

# SURVEY DESIGN WORKSHEET

## Questions to consider before you get started...

What is the purpose of the survey?

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How will the data be used?

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Whom will you survey?

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What method will you use to collect your data (mail, email, telephone, online)?

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What kinds of resources will you need for the survey?

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How long will the survey be?

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## Building the Survey

### 1. Write the introduction

- Explain the purpose of the survey
- Describe any benefits to the respondent
- Inform how much time the test should take
- Provide general instructions
- Disclose any confidentiality details

*Example:*

#### Program or Survey Name

Mahalo for taking the time to complete this survey.

This survey is designed to:

- measure the impact of \_\_\_\_\_ on its participants.
- improve the quality of \_\_\_\_\_.

As part of this study, we would like to know about your experiences and opinions. This information will be useful in understanding and enhancing our program.

This survey should take about \_\_\_\_ minutes to complete. Please be sure to read all questions carefully. The information you provide will be kept confidential (and/or anonymous). Your answers on the survey will not be shared individually.

Thank you!

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