

Effective Survey Design

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As you wait:

What is something about surveys you **struggle with**?

Type your response into the chat box with your organization name.



Evaluation
Using data to inspire important insights



Strategic planning
Designing a road map to help you achieve organizational excellence.



Organizational leadership development
Teaching you to think and act as leaders.



Al Onkka
Sarah Cohn





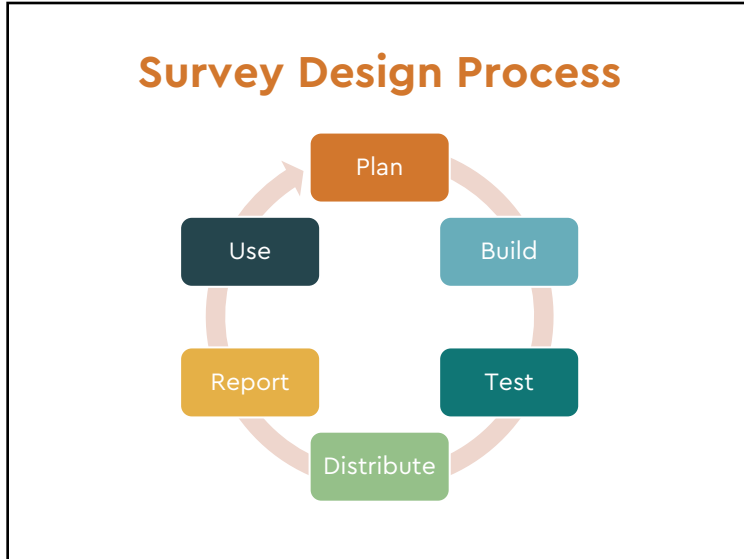
What is something about surveys you **struggle with**?

Type your response into the chat box.

Why is it

IMPORTANT

to talk about survey design?



FOCUSING YOUR SURVEY

CLARIFYING YOUR PURPOSE

ENCOURAGING
PARTICIPATION

TAILORING YOUR SURVEY

BIG QUESTIONS
prevent
BIG PROBLEMS

1. **What** do I need to know?
2. **Who** knows it?
3. **How** will I use the results?
4. **What** is the best method?

Big Question

What do I need to know?

Who knows it?

How will I use the results?

What is the best method?

Big Problems

- You don't know why you are doing the survey.
- You have a hard time figuring out what to ask about on the survey.
- You feel like you have way too many things to ask about.

Big Question

What do I need to know?

Who knows it?

How will I use the results?

What is the best method?

Big Problems

- Many questions are skipped.
- You have a hard time getting people to start or finish the survey.
- If *you* can't answer the question, you may be asking a question to which no one knows the answer.

Big Question

What do I need to know?

Who knows it?

How will I use the results?

What is the best method?

Big Problems

- You can't identify who is going to use the results.
- You can't say how the results from previous surveys have been used.

Big Question

What do I need to know?

Who knows it?

How will I use the results?

What is the best method?

Big Problems

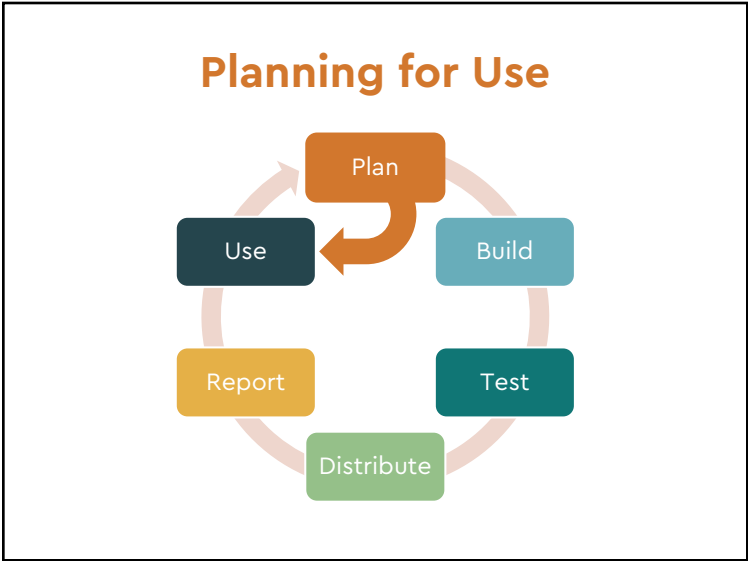
- Your questions are mostly open-ended.
- Your questions are multi-faceted or complex.
- Your audience would struggle with accessing, understanding, or completing a survey.



What makes these *Big Questions* difficult?

