

What do they want?

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Lanie Sheets, CPRP
Parks & Recreation Superintendent

Types of Surveys

What surveys do you do?
What do you ask?
Why do we survey?

Survey Design


1. Define your objectives
 - What decisions are you trying to make?



Survey Design

2. Work backwards

- What data do I need to make my decision?
- What am I trying to measure?
- Create the tables first!



Survey Design

3. Who do you survey?

- Target population?
- Who doesn't need to be included?
- Everyone or sample population?

Survey Design

4. Timing

- Beginning, end or middle of a program?
- Avoid timing conflicts
- Deadlines
- How long will it take to collect & process data?

Survey Design

5. How is the survey conducted? (Mode)

- Form of contact – in person, telephone, email, mail
- Presentation – written, interviewer
- Recording method – paper, electronic

Questions

2 Types of Questions

- Structured – closed ended
 - *How satisfied were you with the product on a scale of 1 to 5?*
 - Provide list of acceptable responses
- Unstructured – open ended
 - *What can we do to improve our product?*

Questions

1. What questions will provide the data I need?
2. Limit open-ended questions
3. Use appropriate scales
4. Use consistent scales
5. Don't ask unnecessary questions!
6. Keep questions simple, easy words

Questions

7. Avoid negative questions (don't do x)
8. Avoid double negatives
9. Use active not passive voice
10. Avoid jargon, acronyms, or abbreviations
11. Avoid words or phrases with a strong point of view
12. One question at a time! (No "or")

Questions

Avoiding Bias

1. Avoid subjective language
Aren't we great? Do you often eat ice cream?
2. Avoid leading questions
Would you agree our tacos are excellent?
3. Avoid double-barreled questions
How is the taste and appearance of our pancakes?

Questions

Multiple Choice Questions

1. Mutually exclusive or allow multiple answers
2. Allow "Other", "None of the Above", "N/A", or other Neutral choices
3. Don't over lap, i.e.
0-20, 20-30, 30 and up
4. Choices should be exhaustive

Questions

Multiple Choice Questions

5. Descriptive words more reliable than numbers
6. Actual frequency better than vague (often, seldom, etc.)

Questions

Electronic Forms

1. Tell at beginning how long it should take (preferably 5 minutes or less)
2. Show a progress bar
3. Allow respondents to go back
4. Allow to save and come back later

Survey Format

Introduction

- Setting the Stage
- Explain purpose, how info will be used
- Frame of mind
- Helps ensure reliability
- Again, set time expectation
- Express gratitude

Survey Format

- Physical format easy to use
- Web based easy to navigate
- Question order is polite and logical
 - Group similar topics
 - Place demographics at the end
- Visual layout is clean, simple, and consistent

Survey Format

- Include organization name and logo
- Include open ended question at end
- Provide return instructions
- Thank them for their time
- Provide information to contact you

Testing Your Survey

1. Internal Check
 - Spelling and grammar
 - Readability and flow
 - Consistency with goals. Ask again what data each and every question will provide.

Testing Your Survey


2. Field Test
 - Questions easily understood?
 - Complete survey as intended?
 - Skip questions?
 - Does it flow?
 - Electronic – does everything function?
Different browsers?
 - How long did it take?
 - Any other frustrations
 - Test the data

Response Rate

1. Clearly communicate importance and purpose
2. Make it personal and altruistic
3. Clearly identified source for credibility
4. Incentives
5. Calculators – statistically valid sample

Timeline

1. Articulate a clear deadline
2. Not too big (7-10 days)
3. Provide a reminder a few days out
4. Remember to thank participants to help with future participation



Data Analysis

1. What value do you put to each question?
2. Are some more important / weighted more heavily?
3. Converting open-ended questions (grouping)
4. Choose chart type for best illustrations
5. Drawing conclusions
