

SURVEY TIPS

Consider the following tips when designing your survey:

- Identify all desired results (outcomes) before starting
- Consider different question formats (open-ended, ranking, etc.)
- Be careful of question wording, as it may bias responses
- Define all potentially imprecise or ambiguous terms
- Keep it specific, direct, and focused
- Avoid over-tasking your survey
- Run it by others for their input
- Determine appropriate sample size (many calculators available online):
 - Creative Research Systems (<http://www.surveysystem.com/sscalc.htm>)
 - Raosoft (<http://www.raosoft.com/samplesize.html>)
- Consider different distribution methods (email, mail, phone, etc.)
- Use methods to increase your response rate:
 - Get up-front commitments from potential respondents
 - Distribute directly to respondents (versus via email or mail)
 - Use incentives
 - Over-sample
- Consider using an online survey tool (many offer free basic packages):
 - SurveyMonkey (<http://www.surveymonkey.com>)
 - Zoomerang (<http://www.zoomerang.com>)