What do I need to know?
Who knows it?
How will I use the results?
What is the best method?

Type your response into the chat box.



FOCUSING YOUR SURVEY

ENCOURAGING PARTICIPATION

UNDERSTANDING AUDIENCE NEEDS

TAILORING YOUR SURVEY



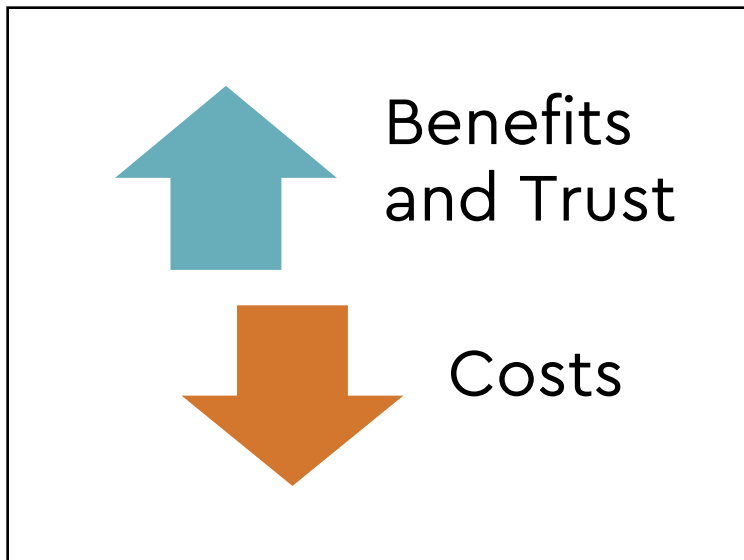
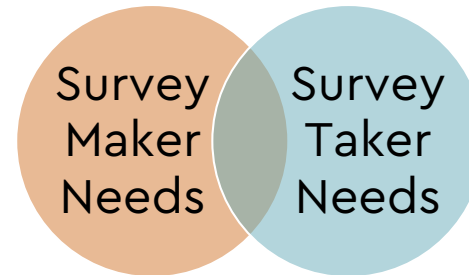
What do **you like** about taking surveys?

Type your response into the chat box.



Social Exchange

A survey is a relationship between survey maker and survey taker.



Ways to increase benefits

- Ask for help or advice.
- Provide information about how the survey benefits them or others they care about.
- Show respect for the person's effort and time. Say thank you.
- Support their values.
- Make the survey interesting.

Ways to decrease costs

- Make it convenient to respond.
- Make the survey short and easy to complete.
- Minimize requests for personal or sensitive information.

Ways to establish trust

- Emphasize your brand.
- Provide a token of appreciation in advance.
- Show that you have put important effort into the survey.
- Ensure confidentiality and security of information. Or emphasize anonymity.

Hello Sara,

I am the presenter for the survey workshop you signed up for. Please help me learn a little about what your previous experience is with surveys. Your feedback will help me tailor the workshop. Please take a moment now to answer a few short questions. It shouldn't take you more than 2 minutes to complete.

Your link: <http://www.survey.com/als-survey>

Thank you! Feel free to email me with any questions before the workshop.

- Al Onkka



FOCUSING YOUR SURVEY

ENCOURAGING
PARTICIPATION

TAILORING YOUR SURVEY
PUTTING IT ALL TOGETHER



Basic Question
Writing Tips

Be specific.
Ask what you
really want to
know.

Avoid:
What is the condition of
your car?

Ask instead:
Is your car drivable?

Basic Question
Writing Tips

Use language
your audience
would find
natural and
conversational.

Avoid:
How enjoyable was this
movie, if at all?

Ask instead:
How much did you enjoy
this movie, if at all?

Or even:
Did you like this movie or
not?

Basic Question
Writing Tips

Don't ask two questions in one. Avoid "and" and "or."

Avoid:
How quick and friendly was your cashier, if at all?

Ask instead:
1. Was your cashier quick or slow?
2. Was your cashier friendly or unfriendly?

Basic Question
Writing Tips

Ask questions that are relevant and interesting to your audience.

Avoid:
Starting the survey with demographic or other administrative questions.

Ask instead:
Something that draws the survey taker into your survey.



Basic Question
Writing Tips

Avoid frustrating or burdensome questions.

A screenshot of a Facebook News Feed survey question. The question is: "In general, how interesting are the stories you see in your News Feed?". Below the question are five radio button options: "Extremely interesting", "Very interesting", "Somewhat interesting", "Slightly interesting", and "Not at all interesting". The "Slightly interesting" option is selected. The Facebook logo is visible in the top left corner of the survey interface.

