

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Need help or have questions? Just give Vector Research a call at: 416.733.2320.**  
You can also fax this completed form to: 416.733.4991

## Plan Your Poll: Steps in Preparing a Poll

**1. What specifically are you trying to find out?** What is the purpose of the research? How will the results be applied? For example:

- To see what services your organization members want or don't want
- To see what motivates members, customers, voters and wins their loyalty
- To help us decide which option to follow or which strategy would be most effective
- Other (please specify): \_\_\_\_\_

**2. What should the report on the findings contain?** (Recommendations, frequencies, percentages...)

**3. What kind of data is required?** For example:

- Age
- Marital status
- Union membership
- House-hold income
- Gender
- Other characteristics (please specify): \_\_\_\_\_

**4. What kind of data analysis is required?** For example, cross-tabulating data shows if opinions on one subject are correlated with attitudes about other issues.

- Cross-tabulating data
- Trend analysis and forecasting
- Other (please specify): \_\_\_\_\_

**5. What sample size and sample design is required?**

To ensure even small audiences have a voice, should the poll *over-sample* any small groups in the target population? For example, quota samples specify a minimum number of interviews in different groups such as 200 men and 200 women, or at least 150 interviews in each region, area and so on.

- Please specify: \_\_\_\_\_

**6. Do any sources exist for the information you want?**

- Existing earlier polls that should be updated or tracked.
- Other (please specify): \_\_\_\_\_

**7. What method should be used to collect the data?**

- Phone interviews
- In-person interviews
- Mail
- Focus groups
- Online website
- Not sure
- Other (please specify): \_\_\_\_\_

**8. Who approves the questionnaire?**

- Please specify: \_\_\_\_\_

**9. Who receives the final report?** (This influences the recommendations.)

- Please specify: \_\_\_\_\_

**10. When should the fieldwork be conducted?** (Before or after a major announcement, before or after an association initiative)? When do you need the results?

- Best time to poll: \_\_\_\_\_ Why: \_\_\_\_\_
- Results needed by: \_\_\_\_\_ (dd/mm/yy) Why: \_\_\_\_\_