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| Non-Sampling Error | Sampling Error |
| Selection Bias | Non-Response Bias |
| Question Effects | Transfer of Findings |
| Survey-Format Effects | Self-Selection Bias |
| Interviewer Effects | Behavioural Considerations |
| “The Centre for the Study of Higher Education has sought Macquarie’s support to survey a representative sample of their academic staff. Interested members of staff should contact Professor John Loxton about obtaining copies of the survey questionnaire." | A news article reads:  **“A new breed of campers is using smartphone apps to make the most of their holidays”**  The survey involved 400 people aged 18 and over |
| **A website devoted to preventing harassment of women reported that their poll confirms that nearly all women were victims of harassment at some point in their lives.** | Sampling Frame Error |
| A news article headline reads:  **“Kiwis Agree – Make Uniforms for School Students Compulsory”**  This survey involved 400 Aucklanders aged 18 and over |  |
| ***18 August 1980 New York Times/CBS News Poll***  “Do you think there should be an amendment to the constitution prohibiting abortions?”  **Yes** 29% **No** 62%  *Later the same people were asked:*  “Do you think there should be an amendment to the constitution protecting the life of the unborn child?”  **Yes** 50% **No** 39% | In 1968, one year after a major racial disturbance in Detroit, a sample of black residents were asked:  “Do you personally feel that you trust most white people, some white people or none at all?”   * + **White interviewer:**   35% answered “most”   * + **Black interviewer:**   7% answered “most” |
| Nurses at Plunket were asking mothers to complete a survey on their drinking and smoking habits. | The New Zealand Herald randomly selected one hundred 20 year-olds from the electoral roll in Auckland and asked them who the voted for in the last election. |
| Auckland opinions used to represent New Zealand opinions. | **A survey was conducted over the telephone. As a result people without a telephone were excluded from the survey.** |
| **A breakfast cereal company visits the local supermarket to survey children about the price of breakfast cereal.** | Ratings for television programs are estimated from approximately 2000 randomly contacted viewers. This sample was used to represent the television preferences of a total population of 12 million Canadian households. 15% of those contacted agreed to partake in the survey. |
| In the 1936 presidential election (in the USA) between Roosevelt & Landon a sample frame was obtained from car registrations and telephone directories. In 1936, many Americans did not own cars or telephones and those who did were largely Republicans. The results wrongly predicted a Republican victory. | Online Polls: These polls are completed only by visitors to the site, and so those with an interest in the website take part in the polls. |
| The NZ Health Questionnaire includes 500 multiple choice questions for each respondent to answer. |  |