

Methodology Details Survey Report

Date: June 2024

Prepared by: [Your Name / Organization]

1. Overview

This report details the methodology applied in the recent survey study. It covers the sampling plan, data collection procedures, analysis techniques, and key considerations observed during the survey process.

2. Objectives

- To understand the target population's perceptions and experiences.
- To collect quantitative and qualitative feedback on relevant topics.
- To identify trends and actionable insights.

3. Sampling Methodology

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| Population | Residents aged 18+ in City X |
| Sampling Technique | Stratified random sampling |
| Sample Size | 500 respondents |
| Selection Criteria | Proportional representation by gender, age, and district |

4. Data Collection

- Method:** Online and face-to-face interviews
- Timeline:** May 5 – May 21, 2024
- Consent:** Informed consent obtained from all participants

5. Questionnaire Design

- Questionnaire drafted and validated by subject experts.
- Pre-tested on a pilot sample of 30 respondents.
- Composed of 25 questions (18 closed-ended, 7 open-ended).

6. Data Analysis Techniques

- Descriptive statistics for quantitative data.
- Thematic analysis for open-ended responses.
- Cross-tabulation to identify key patterns.

7. Limitations

- Possible non-response bias due to method of administration.
- Sample size limitations may affect generalizability.
- Self-reported data subject to personal interpretation.

Important Notes on Methodology Details Survey Reports:

- Clearly document all methodological steps for transparency.
- Ensure sampling methods are justified and align with objectives.

- Include both strengths and limitations for balanced reporting.
- Maintain confidentiality and ethical considerations at all stages.