_Mike Hollings_____
PDC Representative

EXAMPLE - Survey Planning Worksheet - **EXAMPLE**

FOR LOCAL USE ONLY

Use this worksheet to design a plan which will:

1. Identify residents in your local unit who will complete the survey. Do not survey the same person more than once.
2. Ensure that residents surveyed are representative of the local population. To do so, visit the Quick Facts Census Data page (http://quickfacts.census.gov) for your county and go to the bottom of the page to download the tables into Excel. Then follow these steps:
   - Identify the demographics of interest (see the example Quick Facts on page X).
   - Note the percentages for these demographics.
   - Out of the total sample you personally plan to recruit, calculate the number of representative persons you should try to recruit from that demographic category. For example, if 13% of your county is Hispanic/Latino and you plan to recruit 5 people, you should try to recruit 1 person of Hispanic/Latino ethnicity (13% x 5 = 0.65, round up to 1).
   - Finally, think about people you know in your community who represent these demographic categories. Write their names in the table below and mark the demographic categories you believe they represent. (Note: If they identify with more than one ethnic background, mark all.)

Participant		**Gender**		**Age**					**Hispanic /Latino**		**Racial Background**					**Income Level**			**Extension Participation**		**No. In Household**
	Name	M	F	<18	18-34	35-54	55-69	70+	Yes	No	WH	AA	AS	AM/ AL	NH/ PI	High	Middle	Low	Yes	No	
1	Mary Richardson		X				X			X		X			X		X		X		5
2	Jeffrey Mickels	X			X					X	X							X		X	1
3	Don Thiessen	X						X		X	X						X		X		2
4	Sylvia Menendez		X			X			X		X			X		X				X	4
5	Renee Gallagher		X	X						X	X						X		X		6

Please contact each of these people in person, by phone, or by email. The following is an example of what you might say:

Good morning (afternoon, evening), I am Mike Hollings representing the Harvest ~~County/~~District K-State Research and Extension. You have been selected to help identify educational issues that are important to you and your family and others in your community. Only a small number of our residents have been asked to help. We invite you to respond to a short survey. You may access this survey online or complete a paper copy. Which would you prefer? (Based on response, provide them with the survey URL or make arrangements to provide them with a paper copy.)

KEY

Racial background: WH=White, AA=African American, AS =Asian, AM/AL=American Indian/Alaskan, NH/PI Native Hawaiian or Pacific Islander

Income level: It is difficult to determine income level. Low, middle and high income may best be determined by type of neighborhood in which the participant resides.

Also available at *http://www.ksre.ksu.edu/Programming*

10/25/2012