

Survey Design and Analysis

As you enter, complete items A and B on the worksheet


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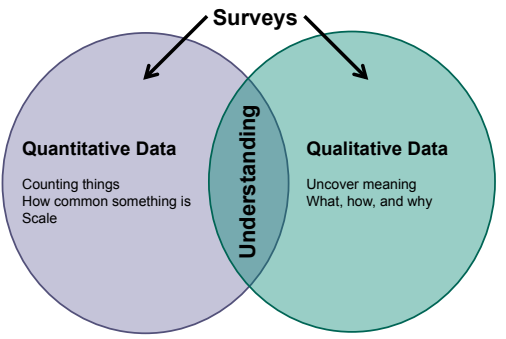
Before Survey Design...

~~"I want to do a survey to evaluate our program."~~

Focus your Evaluation:
Craft Key Evaluation Questions

Match Questions to Methods

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Surveys

Quantitative Data
Counting things
How common something is
Scale

Qualitative Data
Uncover meaning
What, how, and why

Understanding

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When to use a survey

Well-Defined Audience

Tangible Key Evaluation Question

Consistent Program Experience

Sensitive Subject

Survey Fatigue

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Survey Design

Sticky Subjects

Question Order

Question Type

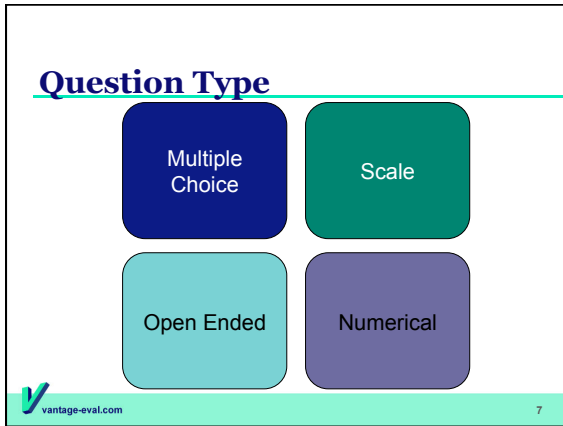
Question Wording

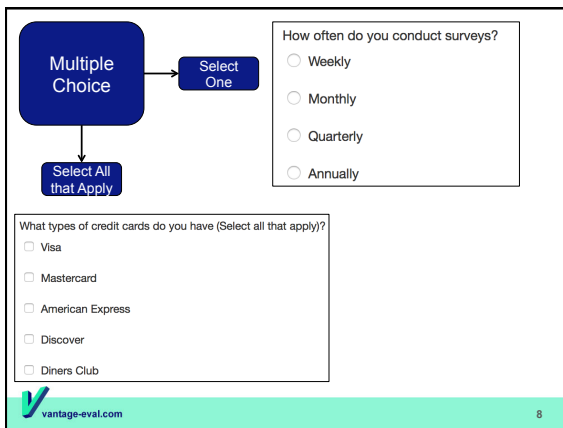
Logistics

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Question Type

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10. Would you use any of the following if offered through the Chamber website? (Select all that apply)

- ☐ Exclusive discounts for office supplies or services from Chamber members
- ☐ Member-only resources like news clips and research
- ☐ A job posting board
- ☐ The ability to opt in or out of areas of interest (tell me about events or tell me about public policy via e-newsletter or blog)
- ☐ The ability to share information to your own social media profiles or website
- ☐ The ability to advertise your own event listings
- ☐ The ability to pay bills
- ☐ The ability to register for events and classes
- ☐ Other _____

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6. Which of these sentences best describes how you primarily use transit?

☐ I ride transit for commute trips (to work) only
☐ I ride transit for different kinds of trips, but only when it's the most convenient option
☒ I ride transit only when traveling in downtown Denver
☐ I ride transit only when traveling to school/university
☐ I ride transit only when traveling to special events, like games or concerts
☐ I ride transit only when traveling to recreation and/or outdoor activities
☐ I ride transit only to get around within my neighborhood
☐ I ride transit to run errands or access services
☐ I ride transit only to get to and from the airport
☐ I ride transit only when traveling to downtown Denver
☐ I ride transit for most trips
☐ Other (please specify)


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Scale

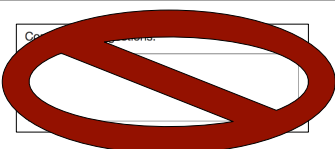
How satisfied are you with the following:

	1 - Very Dissatisfied	2 - Not Satisfied	3 - Neutral	4 - Satisfied	5 - Very Satisfied
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

! Warning !
Analysis pitfall, stay tuned....


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Open Ended



What one change would you make to improve the cooking class?


What was the best part of the cooking class?

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As a result of participating in x program the children in my classroom...


