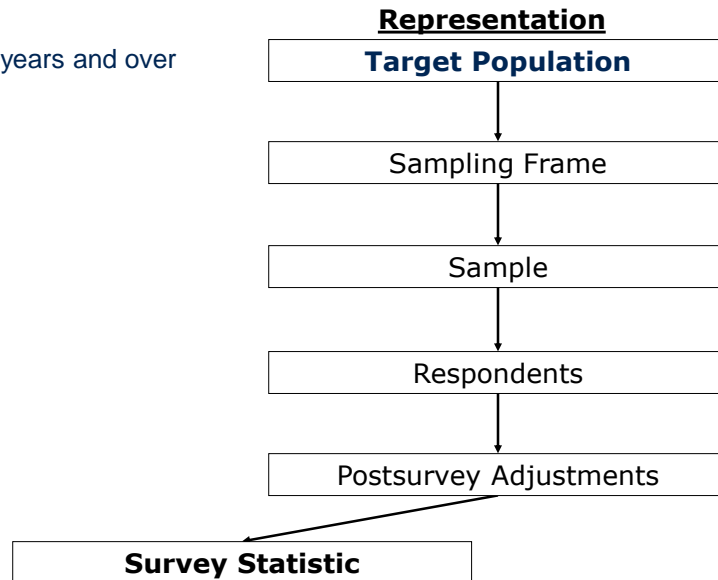


Survey Lifecycle from a Design Perspective

U.S. HH population, 12 years and over



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Target Population

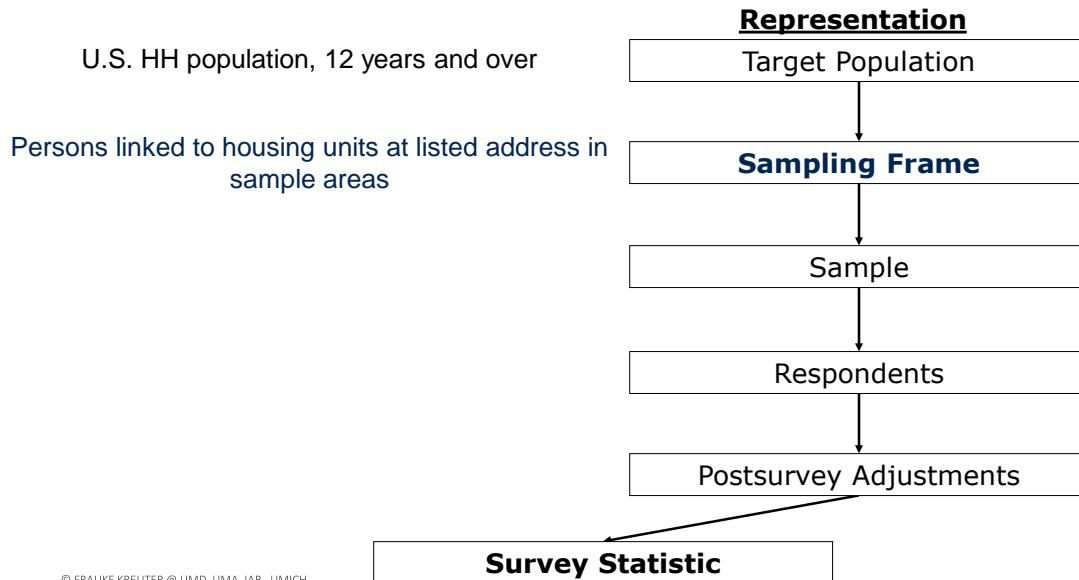
Set of units to be studied

Often abstractly defined so that there are several ways to operationalize set

Examples: adults in the United States; U.S. household population in 2013

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Survey Lifecycle from a Design Perspective



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Sampling Frame

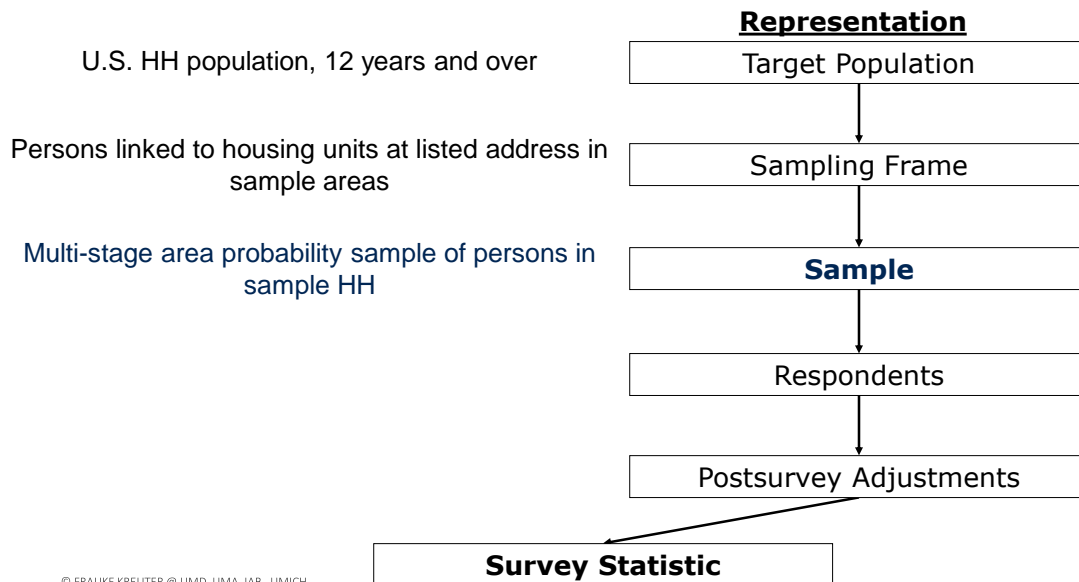
Set of units identified in some way that it could be sampled and located

