



Summing it Up 2012

PRACTICAL GUIDANCE FOR PUBLIC HEALTH PROGRAM PLANNING, EVALUATION, AND SURVEY DESIGN AND USE

Survey Planning Sheet

Study Name**Description of the Survey and Purpose****Start and End Dates****Funding (source, amount)****Sub-contractors (name and role)****Survey Objectives**

Sampling

Target Population

Target Population Size:

Sampling Frame (types of contact information available)

Extent of Coverage of Sampling Frame:

Sampling Methodology (describe protocol)

Sample Size:

Source of Sample

Notes

Survey Design

Number of Questions (Estimated)	
Estimate Length of Survey (Time for Respondent to Complete)	

Draft Survey Introduction

Contact Information for Survey Verification:

Were survey questions obtained from other sources? (note source of questions)

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Notes on Review/Evaluation of Survey Questions (methods used)

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Survey Pilot or Pre-test? (describe target and number involved, and changes resulting)

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Notes

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Data Collection

Method of Data Collection

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Start of Data Collection:	
End of Data Collection:	

Notes

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Data Analysis and Reporting

Data Cleaning, Verification, and Validation Procedures (describe)

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Weighting Protocols (include demographic variables to use)

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Analytical Needs (identify types of analysis, need for statistical tests of significance, comparison of groups)

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Reporting Needs

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Target Audience(s) for Survey Results, Report

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Method(s) of Report Release

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Date of Release	
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Data Analysis and Reporting

Notes

Other Survey Research Study Notes

Survey Question Outline

Questions:

Topic:	
Objective #	
Topic:	
Objective #	