MBF 3C Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Creating Surveys**

Collecting primary data with a survey can be very challenging. There are many important factors to consider when designing your questionnaire.

Survey Question Styles

**☞ Open** questions are those to which respondents reply in their own words.

i.e. How do you feel about the school uniform?

i.e

*☞* **Closed** questions give the respondent a limited number of choices. These choices help in organizing the responses.

i.e. Which of these school-related issues is most important to you?

☐ lockers ☐ lunch ☐ parking ☐ uniforms

i.e.

Survey Question Types

☞ **Information** questions are used to gather facts about the respondent.

i.e. Circle the appropriate response:

a) Gender: M F

i.e

☞ **Checklist** questions list options and ask respondents check one or more option.

i.e. Which of the following sports do you enjoy playing? (Check as many as apply)

☐ badminton ☐ cricket ☐ rugby ☐ ultimate frisbee

i.e.

☞ **Ranking** questions require respondents to order the options.

i.e. Below is a list of concerns for teenagers. Please rank them in order of importance to you:

1 - most important to 4 - least important.

\_\_\_ choosing a career \_\_\_ getting a summer job

\_\_\_ graduating from high school \_\_\_ learning to drive

i.e.

☞ **Rating** questions require respondents to indicate their opinion about a question.

i.e. How do you feel about the colour of the hallways at Lourdes?

☐ love it ☐ like it ☐ dislike it ☐ hate it

i.e.

**When writing a survey, keep the following in mind:**

* write a brief introduction that explains the survey and how you will use the results
* make it clear the responses will be anonymous
* make the questions short, specific and easy to understand
* organize questions in a logical way
* avoid questions that may offend or provoke an emotional response; be sensitive
* do not use abbreviations (i.e. OLOL for Our Lady of Lourdes), contractions (don’t),

nor slang (‘cuz)

* do not use negatives (i.e. From the given list which wouldn’t you recommend?),
* do not use leading questions (i.e. Using the following scale indicate your satisfaction . . . )