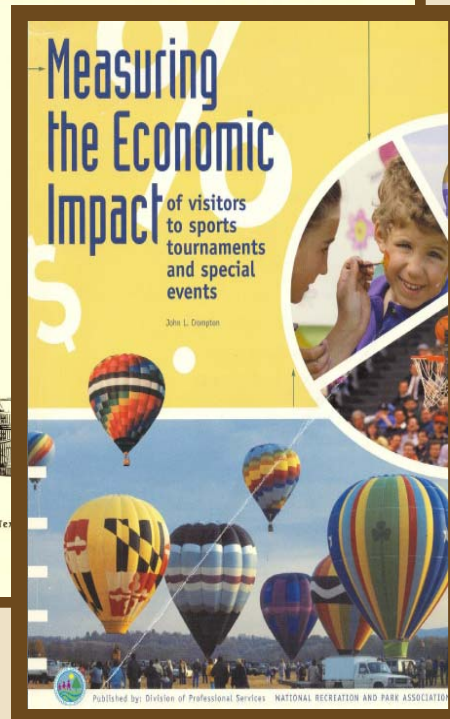
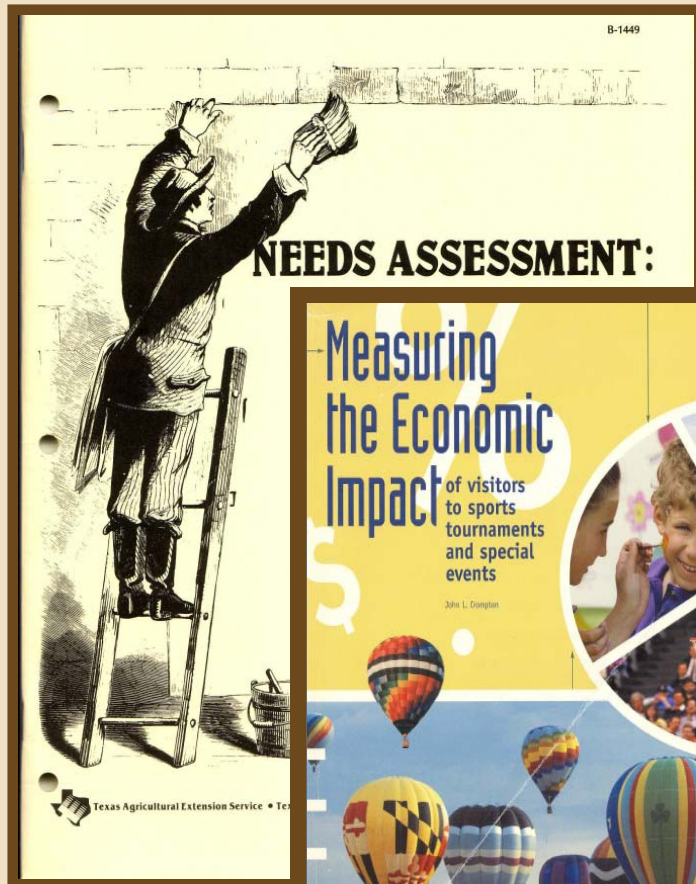
- Need to follow distribution standards.
- Cheap! No paper and No Data entry
- Who fills them out?
- Who is left out?

# People do not like Government



- Wording is VERY important.
- Question selection can set people off.
- Maybe someone else (a friend's group should send it).

