**Survey Phase I: Getting to a Statement of Purpose**

**Step 1 - Identify knowledge needs – 6+ questions**

1. What do you want to know?
   * Why?
   * Why?
   * Why?
   * Why did you decide to undertake this evaluation/research/inquiry?
2. What decisions, if any, do you hope to make based on the information we collect?
   * Why?
3. In what ways, if any, will this information be used for accountability purposes?
   * To whom are you accountable?
   * What do they expect?
4. What information do you already have?
   * Where is it?
   * What form is it in?
   * Can I see it?
5. What are your reporting expectations?
   * What would you anticipate receiving as a report?
   * Do you want alternative
6. Are there any contextual factors that we need to be aware of?
   * Are there political or power considerations?

**Step 2 - Identify respondents**

1. Are there subgroups of interest?
   * Are you trying to compare two or more different types of people?
   * Are there particular demographic characteristics we need to consider?  
     \*\*Warning! People love demographics…don’t go fishing unless you intend to data mine and can undertake a long survey
   * Do you have an idea of the demographics of the POPULATION
2. How can we access the respondents?
   * Are they a known group?
   * Is there a list of the respondents? (What form? Who has? Can I see it?)
   * Is there any way to get a captive sample?
   * What incentives, if any, would they value?
   * What is their likely level of literacy and/or English proficiency? (does it vary?)
   * Are there any known physical limitations likely among the respondents?

**Step 3- Write statement of purpose – What? Who? Why?**

**Example format**: We are going to gather information about xxxx from yyyy in order to zzzz.