Developing a Survey in 8 Basic Steps

1. What is the purpose of the survey or questionnaire?
   a. What do you want to learn?
   b. Establish goals

2. Review current data/information (what you have vs. what you need)
   a. Public data (Census)
   b. Previous surveys

3. Identify your target audience (population)
   a. How to locate and contact this target

4. Determine a methodology that will best suit your needs
   a. Personal
      i. Telephone
      ii. Face-to-face
      iii. Door-to-door
      iv. Intercepts
      v. “Pre-recruit” to a central location (mall, fair)
   b. Nonpersonal
      i. Web-based
      ii. E-mail
      iii. Mail

5. Develop questions
   a. Less is usually more
   b. Brainstorm & create an outline
   c. Focus on what is important

6. Send to target audience (population)
   a. Start with a pilot group (pre-test)
   b. Use offers/incentives
   c. Determine deadline

7. Measure and translate responses into usable data
   a. View results
   b. Summary of findings
   c. Format results into useful information for use in briefings, reports, presentations

8. Implement the findings