Survey Considerations

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

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?	