

**Data Collection Methods**

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|  | **SURVEYS** | **INTERVIEWS** | **STATISTICAL REPORTS** | **OBSERVATIONS** |
| SAMPLE SIZE | Larger | Smaller | Larger | Either |
| PATRON PRIVACY | Can be anonymous | Confidential | Confidential | Either |
| BURDEN | Lower for data collector and respondent | Higher for data collector and respondent | Depends on whether the statistics are automated or collected manually | Higher for data collector, no burden for respondent |
| TYPE OF INFORMATION COLLECTED | Self-reported; attitudes, perceptions, opinions, facts | Self-reported, unique experiences | Numbers | Behaviors |