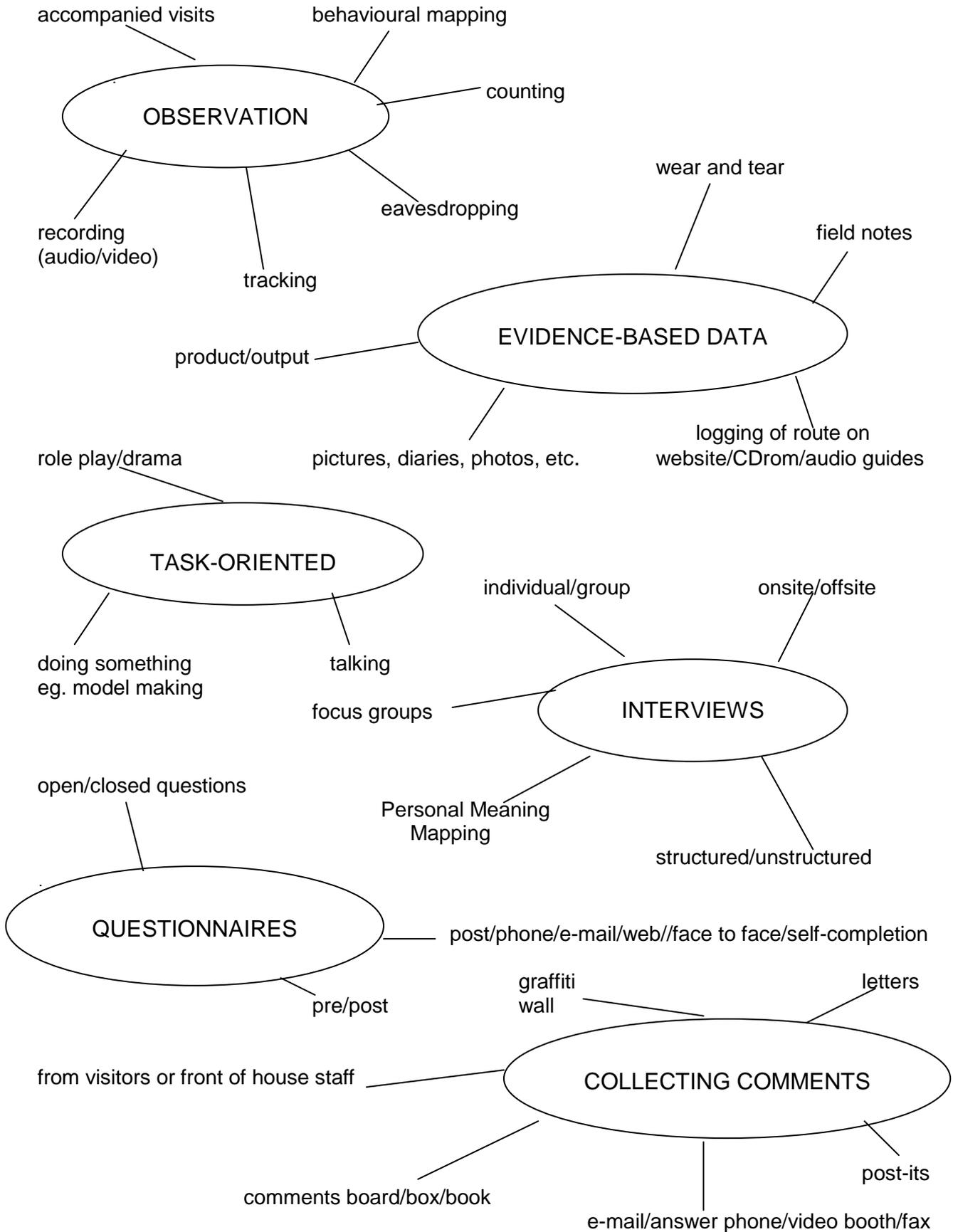


# Evaluation toolkit



## Sampling

### How many people do I need to ask?

**Qualitative data** involves smaller sample sizes (eg. 10-20 in-depth interviews; 2-4 focus groups). You will find that you don't need to consult very many people before you start getting the same kind of information.

A smaller sample is more appropriate when the purpose is to gather ideas or identify problems and issues (eg. one focus group of seven children might be enough to give you feedback on a mocked-up website).

You don't necessarily need to ensure you consult a wide range of people, eg. if your project is focusing on families you only need to talk to families; or alternatively schools, older people or community groups. If this is the case it is OK to consult only people from these audience groups.

**Quantitative data** involves larger sample sizes (eg. 120 questionnaires or 40 telephone interviews). You need to ask at least 100 people before you can start expressing results as percentages.

A rule of thumb is to aim for 10-20% of your total group (eg. every 5<sup>th</sup> or 10<sup>th</sup> visitor to an exhibition, between 1/5 or 1/10 of the teachers who bring a group to a workshop).

Consulting a greater number of people does not make your results more valid or more representative. What is more important is who you ask – you need to ensure they are representative of the group or audience overall (eg. the same proportion of male/female, different ethnicities, age ranges, urban/rural, etc.).