



Creating Surveys

Tools and Best Practice

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT



#DatawiseLondon





Our mission is to help you unlock the value of your data.



Session outline

- ✓ Helping you plan your survey
- ✓ Types of questions
- ✓ Question writing: Do's and don't's
- ✓ Top tips
- ✓ Overview of online survey tools



Good / bad survey practice

From your experience (building or responding to surveys): What is good survey practice? What is bad survey practice?



What is a survey?

- ✓ A research method of gathering information from a sample of people
 - ✓ Fairly large number of people
 - ✓ Aim for consistency in answers so that data can be aggregated
- ✓ Traditional models: Face-to-face, phone surveys or self-completion (e.g. postal) OR
- ✓ Online surveys



Planning your survey

- ✓ **How?** Is a survey the best tool? Is an online survey appropriate or would face-to-face surveys be more useful/effective?
- ✓ **Why?** What do you actually want to know?
- ✓ **Who?** Survey respondents should be a sample of a larger group/population
- ✓ **When?** When is the best time to ask?
- ✓ **What?** What do you want to ask?





Types of questions



Multiple choice

- ✓ The respondent chooses one or more options from a list
- ✓ Try to limit them to one selection (ensure the list contains mutually exclusive choices)
- ✓ Make it clear if people are allowed to select more than one option
- ✓ Give them the choice of adding an alternative to those on your list



Rating

The respondent is asked to select one point on a rating scale (e.g. from Strongly Agree to Strongly Disagree)

Rating Scale for School Climate
(Excerpt)

Please indicate your feelings about the climate in your school by circling the letter corresponding to your choice.

A = Strongly agree
B = Agree
C = Neither agree nor disagree
D = Disagree
E = Strongly disagree

1. My child is safe while at school.	A	B	C	D	E
2. I feel welcome at my child's school.	A	B	C	D	E
3. Student discipline rules are enforced consistently.	A	B	C	D	E



A note on scales

- ✓ **Satisfaction:** Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied (5 points) + DON'T KNOW
- ✓ **Agreement:** Strongly agree, Tend to agree, Neither agree nor disagree, Tend to disagree, Strongly disagree (5 points) + DON'T KNOW
- ✓ **Frequency:** Always, Usually, Sometimes, Rarely, Never (5 points) OR Very often, Fairly often, Not very often, Not at all often (4 points) + DON'T KNOW
- ✓ **Importance usefulness, confidence etc:** Very important, Fairly important, Not very important, Not at all important (4 points) + DON'T KNOW
- ✓ **Quantity:** A great deal, A fair amount, Not very much, Not at all (4 points) + DON'T KNOW
- ✓ **Recommend (Net Promoter Score):** 0 = Would not recommend, 10 = Would definitely recommend (11 points) + DON'T KNOW



Ranking – avoid if possible

Respondents are asked to place a number of options in their order of preference, e.g.

Please put the following methods of communication used by the senior management team to disseminate performance information in order of effectiveness (1 = most effective; 5 = least effective):

- Email
- Face to face meeting
- Team briefing
- Noticeboard announcement
- Intranet news item



Closed versus open-ended questions

- ✓ When you want results that are easy to quantify, use *closed-ended questions*
- ✓ When you want to give respondents the freedom to express themselves in their own words, use *open-ended questions*



Mandatory versus optional questions

✓ **Mandatory questions:**

- ✓ Necessary if you want to compare data across respondents (full data sets)
- ✓ Allows for before-after comparison of respondents

✓ **Optional questions:**

- ✓ Respondents may not know the answers to all of your questions
- ✓ They may not feel comfortable answering some questions
- ✓ Forcing respondents to answer questions may make them more likely to quit



Be clear

- ✓ Use clear, concise, and uncomplicated language
- ✓ Try to avoid acronyms, technical terms or jargon that may confuse your respondents
- ✓ Provide definitions or examples if you need to include tricky terms or concepts



Provide a timeframe

- ✓ “How often do you use social media?” Daily? Weekly? Monthly?
- ✓ Use a time frame that makes it easy for respondents to come up with an answer
- ✓ If you don’t have a specific time period in mind, begin questions with “in general,” “overall,” or “typically”
- ✓ Avoid absolutes





Over to you!

