

**DATA COLLECTION THE SURVEY WORKSHEET  
SHORT CUT**

***This worksheet does not replace the data collection planning process; it is meant to provide intent before launching into the planning process. Don't just survey because it's trendy; you'll exhaust your survey pool, especially if the survey doesn't result in relevant activities.***

Define the Corporate Objective:

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What is the objective of the survey?

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Identify the survey target group(s):

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What information do I need from the target group to fulfill the objective?

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How will this information help me fulfill the corporate objective?

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