# No Money – Going In House



- “Another job on the list”
- Time consuming.
- Do I know what I am doing?
- Use your learning resources \*\*
- Follow a schedule \*\*

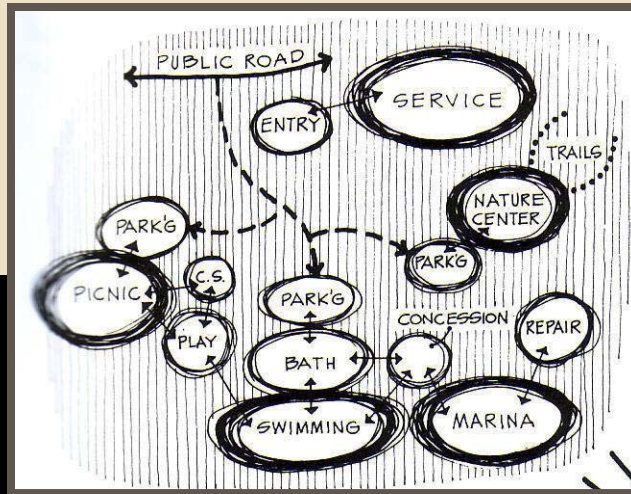
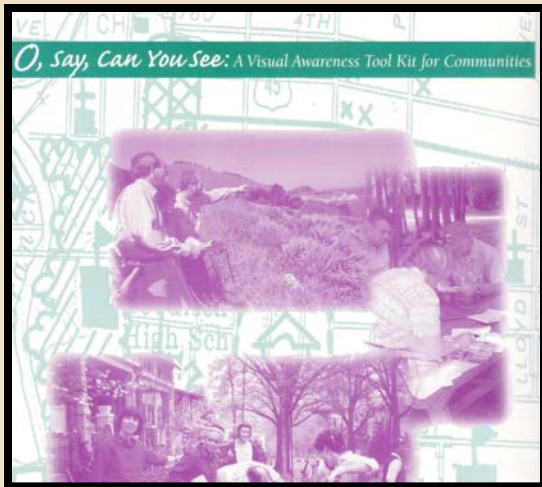


# You do not have a budget– Can't make changes or address issues



- Focus on things you can do
  - Communication
  - Safety
  - Web needs
  - Where to market/educate

# Need More than Survey Data



# The Living Room Interview is Popular

- In depth
- Meaningful
- Builds relationship
- Not generalizable
- Extensive data to analyze



# Counting and Intercept Data is Needed



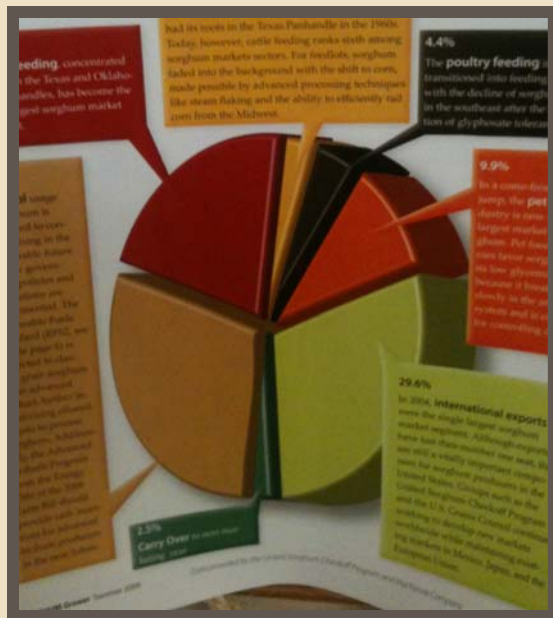


# Response Rates are Low



- Stick at it
- Build relationships
- Use multiple methods
- Do not settle for too low of a response rate

# Did not get the data we expected



- Make sure to ask the right questions
- Be careful when designing the project or contract
- Follow a schedule
- Test, Test, and Test
  - collection, entry, analysis

# Is the Data Meaningful?



- Did we tweak the science too much?
- Did we make too many concessions?
- Can we use it? How?

# In a Nutshell



Surveying is not something you learn overnight

While Key Factors in Surveying are somewhat consistent, it is important to stay abreast of recent issues, concerns, and breakthroughs

Plan, plan, and plan.  
Read, read, and read.  
Ask, ask, and ask.



# Questions

**For more  
information or for  
a copy of this  
presentation  
please contact**

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