In small groups re-order
these questions...



Question ordering

- ✓ General → specific
- ✓ Unprompted → prompted
- ✓ Important → less important
- ✓ Start and end with something 'fun' or interesting
- ✓ Watch out for things that might influence later responses
- ✓ Stay consistent in the order of question responses, e.g. from 'bad' to 'good'





Question writing

Do's and Don't's



Biased / unbalanced questions

1. **Leading questions:** prompt a respondent towards providing an already-determined answer
2. **Loaded questions:** contain a controversial assumption or value judgement
3. **Double-barrelled questions:** merging two questions in one
4. **Unbalanced questions:** do not present the respondent with all reasonably plausible sides of an issue
5. **Overly broad questions:** there are either **too** many possible answers, or good answers would be **too** long for this format



Biased /unbalanced answer options

AVOID

How helpful did you find our advisor?

- ✓ Extremely helpful
- ✓ Very helpful
- ✓ Helpful

USE INSTEAD

How helpful did you find our advisor?

- ✓ Very helpful
- ✓ Helpful
- ✓ Neither helpful nor unhelpful
- ✓ Unhelpful
- ✓ Very unhelpful





Over to you!

In small groups re-write these
[biased questions](#)



Top Tips



Don't let your survey get too long



"AND FINALLY QUESTION FIFTY, DO YOU EVER FEEL LIKE KILLING SOMEONE?"

- ✓ Better response rates
- ✓ Better quality responses
- ✓ 3-5 minutes completion time
- ✓ 15-20 closed-ended questions max.
- ✓ Every question should add value



Do a test run

- ✓ Have your survey checked by colleagues or others in advance to check for typos or other mistakes
- ✓ Send a test survey to people with knowledge of the subject to check the language and feed back on clarity of questions



Asking sensitive questions

- ✓ Ask personal or sensitive questions after establishing rapport with your respondent
- ✓ Start with questions that don't make respondents feel vulnerable, just like in-person conversations
- ✓ Make questions optional if possible
- ✓ In face-to-face situations, make respondents aware what you are going to ask and check they are okay with that
- ✓ Make clear why you're asking a personal or sensitive question



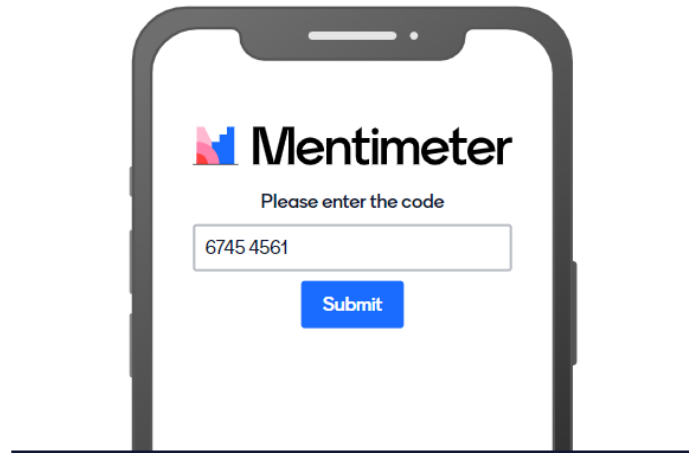
Break



Survey tools we're using...

