

Designing Surveys to Achieve Policy Change

Worksheet

Planning: why, when, and for whom?

1. What is the policy objective?

2. Who are the key decision-makers who can implement this policy?

3. What concerns about this policy do decision-makers have?

4. What is the primary question about this policy key decision-makers need answered?

Planning: survey mechanics

5. Who do you need to survey to get relevant information?

6. What survey method are you planning to use?

7. What are some pros and cons of this survey method?

Survey preparation

8. Refine the question you came up with in Q4 to a formal survey question. Include appropriate response categories.

Use the special data request form to make sure you know what data already exist that can answer these questions and what additional information you need to collect.