



Survey Design Cheers and Jeers!

Contributed by Jen Meyers Pickard, Director of Strategic Initiatives and Communications, University of Arizona

1. During the past week, how many times have you consumed alcohol?

- Never
- 1 – 3
- 3 – 5
- 5 – 10
- So many times I can't keep track

2. Which of the following best describes your family's college attainment plan?

- We don't have one.
- We are thinking about it.
- We are in the process of evaluating our family situation and developing our college access plan.
- Our plan is complete.
- We have a plan but don't know if it's truly realistic.

3. How helpful was the program staff?

- Very helpful
- Somewhat helpful

| 4. Attending the workshop on academic policies and procedures: | Strongly agree | Maybe agree | Disagree | Really disagree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| • Found answers to my questions about departmental policies and procedures | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Learned a lot | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • I won't cheat | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

5. Did the strategies that your tutor used in your session work?

| 6. How much do you use the following methods to advertise to on-campus students? | All the time | A few times a semester | Once a semester | Does not apply |
|--|-----------------------|------------------------|-----------------------|-----------------------|
| • Fliers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • TV ads | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Newspaper ads | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. How often have you traumatized your child by hitting him/her? _____

8. How many times have you seen a counselor for emotional or social support? ___ times



Survey Design Checklist

| | Yes | No |
|--|-----|----|
| Design Preparation | | |
| Did you write down what decisions will be made based on the data? | | |
| Do you have no more than 3 main objectives for the survey? | | |
| Have you taken into account your campus survey policy or survey approval process in your timeline and survey design? (if applicable) | | |
| Does your survey include an introduction explaining purpose of the study, duration, and incentive information? | | |
| Survey Structure | | |
| Did you choose question structures that allow people to respond easily? (http://www.srl.uic.edu/seminars/Qdesign/quex_design_f08_files/frame.htm) | | |
| Does the survey begin with a closed-ended question? | | |
| Do the questions go from general to specific? | | |
| Are the demographic questions at the end? | | |
| Are any sensitive questions toward the end of the survey? | | |
| Do all questions relate to your objectives? | | |
| Do you complete each topic before moving on to the next? | | |
| Survey Question Format | | |
| Do questions avoid use of jargon, acronyms, or terminology unfamiliar to respondents? | | |
| Are the questions simple and concise? | | |
| Did you phrase items in a question format? | | |
| Did you avoid double-barreled questions? (e.g., was the staff friendly and helpful?) If yes, do you need to break it up into 2 separate questions or can you eliminate one question? | | |
| Did you use a yes/no question when there should be a scale? Or the opposite – did you use a scale question when there is really only 2 answers? | | |
| Did you instruct the participants on how to effectively respond to the scaled questions?" (e.g., Please indicate your level of agreement of the following statements...) | | |
| Are all possible answer options included, or did you include an "Other" option? | | |
| Do you allow the respondent to select "Prefer not to answer" for sensitive questions, such as income? | | |
| Do you list answer options vertically? | | |
| Do you display the most positive answer options first? | | |
| Do you need to include a midpoint answer on rating scales? (e.x., Strongly agree, Agree, Neutral, Disagree, Strongly Disagree OR Strongly Agree, Agree, Disagree, Strongly Disagree) | | |
| Are you using closed-ended questions whenever possible for data analysis? | | |
| Are open-ended questions voluntary? | | |



| Survey Administration Logistics | | |
|--|--|--|
| Have you checked with the Institutional Review Board to see if approval is needed? | | |
| Who will be taking the survey? Have you gained access to that group/email list, etc.? | | |
| Will incentives be offered to boost the response rate? Is yes, have you planned incentives? | | |
| Have you sent the survey to colleagues or friends to review question wording and survey timing? | | |
| Have you piloted the survey on a sample of potential respondents to test questions and get feedback on question wording, order, etc.? | | |
| Have you revised the questionnaire draft according to the feedback from the pilot? | | |
| Does the survey take 8 minutes or fewer to complete? 5 closed-ended questions take approximately one minute, and 2 open-ended questions take approximately one minute. | | |
| Will you be able to make the decisions you identified in your objectives based on the data? | | |

(Adapted from: <http://ebookbrowse.com/2006-survey-design-checklist-zoomerang-pdf-d435293825>)