Go to

www.menti.com



Enter the code

6745 4561

Click on the link in chat

<https://www.menti.com/6akqi16u7r>



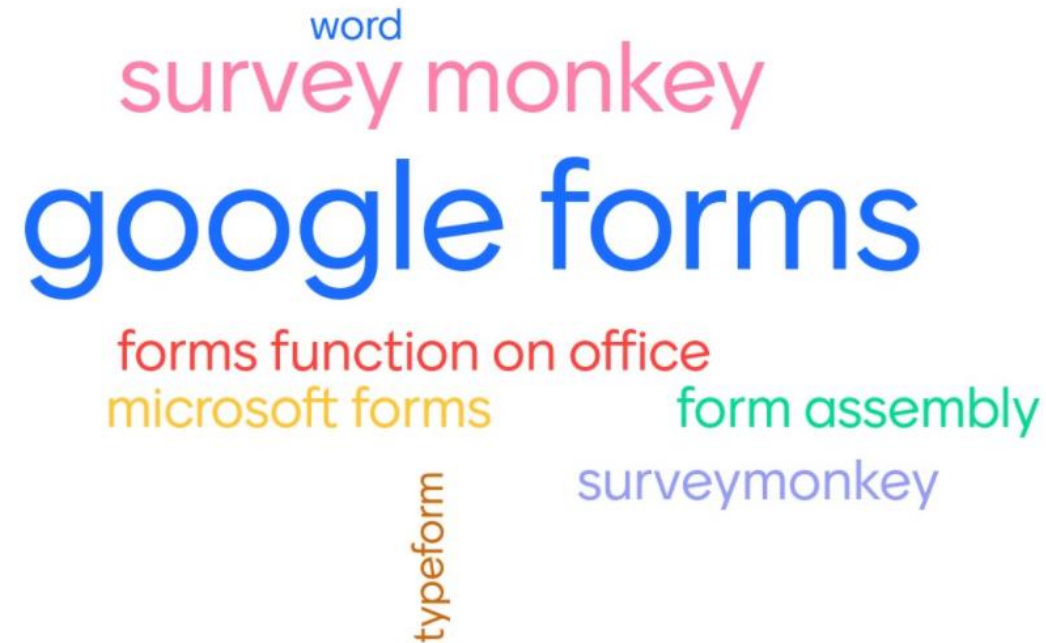
And our worst nightmares..



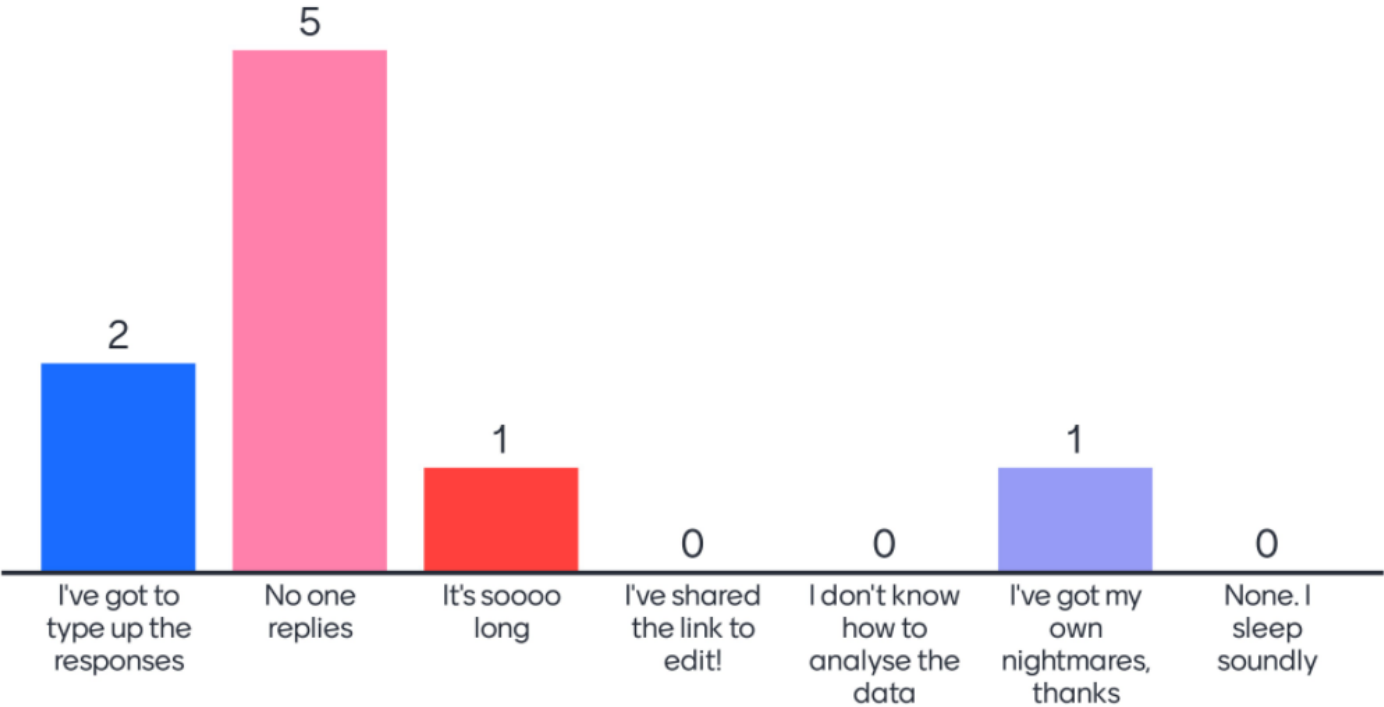
Back to Mentimeter
Click on the link in chat
<https://www.menti.com/6akqi16u7r>



