

Conducting a Business Survey: Tip Sheet

This tip sheet was in June 2011 created by youth from Mercy Corps Kenya's Yes Youth Can! program.

Before the Survey

- Have the general Mercy Corps Letter of Introduction with you at all times.
- If the Script on the survey itself is not sufficient, please refer to the "Employer Coordination Script and Partner Information" document.
- Practice! Practice! Practice asking the questions in a natural way. If necessary you can find more indirect ways of asking the questions. You can also add in preliminary questions if necessary.
- Master all of the questions. Have back-up questions prepared so you'll be ready to provide clarity should any youth be confused by a question.
- Practice translating technical words into the local language.
- Practice for worst-case scenarios.

Administering the Survey: General Tips

- Please carefully circle all answers on survey.
- Watch the time, as the interviewee likely has limited time to spend with you.
- WRITE NEATLY! Make sure your notes are legible and are easy to follow.
- Make sure expectations for the interview are clear.
- Exercise a lot of patience. If the business owner or manager needs to tend to a customer or an employee during the survey, be patient and understanding. Customers and employees come first!
- Focus on the questions and the answers, even if there are a lot of distractions.
- If the interviewee doesn't agree with a question or the answer set, please ask them to choose the answer the MOST fits with their opinion.
- You can use the "Notes" column for any additional comments or items of significance.
- Control your instincts to express opinions and don't get frustrated at the interruptions.
- Don't make false promises about any benefit the interviewee will get from completing the survey or raise their expectations.
- Make sure the interviewee understands the questions.
- If needed, reassure interviewees during the interview of why we are asking the questions and that their responses will be kept confidential. But don't stress this if it is not necessary.

At the End of the Survey

- At the end of the interview, ask the interviewee if s/he has anything to add or any final questions.
- Appreciate the time given by the interviewee, even if the information is not that useful!

CONTACT

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