With an ideal sampling frame every unit in target population appears on sampling frame once and only once, and nothing else appears on sampling frame

Example: telephone numbers as a frame for persons, list of dwellings created for area probability sampling

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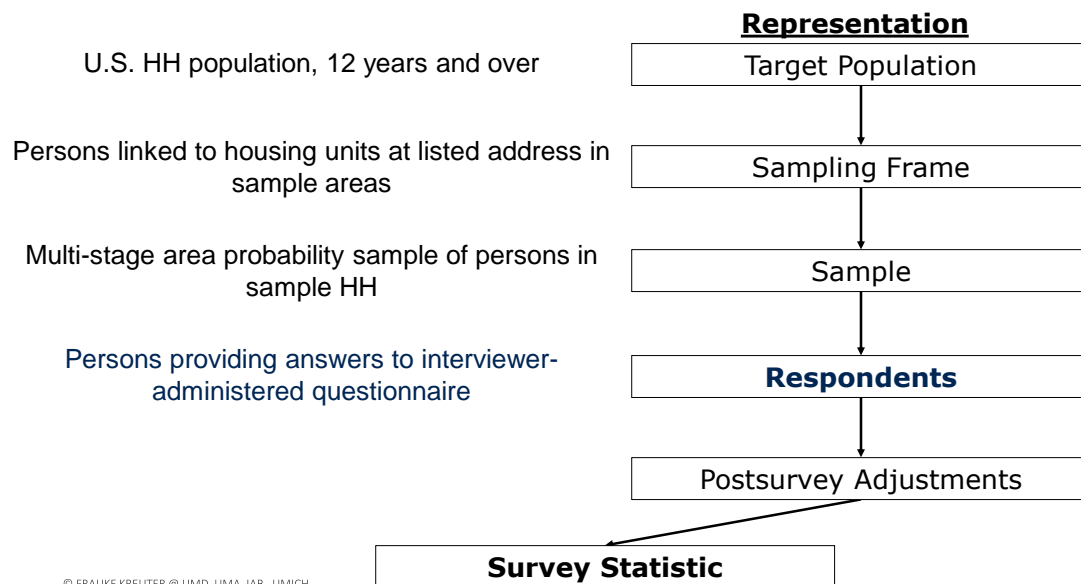
Survey Lifecycle from a Design Perspective



Sample

Subset of frame population chosen for measurement in survey

Survey Lifecycle from a Design Perspective

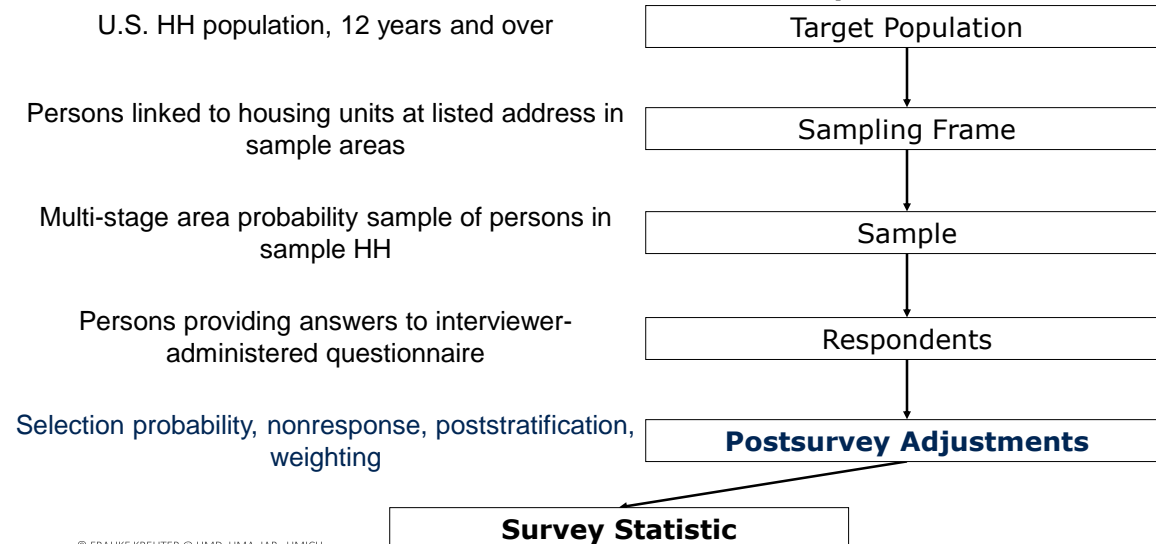


Respondents

Sample units that are successfully contacted and measured

Survey Lifecycle from a Design Perspective

Representation



Postsurvey Adjustments

Changes to records in survey data set to make survey estimates based on them better reflect full target population

Examples: selection weights, imputation, nonresponse weights, poststratification