What tools are you using to create your surveys?



What's your worst survey nightmare?



Choosing a survey tool



In the chat again

<https://forms.office.com/r/QGZAYJWq51>



Features of surveys

A sample Google Form. Today we're going to use it as a mini break too!

*Required

Watch this 1 minute video



In the chat again

<https://forms.gle/eUSHQdbmA7465zSA9>



You've got options

A survey tool already available to you within your office suite



A standalone survey tool



1) Logging a Conversation with a resident

Best Start ABCD app

* 1. Who are you?

James

Jenny

Lorraine

Stella

Melissa

Natalia

* 2. Which area are you working in?

Broad Green

Thornton Heath

Selhurst

New Addington

Fieldway

Waddon

Heathfield

Upper Norwood & South Norwood

* 3. Was it?

A conversation with a resident

Signposting/referral

A networking opportunity/conversation with professional

An event

A case study

Next

How will you use your survey?

DIY app using Survey Monkey for routine 'out and about' data collection (you could use any online form)



What features are important?

- ✓ Export options e.g. to Excel
- ✓ File upload
 - ✓ Google Forms – need Google account
 - ✓ Microsoft – only internal to your organisation
- ✓ Video / images
- ✓ Branching (skip logic)
 - ✓ Free in Google and Microsoft
 - ✓ Paid for feature in most others
- ✓ Save and come back to it later
 - ✓ Need a standalone survey e.g. SurveyMonkey



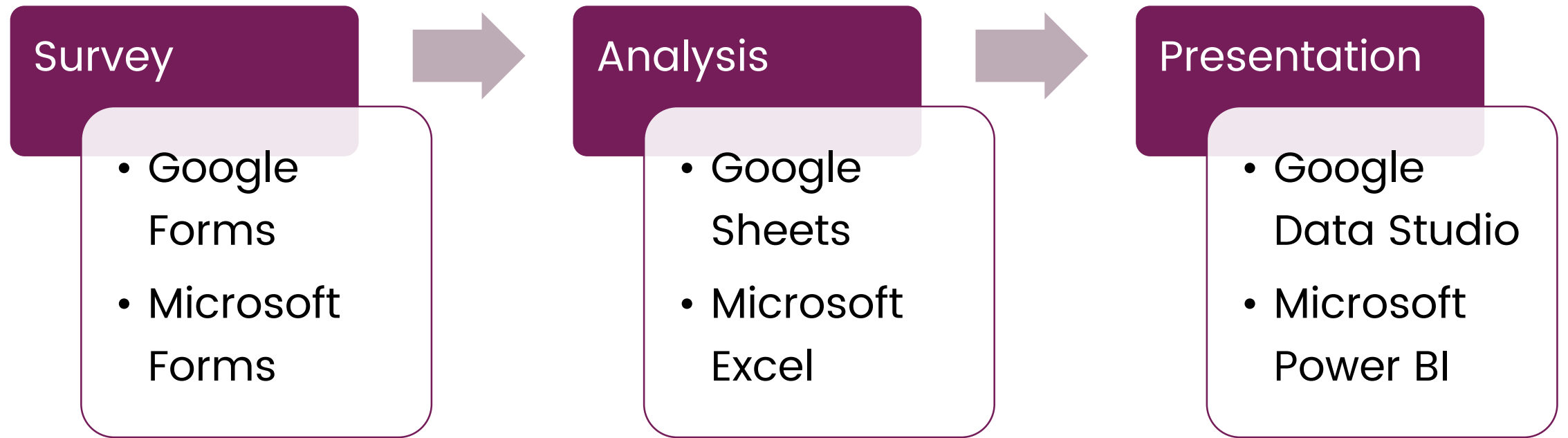
Sticking with what you know



- ✓ Less of a learning curve
- ✓ Free with both a business & personal licence
- ✓ More functionality than any of the free options
- ✓ Data security
- ✓ Future proof
- ✓ Integration with (free) data analysis & visualisation tools



