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<div align="center">**Survey Preparation**</div>

Survey Purpose

Proposals contain useful and persuasive evidence to support the proposition and positively influence the audience's decision-making. Evidence in my proposal must demonstrate that the proposal meets the audience's goals of maintaining cleanliness and neighborhood image which will improve home values, desirability of the area, and resident quality of life. A survey will be the most effective way to collect primary data from neighborhood residents regarding their habits, opinions, and attitudes. The goal of my survey data is to determine whether pet waste facilities will effectively increase neighborhood cleanliness and desirability and resident quality of life. The survey's method of administration, introduction, question selection and word choice, and presentation of data all contribute to the usefulness and persuasiveness of the evidence. If data effectively demonstrates that the proposal meets the audience's needs, it will impact their decision to implement it.

Question Administration and Planning

I will administer the survey questions by distributing flyers door-to-door to neighborhood residents. I chose this method of administration to ensure that the survey targets the intended demographic, and the sample group is large enough to produce accurate data. The flyers will contain the survey introduction, a URL to submit answers electronically through SurveyMonkey, and an email address if respondents cannot navigate the website or prefer to submit answers via email. I will compile the results received via SurveyMonkey and those received via email. The introduction to the survey encourages participation by explaining how completion of the survey will benefit respondents, the time commitment required, and how data will be used.

I planned and created the survey questions with the goal of producing valid, accurate, and useful responses. The survey only contains questions necessary to meet data goals along with several demographic questions to briefly understand outside factors that may contribute to responses. Each question contains only one topic to ensure response accuracy. Questions are worded in a clear manner to ensure they are interpreted in the same way by all respondents to produce reliable and valid answers. Questions are a mix of close-ended multiple-choice questions which simplify tabulation and open-ended questions which identify needs and ideas that were not previously anticipated.

Survey Introduction

Turnberry Residents! Do you want your HOA dues to maintain clean and accessible outdoor walking areas? Walking can relieve stress, increase social connection, and improve physical and mental health. Pet waste in walking areas is an inconvenience and prevents use and enjoyment of outdoor space. As a fellow resident and technical writing student, I am submitting a proposal to the HOA to install pet waste cans and trash bags in Turnberry walking areas. I need your feedback through an anonymous 10-minute survey. The data will be used to show the opinions and needs of residents and determine whether pet waste disposal facilities will benefit them. To participate, enter the URL to submit answers through SurveyMonkey, or email answers to srigert1@gmail.com.

Survey Questions

1. How many years have you lived in Turnberry?

[ ] 0-5 [ ] 6-10 [ ] 11-15 [ ] More than 15

2. What is your age?

[ ] Less than 30 [ ] 30-39 [ ] 40-49 [ ] 50-59 [ ] 60-69 [ ] 70 or greater

3. How often do you take walks in the neighborhood?

[ ] Never [ ] Rarely [ ] 1-2 times per week [ ] 3-4 times per week [ ] Daily

4. Do you walk a pet?

[ ] Yes [ ] No

5. If YES to question 4, how frequently do you pick up after your pet on walks?

[ ] Never [ ] Rarely [ ] Sometimes [ ] Frequently [ ] Always

6. If you do not pick up after your pet, why not? _____

7. Would you be more likely to pick up after your pet if there were pet waste disposal cans and bags available in walking areas?

[ ] Yes [ ] No [ ] Not Applicable/I don't have a pet

8. Would availability of pet waste disposal facilities increase your likelihood to take walks in the neighborhood?

[ ] No [ ] Yes, to some extent [ ] Yes, significantly

9. How do walks contribute to your mental well-being?

[ ] Improved mood [ ] Stress reduction [ ] Increased focus [ ] Other_____

10. In what way, if any, do walks improve your family or social connections?

_____

11. How would you rate the overall impact of walking on your quality of life (1 being least impact, 6 being most impact)?

[ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [ ] 6

12. How often do you observe pet waste in neighborhood outdoor areas?

[ ] Never [ ] Rarely [ ] Once a week [ ] Several times a week [ ] Daily

13. To what extent do you believe pet waste contributes to the cleanliness of the neighborhood overall? (1 being the lowest contribution and 6 being the highest contribution)

[ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [ ] 6

14. In your opinion, do well-maintained pet disposal systems contribute to desirability of the neighborhood?

[ ] Yes   [ ] No

15. Please explain why or why not pet disposal systems contribute to neighborhood desirability.

_____

16. Do you believe that homes in neighborhoods with pet waste disposal facilities tend to have higher property values?

[ ] Yes   [ ] No

17. Would you support an initiative to install pet waste cans and trash bags in neighborhood walking areas?

[ ] Yes   [ ] No

Why or why not?_____

18. Are there any other neighborhood improvements you would like to see?

_____

Thank you for your participation!

Question Scoring

To produce accurate and useful data, survey questions need to be quantifiable, and the significance of conclusions derived from data needs to be explained. Tabulation is the process of classifying data in a systematic tabled visual form.   For example, I would quantify the results of question 13, "To what extent do you believe pet waste contributes to the cleanliness of the neighborhood overall?" by tabulating all responses of 1-6 each as a percentage. I would explain significance of data in a statement such as, "Most respondents believe pet waste has a high impact on neighborhood cleanliness; 65% of respondents rated the impact of pet waste on overall neighborhood cleanliness as a 6 on a scale from 1-6."