

Handout 2: Survey Planning Tool

Survey title _____

Staff initiating the survey project _____

1. What is the purpose of the survey? Explain how the survey results will be used and by whom? What specific policy decisions or problems of practice will the results inform?
2. When will the survey be administered? What is the timeline for planning, writing, and pretesting the survey?
3. What are the main topics for the survey?
4. What constructs need further definition for this project? What literature or experts could be consulted?
5. Who will take the survey? Define the target population. Will you survey a census or a sample of the target population?
6. What is the most appropriate mode of administration (e.g., online, phone, or paper and pencil)?