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Part 1:

• What research questions (i.e., research topics) do you want to answer by developing and implementing this survey?

If we have almost unlimited resources, we would like to ask adults in London about renting (paying for) accommodations to live under the impact of COVID-19. We chose this topic because our group members spent half a year finding a residence to live in due to the update of the COVID-19 policy. In addition, the changes in the London government's policy for the coronavirus also influenced quite a few people to find somewhere to live, they probably face similar situations as we experienced.

Furthermore, we believe adults of different statuses might have distinct considerations on decisions about how to pick an accommodation, and we also think this choice was probably different from the one before the existence of COVID-19. Moreover, we believe various distinct aspects could be investigated for this topic. For example, their preferred furniture, neighborhoods, residential districts, or type of residences, etc.

• What type of survey design will you use (e.g., random, stratified, etc.)? Why?

• Which professionals will you need to connect or work with to design and/or implement your survey?

We plan to use the stratified sampling method. Because stratifying samples can improve efficiency and reduce variation of results. To implement our survey, we will need to connect and contact the housing companies (or rental agencies) to get contact information of adults who have registered in

these corporations in 2021, because a person providing contact information to housing corporations this year means he or she has demands on seeking accommodations to live in during the period facing COVID-19. It is a more convenient and faster method for us to determine the target population and sampling population for our study. From this list of adults, we will divide them into different strata by status: 1. University/College students, 2. people who have stable jobs, 3. people who do not have jobs, and 4. retired people. In addition, we think adults from diverse statuses might have various ideas for the questions we investigate and they probably face distinct demands on seeking residences. Furthermore, usually, the majority of students at universities or colleges come from off-London, they might not know the city deeply. People who are new to London perhaps have perspectives on the city other than the resident population in London. Thus, stratifying them based on status will decrease the variation of results in the investigation, and our estimates will be more precise.

• **How will you administer your survey?**

- Describe in detail your target population, sampling frame, sampling population, sampling unit, observation unit, primary sampling units, and secondary sampling units (last two - if needed).

Target population: People who registered their contact information in the housing corporations this year.

Sampling frame: People who are living in London presently.

Sampling population: People who provided their contact information to the housing corporations in London this year.

Sampling units: an adult from the list of people who provided their contact information to the housing corporations in London this year.

Observation units: Questionnaire answered by the adult from the list of people who provided their contact information to the housing corporations in London this year.

- Online, telephone, in-person? Other?

We will choose to provide the questionnaire to those adults by sending emails online. Because contrasting to taking surveys by telephone and in-person, the rate of response of taking online is much higher than those methods. Additionally, our samples will not be stressed out if we implement the survey online instead of through telephone or in-person. What's more, the majority often mute their telephone or ignore answering the call from an unknown number. Therefore, taking questionnaires online could probably increase the motivation of the people to answer the questions.

• Are you concerned about non-response in your survey? How will you try to prevent this?

Non-response is difficult to avoid during the process of survey design. To prevent non-response in our survey, we decide to notify each of our samples by sending emails with attractive email subjects, so that we can attract their attention and raise the interests of those adults to respond to our questionnaire.

Moreover, we will ask those housing corporations to send our target adults emails, so that they will likely respond to the survey because of professionals. Furthermore, the interest and motive force of those adults will perhaps be raised, if we provide a bonus after they answer the survey, such as a lucky prize draw.

Part 2:

Create a questionnaire for your survey that will help you answer your research topics.

Question 1

The reason for you leaving your house seeking information from a housing company in London is _____.

- A. Find a place to live
- B. Real estate investment
- C. Prefer not to say
- D. Other reason

(please write here)_____.

Question 2

If you successfully find suitable accommodations, how long are you planning to live at this accommodation?

- A. Less than 1 year
- B. 1 to 3 years
- C. More than 5 years
- D. For the whole life (maybe)

Question 3

Which factor below do you think might influence your time for living at some accommodation? (pick the one you think most important)

- A. Neighbor

- B. Environmental Sanitation
- C. Cultural Environment
- D. Based on Your Living Habit

Question 4

What factors will you consider when seeking a house?

- A. Distance from workplace or school
- B. Room layout
- C. Rent price
- D. security
- E. Convenient transportation
- F. Cultural atmosphere
- G. Surrounding environment
- H. Public facilities (supermarkets, hospitals, etc.)

Question 5

If your new house or apartment does not have any furniture, WITHOUT which one would make you feel most miserable? (At most pick two of choices)

- A. Bed
- B .Curtain
- C. Dinner Table
- D. Light
- E. Television

F. Refrigerator

G. Microwave Oven

H. Desk Chair & Desk

Question 6

Do you think COVID-19 influenced your answer to the previous questions? (Just imagine you receive this questionnaire before COVID-19 happens, will you make the same choice as now?)

A. Influence

B. Not influence

Question 7 (Based on question 6)

If you pick the “influence” option in question 6, could you please show some examples telling that COVID-19 has changed your mind on some decisions related to house seeking already?

Provide a summary explaining your reasoning for the questions (e.g., question order, type, etc.).

