

AdsValue Survey Planning Worksheet

Spend a few minutes thinking about what you would like your survey to accomplish and provide as much information as you can to help us get your survey started. Visit www.adsvalue.com, click on Ad Services, then Surveys for more information. Call 480-836-7828 for assistance.

Company Name: _____ Date _____

Contact Name: _____ Position: _____

Phone: _____ Fax: _____ Email: _____

Business Description: _____

Survey Objective(s): _____

Responses: Qty: _____ Start Date: _____ Stop Date: _____

Do you have your logo in a digital file? No Yes _____

Do you have addresses to email to? No Yes _____

Want to use any photo or video? No Yes _____

Want to validate any data entries? No Yes _____

Do you need your data analyzed? No Yes _____

Want to provide results to anyone? No Yes Real-time web link Static HTML report

How do you want to collect responses? Online (Optional: Paper Phone Direct Mail)

Explain any specific data you want used in the questions: _____

Explain any other needs: _____

Possible Questions: _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Attach a separate sheet with additional questions and information.