

8 TIPS TO SURVEY SUCCESS

1

USE COMMON LANGUAGE

Simple language reduces potential confusion – avoid jargon, acronyms or overly-wordy questions.

2

ASK RELEVANT QUESTIONS

Keep questions tightly connected to the core purpose of your survey. Got more to ask? Consider doing a separate survey.

3

ONE AT A TIME

Avoid questions like “Is this tool interesting and useful? Answer yes or no” It’s hard to answer (It’s interesting, but not useful!) and meaningless to interpret, because you’ll never know which response the answer applies to.

4

BE INTUITIVE

Be clear on answer options – checkboxes are great for participants to give more than one answer. Use radio buttons if you want people to only select one answer out of a few options.

5

BE FLEXIBLE

When giving answers to choose from, include an “other – please specify” option to capture responses you hadn’t considered.

6

AVOID DUPLICATION

Asking the same question in different ways just in case you get a different response isn’t a great use of anyone’s time.

7

KEEP IT SHORT!

Time is precious – the shorter the better. Be honest up front as to how long it might take to finish, and keep the length manageable (no more than 10 minutes)

8

TEST BEFORE LAUNCH

A critical step to success - pilot with trusted friends and family to make sure you’re on the mark Adjust and launch!