

Steps in a Survey Project

- Establish the goals of the project – what you want to learn
- Determine your sample – whom you will interview. To ensure the ‘sample’-persons interviewed represent the target population whom you want to learn about.
- Choose interviewing methodology – how you will interview, whether it is by face-to-face interview, telephone interview, internet survey, mail survey, etc.
- Create your questionnaire – what you will ask. The questions can be multiple choice, rating scales or open end.
- Test questions if practical
- Conduct interviews and enter data
- Analyze the data