Survey Design Guide

1. Customize your Survey
   a. Include program logo
   b. Contact information

2. Clear survey title

3. Introductory paragraph
   a. Explain who you are.
   b. Explain what you want to know and how the results will be used.
   c. What is the personal benefit (what’s in it for me) of filling out the survey
   d. Promise confidentiality
   e. Give a deadline
   f. Thank respondents for their time and help.

4. Focused topic with questions of interest
   a. Keep survey to under 10 minutes
   b. Better to estimate a survey taking a little longer than shorter

5. Sentence structure
   a. Only asking pertinent questions
   b. Do not ask the same thing in different ways
   c. Clear, well structured sentences
   d. Easy to understand (5th - 8th grade reading level)
      i. Tip in Word to figure this out
   e. Avoid leading questions
   f. Avoid jargon and unfamiliar terminology
   g. Avoid overly personal questions
   h. Avoid words with duel meanings
   i. Avoid “emotional” words

6. Questionnaire styles & formats
   a. Open-ended vs. closed-ended questions
   b. Skipping & Branching
   c. Piping
   d. Rotations
   e. Scales
      i. Nominal
      ii. Ordinal
      iii. Interval
      iv. Ratio
   f. Answer sets
7. **Order of questions**
   a. General to specific
   b. Nonpersonal to personal
   c. Follow decision-making order
      i. Unaided awareness
      ii. Aided awareness
      iii. Attitudes
      iv. Usage
   d. Keep like topics together
   e. Keep questions with similar answer sets together

8. **Clear options/directions for filling out survey**

9. **Pre-test surveys**
   a. Ask colleagues or a consultant to review
   b. Verify timing and organization of questions
   c. Conduct a “pilot” test on target audience to detect possible structure issues.
   d. Spell check
   e. Grammar/punctuation
   f. Question flow
   g. Test reading level

10. **Coding the questionnaire**
    a. Collect all respondents to the open-ended questions and look for commonalities such as themes, key words