Community Survey

Cost
- *$8,500 for a 4-page survey, distributed to 500 community members*

Survey Length
- *Typically 4 pages*

Timeline
Total Time:
- *6-8 weeks*

Breakdown:
- *1-2 weeks – Survey development*
- *1 week – Printing and Distribution*
- *2-3 weeks – Survey return*
- *2 weeks – Reporting*

Survey
Community Packets Contain:
- *Letter of introduction from the Board of Directors*
- *Survey Document*
- *Self-addressed, stamped envelope for survey return*
- *Club gift/souvenir (if desired)*

Reporting
Report Includes:
- *Executive Summary*
- *Methodology*
- *Comparison Graphs/ Charts*
- *Data split by appropriate demographics*
- *Verbatim Coding*
- *Raw Verbatim Comments*
- *Survey Document*

Report Summary (2-page report of selected findings)

Overview

Io Data Corporation ("Io") will conduct a survey of community residents concerning their experiences, opinions, and interest in the club and provide a written report of the results. Surveys can be designed to cover a variety of issues of interest to club management. Topics covered by the Community Survey can include, but are not limited to, experiences and impressions of the club, interest in the club's current and potential offerings, and respondent demographics.

Methodology

Survey packets are distributed by Io to households of non-member residences, chosen randomly, within a defined area near the club. Participants are asked to return their completed surveys to Io by a set date. In addition to a postage-paid, pre-addressed return envelope (addressed to Io in Salt Lake City, Utah), each survey packet contains a letter of introduction from the Board of Directors (on club stationery), a survey document, and other documents related to issues contained in the survey. A gift/souvenir from the club may also be included in the packet if desired.

Reporting

Survey results are entered into a database and imported into various statistical, spreadsheet, and charting programs. Included in the report is an Executive Summary that summarizes the findings and a Methodology section that details the steps involved in completing the survey. The data is then displayed graphically and/or in tables in easy-to-read formats, and is also split by demographics to highlight specific issues. Open-ended questions (such as "What appeals most to you about potential membership with the club?") are coded and displayed graphically. Complete verbatim comments are included in the Appendix. Copies of the original documents sent out to participants and appropriate area maps are also included in the Appendix of the report.

The club also receives a Report Summary, which is a two-page document approved by the club that summarizes key findings of the survey. The club can then use the summary in a newsletter or other form to keep members or the community informed.