

SURVEY DESIGN BEST PRACTICES

1. Plan out the survey process before designing the survey. Define the objective.
 - a. What question are you trying to answer?
 - b. Who are you sending the survey to?
 - c. Sample Size – how many responses do you need in order to gain an accurate estimate of the target groups attitude and feelings?
 - d. The timeline – leave the survey open for a long enough time to increase responses from a variety of respondents
2. Beginning with your objective, decide what questions and/or information you need to compile to indicate you have reached your objective.
3. Design/format the survey to match your brand. Use your logo to make it visually appealing
4. Ask one question at a time!
5. Group your questions by topic/on separate pages.
6. Remove bias!
 - a. Attempt to develop objective questions that do not lean towards one way or another. Avoid including your own opinions into the questions which, can bias the answers.
7. Keep your survey short and to the point in order to get the best response rate.
8. Formulate more closed-ended questions than open-ended. Closed-ended questions are easier for the respondent to answer relatively quickly, as well as, provide you with easily quantified data. Open-ended questions require re-coding and identification of trends, which can take longer to process.
9. The first questions should engage the respondent and be easily answerable. Leave personal/demographic questions until the end. Individuals will be more likely to answer more sensitive questions after responding to the bulk of the survey.
10. Provide an introduction to the survey. Tell the survey takers why you are asking them this set of questions. Give them an estimated completion time, as well as, what will be done with the data once it's collected.
11. Send your survey for a test run. Preview the survey!
 - a. Make sure you get feedback from the test survey takers. You want to know that everyone understands each question in the same way. That all survey design features are working properly i.e. skip logic, randomizations, and question order.
12. Share the results and findings with the survey takers so they can be aware of what you've learned. This helps build trust and validation by ensuring they understand their input makes a difference.