We made up a questionnaire in this order because, firstly, our main concern is about the reason why people would leave their message for contact at the housing company, and what kind of house they are looking for. So the first question is asking about the reason, we try to conclude why these people are currently seeking a house, how many percent of them face problems while looking for housing.

Then, in the second part of the questionnaire, we would ask the question of how long they plan to stay in accommodation they find. And also, ask about the factors they think would affect time staying in the same place. This will help us analyze the relationship between living time and house seeking

difficulty and also the external factors (which I mean the factor cannot be controlled by themselves, like your neighbor) people would like to consider when looking for a place to live.

Furthermore, the third part question is about internal factors (which I mean the factor people can pick and alter by themselves), such as environment, house outlook, furniture, etc.

Finally, the last part will ask people if they think their answer changed due to COVID-19, and remind them to think of the situation before COVID-19 happens, do they still have the same problem while looking for housing. And this part compares the similarity and differences in choices people make, to reflect how COVID-19 influences renting and how deeply it affects it.

Part 3:

• Have you made assumptions regarding certain diversity factors? Are these based on empirical evidence?

We assume there would exist certain diversity factors in our survey study. For example, even though we want to investigate how adults in London consider choosing residences for living under the impact of COVID-19. However, some people from the registered contact list of housing companies would probably not have any demand on living in, their aim might be real estate investment instead. Therefore, those real estate investors likely have different considerations on the conditions for seeking accommodations than people who need to find somewhere to live.

Moreover, to compete in housing marketing, some staff who work for housing agencies might pretend to be customers to ask for corresponding information from peers in other housing companies. Thus, those staff might be included in the list of contact information provided by housing corporations. Furthermore, the time of living in the target residences would be different between different demands or plans of people.

Hence, to prevent the influences by those diversity factors, in our questionnaire we would at first add questions to ask why they leave contact information in housing companies and the reason for seeking a house, then we design the options with “For living”, “For real estate investment” and “Other reasons prefer not to say” to divide our samples. After that we will ask them about how long they plan to use the accommodations, the options are “For short term (under 1 year)”, “For long term (over 1 year but not forever)”, and “For the whole life”.

• How will your research questions and the subsequent findings from your study apply to the needs or experiences of various groups? Who benefits from the findings and/or product developed? Have you considered which populations may experience significant unintended impacts (positive or negative) because of the planned research?

We hope that our findings will help housing companies or rental agents to have a more comprehensive and systematic understanding of the residence demands of adults during the epidemic period so that to avoid useless efforts and wasted resources, they can more conveniently develop residential resources and provide people with the accommodation options that customers have demands on. As a result, since there is a chance that the housing slump will be reversed, the housing market might probably experience positive impacts from our research findings.

• What is your position relative to the context of the research problem or the subjects themselves? What biases related to identities, privileges, and power imbalances could impact the study? How will they be mitigated?

Relative to the context of the research problem, we set our position as the customers who have demands on seeking accommodations. Because our group members had experienced finding residences due to the change of epidemic policy during the summer holiday this year. What's more, there does exist some bias in our study. For example, some people might forget their demands to choose residence; some people probably had already found somewhere to live and they do not have requirements anymore; other people might have different factors than epidemic to influence the change of demands on seeking housing. Furthermore, those peer housing agents staff whom we discussed above might provide fake responses when they are asked for the reason of leaving contact information in housing companies, even though we offered an option with "Other reasons prefer not to say" for them. This is because some of

them will feel embarrassed if their strategy is exposed. To mitigate these biases that may have impacted the study, we plan to offer a questionnaire that all participants can be anonymous. Therefore, our participants probably provide real responses to us.

- **How will you ensure that the research participants reflect the diversity categories that are included in the research design?**

In our research, different aspects can indicate people's requirements for housing choices. In other words, people might consider where is suitable to live by various aspects: preferred furniture, neighborhoods, residential districts, or type of residences, etc. If we only focus on limited choices of seeking housing, the response of our participants may not be comprehensive, then our research results would not be feasible and persuasive. Hence, we design those different requests of choosing accommodations as the options in our questionnaire to ensure including the diversity categories.

- **How will inclusivity be integrated into dissemination?**

Since this is a research study that is facing the entire group of adults who live in London, we believe we can cover different groups of adults as comprehensively as possible from the whole society in London no matter if people are from minority groups or not. Thus, we can guarantee that our study is inclusive for every group or area of adults.

Part 4:

Now suppose that you no longer have “almost” unlimited resources. Is your survey still feasible?

What changes (if any) to your survey design are necessary to implement it?

If we no longer have “almost” unlimited resources, our survey will not be feasible anymore.

Because in this case, we may not get the list of contact information for our target population from the housing companies, and seeking others’ personal information would not be ethical because it may cause information leakage. Moreover, the range of sampling frames of our present study is extremely wide, which means it is difficult to investigate a problem for the entire group of adults in a big city without unlimited resources. To implement our research with limited resources, we may narrow the range and no longer face the whole adult group in London, but reset the target population in Western University instead. We might change our question into investigating how students in Western University consider the choice of housing under the impact of the COVID-19 epidemic in London.