Survey Considerations

Questions for discussion with the Broadband Committee prior to developing a survey

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| Consideration | Your Community |
| Purpose |
| What do we want to learn from survey respondents? For example: * Current broadband use
* Infrastructure gaps
* Current Speed
* Willingness to adopt, and at what price point?
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| How will we analyze the information we receive? For example:* Will the committee discuss survey results to identify major findings
* Will you rely on a consultant to interpret results?
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| How will we use the information we receive? For example: * Support a broadband initiative
* Identify priority areas for expansion
* Recruit ISPs to build out infrastructure
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| Scale |
| **What is the geographic or political boundary of the area surveyed?** For example:* County
* City, Village, Town
* Geographic Area
* Neighborhood / Community
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| **Is current broadband coverage consistent across this geographic area? If not, do we need to adjust the sample to account for areas that are underserved?** |  |
| Population to be Surveyed |
| **Will we survey the entire population, or a subset of the population?*** **All adults?**
* **All households?**
* **Statistically representative sample?**
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| **What response rate are we aiming for?** (this could differ depending on size of population surveyed)* Large population, statistically representative sample
* Large population, all households
* Smaller geography, all households
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| **Are we interested in over-surveying a specific group of people (or area) to assure that their voices and needs are considered?** |  |
| Survey Tool |
| **Will we send the survey via mail (USPS)?*** What methodology will we use to assure a good response rate? (e.g., sending a cover letter, reminder postcard, second survey)
* Do we have the funds to cover costs?
* Do we have personnel to track responses and enter the data?
* Will we translate the survey?
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| **Will we distribute the survey on-line?*** How will we assure that the responses are representative of the population?
* How will we assure that no one individual responds multiple times?
* If doing both mailed and open-access surveys, how do we keep the responses separate?
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| In-house or Contracted Out |
| Will we handle survey development, distribution, and analysis in-house?* Do we have staff capacity to do this?
* Do we have funds to cover costs?
* Do we have access to mailing lists?
* Do we have survey software? Analysis software?
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| Will we contract out the survey work?* Do we have funds to cover costs?
* Do we have staff/volunteers to serve as liaison with the survey group?
* How involved will our committee be?
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| Publicity & Engagement |
| Will we notify the public about the survey in advance of survey distribution?* Do we have a press contact list?
* Do we have staff or someone on our team to do the outreach?
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| **Can we identify community champions who will help promote the survey?** |  |
| **Can we identify community organizations who will help promote the survey?** |  |