	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
... listen without interruption					
... talk appropriately in a group					
... are more able to concentrate for the time span of activities					
... more regularly work through difficulties					
... approach tasks without fuss					
... more appropriately communicate feelings					

Please provide one example of how participating in x program has increased the self-esteem and self-confidence of children in your classroom:


13

Numerical

How many months have you been at your current residence?



14

24. Including yourself, how many adults (over 18) live in your house? Include all individuals who consider your house their primary residency.

25. How many dependent children do you have in each of the following age groups?: Number of children under 6 in household


26. Number of dependent children 6-12 in household

27. Number of dependent children 13-17 in household


15

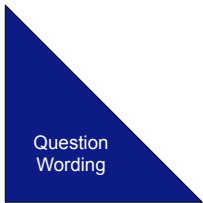
Let's Practice!!

Question Type



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Question Wording



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Will the respondent understand the question in the same way the writer wanted it to be understood?

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Question Wording

- Avoid "double-barreled" questions
- Avoid leading questions
- SIMPLE, CLEAR, CONCISE

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Let's Practice!!

Question Wording

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Survey Design

Sticky Subjects

Question Order

Logistics

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Sticky Subjects

Am I going to use that data?

Is it appropriate for a survey?

Can I leave it open ended?

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14. Were you born in the United States? If you answer yes, skip to Question 19.

☐ Yes

☐ No

15. Are you currently undocumented?

☐ Yes

☐ No

☐ Would rather not answer.

16. Do you currently have DACA status?

☐ Yes

☐ No

☐ Would rather not answer.

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Question Order

Mandatory Questions

Most Important First

How do questions influence each other?

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The procedure involves filling out an online or in person survey that will take approximately 30 minutes. Please answer all questions for yourself, and not for anyone else. Do not answer for your family members unless prompted.

Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. All data is stored in a password protected electronic format. To help protect your confidentiality, the surveys will not contain information that will personally identify you. The results of this study will be used for research purposes only and may be shared with community organizations, policy-makers, and other civic engagement stakeholders. If you have any questions about the survey, please contact Kathy White at white@coloradofiscal.org or 720-379-3019 ext. 224

1. What is your gender?

☐ Female


☐ Male

☐ Non-binary/third gender

☐ Prefer not to say

☐ Prefer to self-describe

2. What is your age?

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5. How well do you speak English? If you speak "very well" or "well" skip to Question 8 in the next section.

☐ Very Well (very comfortable writing, reading and speaking English)

☐ Well (comfortable speaking in English and sometimes comfortable writing and/or reading in English)

☐ Not Well (not very comfortable writing, reading or speaking English)

☐ Not At All (do not write, read, or speak in English)

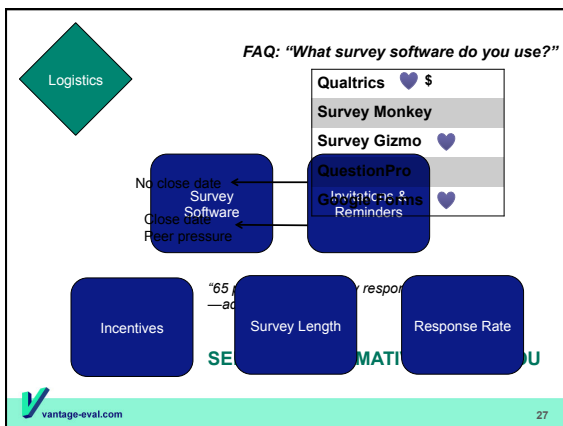
6. If you do not speak English "very well" or "well", do feel like you have access to resources (including news, translators, translated material etc.) to understand what is happening in your community?

☐ Always

☐ Sometimes


☐ Never


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60. To ensure careful reading of the survey, please select option B below.

☐ A
☐ B
☐ C
☐ D

8 / 10  80%

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Thank you!

Questions?

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Survey Design Tips and Tricks



Each respondent has a finite amount of power for your survey. Your goal is to get the information you need before they run out of power. This document outlines just a few of the most important tips and tricks to maximize your survey's potential.

COMMON QUESTION TYPES

Multiple Choice: These questions provide a finite list of response choices for respondents to select from. They take less energy for respondents than open-ended questions but can alienate respondents if their preferred response is not available or represented multiple times. Use these questions when you can fully enumerate (nearly) all the possible responses (without overlap between responses) but want to understand the distribution of responses.

Select One: Use when only one response can logically apply at a time.

e.g., How did you first learn about Vantage Evaluation?

Select All That Apply: Use when multiple responses can logically apply.

e.g., How did you learn about Vantage Evaluation?