Presenting survey results



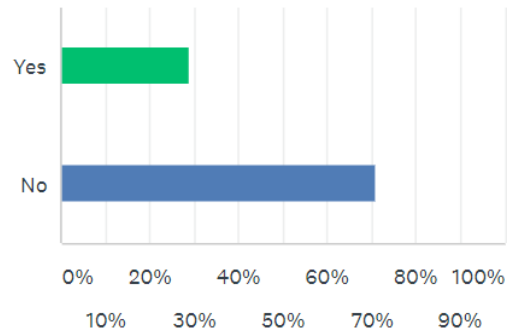
Instant Analysis & Dashboards

Impact Aloud 2020 Evaluation

Impact Aloud 2020 Evaluation

Have you been to one of our Impact ...

Answered: 45 Skipped: 0



Impact Aloud 2020 Evaluation

🔍 (0)

What were your highlights of the day?

Answered: 38 Skipped: 7

“Really loved the entire day! The impact assessment and 2 storytelling sessions were the 3 I attended. I found your facilitators friendly and welcoming. Lots of people know each other but I didn't and was made to feel very welcome I forgot to save the chat!! Could that be shared as well?”

← PREV

21 of 38

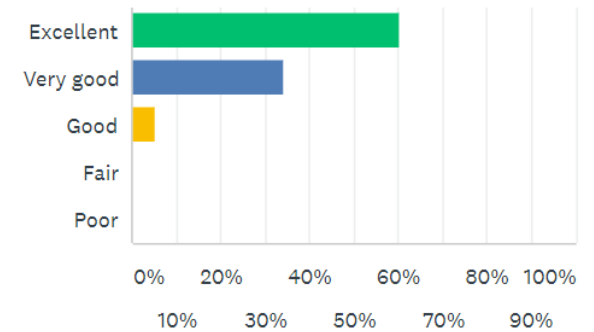
NEXT →

Impact Aloud 2020 Evaluation

🔍 (0)

How would you rate Impact Aloud 20...

Answered: 38 Skipped: 7



Impact Aloud 2020 Evaluation

🔍 (0)



Free –too good to be true?

 Mentimeter

2 questions only

Typeform

10 questions, 10 responses p/m

 JotForm

5 forms, 100 responses p/m, 100MB storage



SurveyMonkey

10 questions, view only, 40 responses p/m

 SmartSurvey

15 questions, view only, 100 responses p/m



Survey Monkey offers a
25 % discount for
registered charities

Individual Advantage

£32

/ month

Billed £384 annually

[See all features](#)

Tools to help individuals create, send, and analyze surveys—in a snap.

Individual account log on from only 2 devices. Log on & password sharing required

Team Advantage

£25

per user / month

Starting at 3 users, billed annually

[See all features](#)

Collaboration tools and survey features that help your team work more efficiently.

