

Tips and Tricks to Create a Data Collection Sample for your SNAP-Ed Project

Creating a Sample vs. Surveying Everyone

If your population is small to mid-size, surveying 100% of the population is recommended. When the size of your target population is large, create a sample. The sample will need to be large enough to be able to answer the question; have a power analysis completed to determine an appropriate sample size.

Make it Representative

Create a sample that will best represent the total population. This may mean randomly sampling by factors such as grade level, site, curricula, or others.

Oversample

When you don't expect to get completed surveys back from 100% of the people in your sample, oversample, creating a sample that is larger than the number of surveys you need. You can base the amount by which you oversample on past experience.

Make it Random

Randomly select the series that will be part of the sample. Draw from a hat, use a random generator function like that in Excel, or use another random sampling strategy.

Level at Which to Sample

It is generally recommended to create the sample by randomizing classrooms or series, rather than randomizing individuals or randomizing sites.

Sampling for SMART Objectives and the MFF Statewide Evaluation

If you need to use multiple surveys with the same population to measure your SMART objective and to meet your MFF statewide evaluation requirement, it is recommended that you: 1) create a sample for the MFF statewide evaluation and then 2) create a sample to measure your SMART objective (excluding those series that will be surveyed for the MFF Statewide Evaluation).

