# What to do when you’ve got a whole week

Let’s try a timetable for doing a survey in a week.

Keep it tight – no Big Honkin’ Surveys! But you can be a little more relaxed, and perhaps allow up to five questions plus one or two representativeness questions.

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|  | Morning | Afternoon |
| Monday | **Goals and sample*** Set goals for your survey.
* Decide on your Most Crucial Question.
* Define your group of people and decide on your representativeness question.
* Decide on your sampling method.
 | **Questions and questionnaire*** Write your questions.
* Build your questionnaire, including the invitation and thank-you page.
* Get someone to do a quick usability test. Ask them to “think aloud” so that you get a little bit of cognitive interviewing at the same time.
* If you are narrowing down from a list of people, get hold of the list and check it for quality.
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| Tuesday | **Fieldwork part 1*** Do your pilot study. Get your questionnaires out by noon and ask for replies by the end of the day
 | **Responses*** Some responses will be back. Start your data cleaning.
* Think about changes you want to make based on the pilot.
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| Wednesday | **Iteration*** Review responses from the pilot.
* Iterate and re-test the questionnaire.
 | **Fieldwork part 2*** Send out a questionnaire to the larger sample with responses closing on Thursday evening.
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| Thursday | **Responses*** Watch responses to see whether there are any issues with questionnaire in the field.
 | **Responses*** Some responses will be back. Start your data cleaning.
* Decide what descriptive statistics you want to use.
* Read all open box responses, possibly sorting them according to one of the other answers.
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| Friday | **Responses*** Finish dealing with your responses.
 | **Reports*** Create the report you want to deliver.
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If you need to make some adjustments to the plan, don’t compromise by cutting out the pilot study. It’s far better to do the pilot study and compromise on the fieldwork, than to skip the pilot study and risk making a mess of the fieldwork.

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