£900 a year for 3 users/ £675 for a registered charity

Team Premier

£75

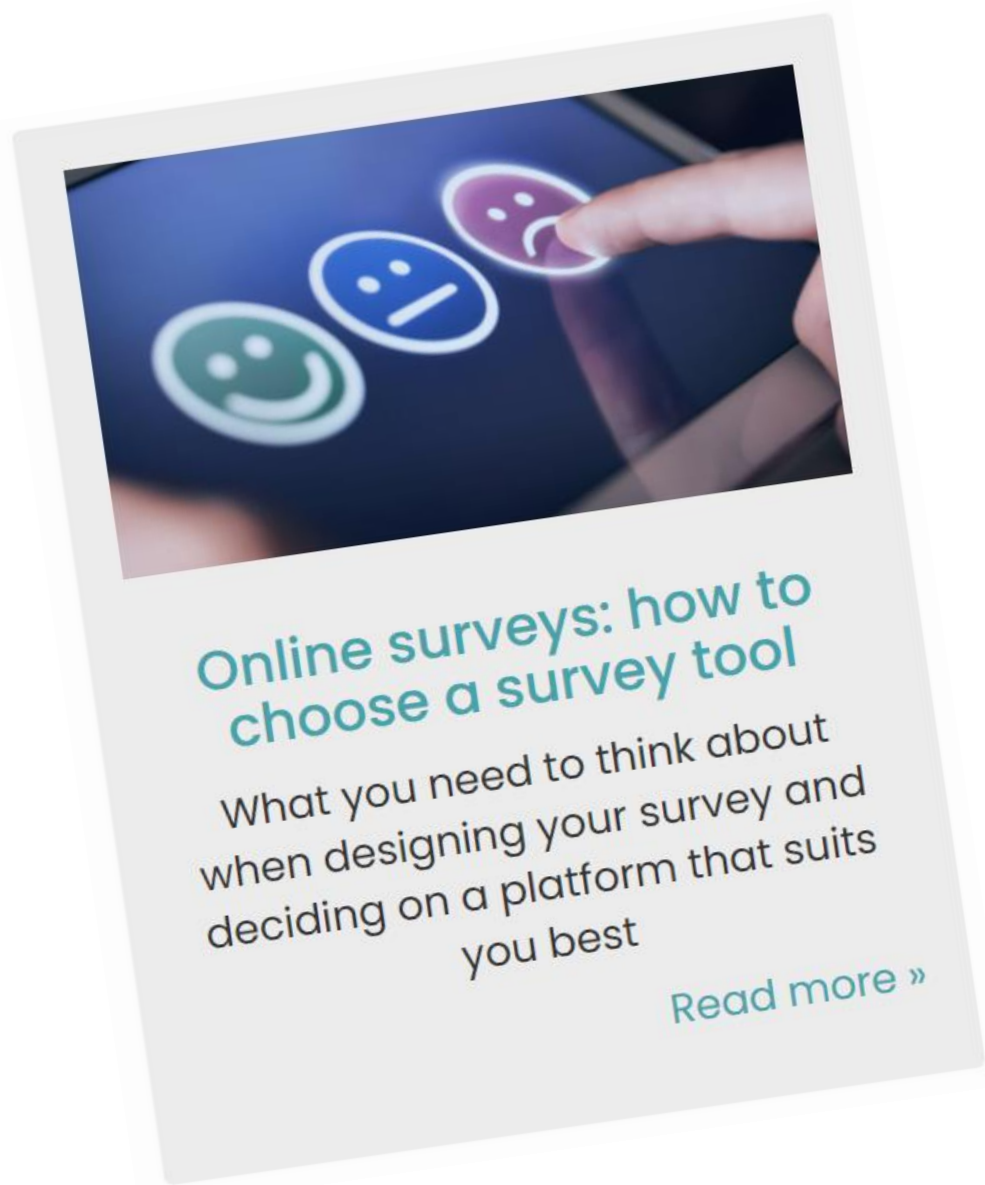
per user / month

Starting at 3 users, billed annually

[See all features](#)

Our best team features to launch advanced surveys and analyze results quickly.





Next steps

Read our Resource:

[How to choose a survey tool](#)

Or [book a 1:1](#) for help

Book an [Impact Chat](#) with Angela or Antonia at Coalition for Efficiency



Resources

- ✓ [Sample size calculator](#)
- ✓ [SurveyMonkey templates](#)
- ✓ [Smartsurvey templates](#)
- ✓ [Harvard University guide](#) on question wording
- ✓ [Data Star tips](#)
- ✓ [NPC guide](#) on sampling:
- ✓ [Market Research Society Code of Conduct](#)
- ✓ [Social Research Association Ethical Guidelines](#)



More resources

Well being surveys

- [What Works Wellbeing](#) outlines several tools and also has a survey builder:
- [Four well-being questions](#) from the Office for National Statistics (ONS)
- [Inspiring Impact](#) has information on *Developing a measurement framework: a tool for mental health and wellbeing charities*

Accessible Surveys

Pretty much all of the tools on the market enable accessible survey creation. Here are some useful guides:

[Evaluation Support Scotland](#)

[Survey Gizmo's practical guide](#)

[Survey Monkey's practical guide](#)





Thank you for listening

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