

Google maps based sampling in surveys
Search for the ways to improve sampling and data collection

Seminar in Eurofound, Dublin
6 October 2010 Wednesday, 10.30 – 17.00

Agenda

- 10.30-10.45** Arrival of Participants
Tea/Coffee on Arrival
- 10.45-11.15 Introduction.
Review of key challenges of implementing random-route in Eurofound surveys
Tadas Leoncikas, Eurofound
- 11.15-12.15 Google Maps Based Sampling: methodological advantages, applicability and its limits, coverage, cost implications
Robert Manchin / Gergelyi Hideg, GALLUP Europe
- 12.15-12.45 Experience of using Google Maps Based Sampling (the ENRI-East survey)
Endre Sik, TARKI
- 12.45-13.00 Q&A session regarding application of Google Maps in Sampling
- 13.00-14.00 Lunch (Foundation Dining Hall)**
- 14.00-14.30 Sources and availability/accessibility of geographical information for statistics and sampling
Beatrice Eiselt, Eurostat
- 14.30-15.15 Bias and precision in complex sample surveys
Matthias Ganninger, GESIS
- 15.15-15.30 Tea/Coffee**
- 15.30-16.30 Challenges for the comparative company survey at European level: mapping the issues for sampling and data collection
Greet Vermeylen, Eurofound
- 16.30-17.00 *Concluding Discussion:*

Implications of sampling alternatives for survey planning
- 20.00 Dinner**