**Survey Process Overview**

Identify knowledge needs

* Generally, what do we need to know?
* What decisions are we trying to inform?

Identify respondents

* Are there subgroups of interest?
* How can we access the respondents?

Write statement of purpose – What? Who? Why?

Identify contextual factors

* Are there budget constraints?
* Do the respondents share a common language and a common reading level?
* Are there external factors that could impact the survey?
* Are there potential physical, logistical, conflict, power, or other issues that may impact respondents’ capacity to complete the survey?

Identify sampling process

* Should you use a sample or a census?
* How confident do you need to be about your findings?
* How large of a sample do you need?

Select survey administration mode

* Self-administered or assisted?
* Computer aided or paper and pencil?

Design survey questions

* Specifically, what do we need to know?
* What demographic information do you need?
* How should we word our questions?
* How should we order our questions?

Pilot test and refine survey

* Should we use formal or informal pilot testing?
* What process should we use for pilot testing?

[Train survey administrators]

Administer survey

* What timeframe do we have for deployment?
* Are there holidays, events, or other factors that may impact our timeline?
* How many rounds/follow-up?

[Analyze data and report]