

Key Planning Questions for a Research Survey

What are my research questions? What do I want to learn/understand?

What information do I need to collect to answer my questions and where is that information located?

How does the survey fit into my overall research design? What specific research questions do I hope to address using a survey?

Will the survey be cross-sectional (point in time), or will it need to be longitudinal to collect the information needed to respond to my questions?

How do I hope to use what I learn from the survey?

What type of sample will be needed to address the research questions and enable me to use the results in the way that I would like?

How can I best contact the target population?

When am I most likely to reach my target population and when are they most likely to respond?

What type of administration will elicit the largest quantity and highest quality of responses?

How do I plan to analyze the data collected? If needed, how will I handle data entry and data cleaning?

What is my budget for the survey—design, implementation, analysis and reporting?

Have previously conducted surveys collected relevant data that are available for secondary analysis?

What is my plan for pre-testing the survey?

What are my plans for using, disseminating, and reporting the survey results?