

# Survey Design

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*Ruth Mott Foundation*

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# Types of Error with Surveys



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1. Population Specification
2. Sampling
3. Selection
4. Measurement

# Tips to make a good survey



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1. Clearly state your intentions with the survey
2. Use questions from other sources when available
3. Include instructions with your survey
4. Don't ask unnecessary personal information
5. Keep questions short and concise
6. Ask only one question at a time
7. Ask unbiased questions
8. Ask questions your participants can answer
9. Order/group questions by subject
10. Present questions in clean and organized layout
11. Test the survey questions

# Types of Questions



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## Fixed Responses

- A specific list of responses
- Basic fixed response questions
- Rating Questions
- Ranking Questions

## Open-Ended

- No list or answer choices (short answer)
- Completely open-ended
- Partially open-ended (the “Other” option)