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? |  |
| 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? |  |
| 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 |  |
| Scale | |
| **What is the geographic or political boundary of the area surveyed?**  For example:   * County * City, Village, Town * Geographic Area * Neighborhood / Community |  |
| **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?** |  |
| **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 |  |
| **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? |  |
| **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? |  |
| 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? |  |
| 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? |  |
| 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? |  |
| **Can we identify community champions who will help promote the survey?** |  |
| **Can we identify community organizations who will help promote the survey?** |  |