



Survey

9 Steps to Survey Success

Says!

1

Maintain Consistent Focus

A survey should have a clear concept of the answers that are sought as well as the audience to be targeted.

3

Make the Survey Attractive

An attractive survey, neat, clear, and spacious is more likely to be completed and less likely to confuse.

5

Keep it Specific

For large audiences, don't ask open-ended questions. Questions should be either yes/no or multiple choice.

7

Do a Test

Give surveys to a trusted group. Doing so will tell you how long it takes to complete and whether questions are confusing.

9

Avoid Weekends

The best time to email surveys is between Tuesday and Thursday during a normal business week.

2

Order the Questions

The first question tells what survey is about, whether it will be interesting, and how easy it will be to complete.

4

Write Clear Questions

All hope for achieving measurement validity is lost unless the questions are clear and convey the intended meaning.

6

Follow Logic

Make sure that one question leads naturally into another. Usually, first questions will be broad with follow-ups specific.

8

End w/ Demographic Q&A

Keep information that is less crucial to your surveys toward the end, else people will lose interest in your survey.