Best practice: Always include an “other” option with a text box to capture responses that do not fit into an existing option

Scales: These questions ask respondents to select a single rating along a continuum of equally spaces options. These questions have a high risk of “socially desirable” responses, for example, when respondents mark “5” to a whole series of scale questions. Use these questions when a scale can capture differentiation in an emotional response to a concrete program aspect. Scales capture a raw rating—if you instead want a relative rating of a group of items, consider a **Ranking** question.

e.g., How satisfied are you with the survey design workshop overall?

(1 = not at all satisfied, 5 = highly satisfied)

Best practice: Always use the same scale direction and remind respondents (does 1 mean high or low?)

Open-ended: These questions do not provide any prepopulated response options, rather ask respondents to type in their unique answer. They take more energy for respondents than a multiple choice question but can paint a more rich, complete picture of respondents' experiences. Use these questions when you cannot enumerate possible responses and/or wish to capture rich description of respondents' opinions or experiences.

e.g., Looking back, what could the survey design workshop have done better to prepare you to write high quality surveys?

Best practice: Always write questions that are truly open ended. Yes/no questions will not generate informative responses.

QUESTION WORDING

Will the respondent understand the question in the same way the writer wanted it to be understood?

- Avoid double-barreled questions that combine two questions
e.g., In a typical week, how often did you interact with your research supervisor and your peers?
- Avoid leading questions
e.g., How good was the training program?
- Be careful with negatively worded questions
e.g., Do you not like research as much as you did before the program?
- **Use simple, concise, and clear language**

SURVEY STRUCTURE

- **Use mandatory questions sparingly, if at all.** “Are the responses to the rest of the survey worthless without the response to this question?” Only make the question mandatory if the answer is yes. If a respondent comes across a mandatory question they do not want to answer, they will drop out, and you will lose the responses to all subsequent questions.
- **Be aware of how early questions can influence answers to subsequent questions.** Questions and responses can prime respondents by narrowing the scope of their thought process. Think through the order of questions and what question flow makes logical sense. For example, start with broad questions about the program before narrowing to specific program aspects.
- **Put the most important content first.** Sometimes survey respondents drop out. Put things like demographics last so that you increase the likelihood that you capture the most important information even from partial responses.
- **Cautiously ask sensitive questions.** Universally, be respectful of respondents time and only ask questions when you will use the information. This is doubly important when the question is sensitive or personal, for example, income level.

Survey Question Examples

Opening Statement

Thank you for your continued participation in [program]. You are invited to participate in a survey about your experiences with [program]. The survey should take you no longer than [estimated time] and you will receive an [incentive] for your time. The results from the survey will be shared with key stakeholders to continue to improve our services.

At [organization], we strive to provide high performing work spaces where people enjoy coming to work and get more accomplished than they would somewhere else. To accomplish these goals, we need your feedback to see where we're hitting the mark and where there are opportunities to improve. Please help us better support you and your organization by completing this survey.

Multiple Choice (select one)

Which group best represents your role at the [event]?

- Broker; Individual assisting with application process; Advocacy organization (not providing direct assistance to applicants); Community-based organization (not providing direct assistance to applicants); Other

What grade level do you currently teach? (Response Options: K-5; 6-8; 9-12)

Multiple Choice (select multiple)

What motivated your organization to apply for an office space grant in our center? (check all that apply)

- Cost savings; Convenient location; Amenities; Proximity to funders and partners; Partner with other tenants; Proximity to client base; SFF brand prominence; Conference center on site; Office space design; Other (please specify)

Because of my participation at [event], I... (Select all that apply)

- Followed up with new contacts; Reconnected with colleagues; Used resources received at event; Shared stories; Re-evaluated my messaging plan/media plan; Implemented or enhanced social media use; Other (please specify)

Scale

Officing with this center has increased opportunities for your organization to work with other opportunities on joint programs. (Response Options: Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, Strongly Agree)

How important were the training and resources received at [event] in preparing you for 2015 open enrollment? (Response Options: Not at all important, Not important, Neutral, Important, Very important)

This section has two questions, 1) what you knew before the training, and 2) what you now know after the training. First think back to how much you knew before the [training] and then enter your knowledge level, and then think about how much you know now after the [training] and enter your knowledge level.

How knowledgeable do you feel in:

	Knowledge Before Training				Knowledge After Training			
	None	A little	Some	A lot	None	A little	Some	A lot
The impact of oral health on the overall health of children								
What foods are tooth healthy								
The purpose of only serving water in between meals and at bedtime								

Numerical

How many clients have you referred to a partner agency?

How many children do you have under the age of 13?

Open-Ended

If you could add one program to [organization's] offerings, what would you add?

Based on your experience during open enrollment 2015, what challenges from 2014 are still issues in 2015?

What two things did you learn at the [training] that will impact your work with children most?