

## Survey Tips

The following tips can help you create useful and valid surveys:

- Emphasize that responses will be anonymous and confidential.
- Explain the purpose of the survey and what you will do with the results.
- Begin with interesting questions that make people think.
- Avoid leading questions, such as “Why would Josephine Smith be a bad governor?”
- Avoid questions with obvious answers, such as “Do you think reducing crime is important?”
- When using number scales, such as 4 for completely agree and 1 for completely disagree, try not to use an odd number of choices. With an even number of choices, responders must express an opinion and cannot just select the middle choice.
- Try out your survey with people you know before giving it to strangers.
- Double- and triple-check for writing errors.

## Web Sites with More Information about Writing Survey Questions

### How to Write a Good Survey

[www.accesscable.net/~infopoll/tips.htm](http://www.accesscable.net/~infopoll/tips.htm)

A list of guidelines for survey writing with simple explanations

### Qualities of a Good Question

[www.statpac.com/surveys/question-qualities.htm](http://www.statpac.com/surveys/question-qualities.htm)

A list of 12 characteristics of good survey questions

### 8 Tips for Writing Effective Survey Questions

[www.constantcontact.com/learning-center/hints-tips/ht-2007-11os.jsp](http://www.constantcontact.com/learning-center/hints-tips/ht-2007-11os.jsp)

A collection of helpful hints for writing good surveys

## Online Survey Tools

### Survey Monkey

[www.surveymonkey.com](http://www.surveymonkey.com)

A widely used survey tool that can easily be embedded into e-mail and Web pages

### Zoomerang

[www.zoomerang.com](http://www.zoomerang.com)

A free survey tool that is easy to sign up for and use

### Google Docs

<https://docs.google.com>

Includes spreadsheets that can be used to create surveys and collect data