

Population

Sample

Variable

Sampling Error

Non-Sampling Error

Bias

Validity

Reliability

A subset of the population that is studied to represent the entire population.

The entire group that the survey aims to study and make inferences about.

The difference between the sample statistic and the true population parameter, caused by studying only a sample rather than the entire population.

A characteristic or measurement that can take on different values for the individuals in the study.

Any influence that produces a systematic error or distortion in the survey results, leading to inaccurate representations of the population.

Errors in the survey process that are not due to sampling, such as response bias, question wording issues, or data entry mistakes.

The consistency and stability of the survey results, indicating that the survey would produce similar results if repeated under the same conditions.

The extent to which the survey measures what it is intended to measure and permits accurate inferences about the population.