

**Worksheet: Developing a Youth Survey**

A youth survey is an easy way to gain attention to your campaign – but it is essential to plan well to get the most out of it! This worksheet provides planning guidance for youth advocates and adult mentors to help ensure your survey gets you the data you need. The survey can be administered in person or online – digital tools like SurveyMonkey and Google Form can be linked to through social media or email.

Remember, try to keep your survey short – **it should take less than 5 minutes to complete.** Also, it is important to word your questions to get answers that are easy to analyze. Try not to ask many open-ended questions; instead, think of ways to phrase your questions so that you have Yes/No or multiple-choice answers.

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| **Timeline** | **Your Response** |
| What is your deadline for sharing survey data? (For example, to present at a lobby day or before a key committee votes.) |  |
| When do you need all survey responses in order to meet the deadline? |  |
| What is your midway check in date? (This is important for analyzing data to make course corrections if needed – for example, getting more responses from key districts and ensuring your survey sample matches your region in terms of gender, youth of color, and other demographics.) |  |
| **Targets** | **Your Response** |
| What is your goal number of survey responses? |  |
| Who are your key decision-makers, and what are their districts or regions? |  |
| How can you recruit youth from those areas to complete the survey? |  |
| How can you track youth in the survey to make sure you have representation from those areas? (For example, asking them their town or zip code – but not other identifiers so they can remain anonymous.) |  |
| **Survey Goals** | **Your Response** |
| What do you want your target audience to think, feel, and do? What kinds of questions will help you move your audience to think, feel, and act on this issue? |  |
| Which questions will you ask to show how youth are impacted by this issue? For example, questions that ask about youth experiences with your issue.  |  |
| Which questions can you include to lift up the voices of youth and what they think needs to be done to address this issue? (For example, “Do you believe…” or “Do you support…”) |  |
| How will you show the reality that young people face around this issue – especially those aspects that adults might not be aware of?  |  |