Surveys and Questionnaires

Surveys help develop profiles and estimates about concerns, preferences, attitudes, beliefs, needs, or perceptions of a large, identifiable group by studying representatives of that group.

- **Define the survey’s purpose and target population**
  - Why is this survey being done?
  - What is it measuring?
  - How much background research do you need?
  - How will the survey findings be used?
  - Who is the population being studied?

- **Identify the sample group**
  - The larger the sample the more dependable the results
  - How will the sample be chosen?
  - What margin of sampling error is acceptable?

- **Define the survey method**
  - What type of data will you collect?
  - Is timing important?
  - Who will administer the survey?

- **Guidelines for developing a questionnaire**
  - Decide on the types of questions
  - Design an engaging introduction and opening questions
  - Make each question unambiguous
  - Make each question unbiased
  - Make it brief, simple, and inviting