

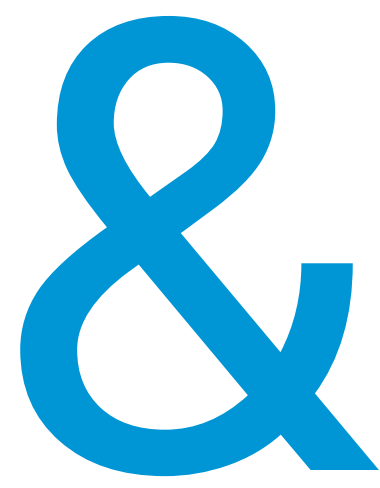
Survey Toolkit

Introduction

People take surveys all the time. Whether after eating a delicious meal or after a customer service phone call, we are constantly asked for our feedback and opinion. Why? Because feedback is important for making your strategy work!

This toolkit will help you learn more about the purpose of surveys, when to use them, and how to create your own. We also provide a template that helps you build your survey and think through logistics. This is a great toolkit to use in your journey, especially when you are in your deep listening phase and trying to understand community concerns and opinions. Other tools that will be helpful in conjunction with this one are:

Data Collection Plan
to determine why you're doing
surveys and what questions
you want to answer



Data Sense-making
for when you're ready to look
through your survey responses
and determine what you've learned

WHY Use Surveys?

Surveys are a good tool for collecting information quickly from a large group of people, or when you need to collect the same information from lots of individual people. For your journey, surveys are useful because there are free resources you can use and you can analyze your data on your own!



When designing surveys, it's best to create them with input from your organization and community feedback. This can help make sure the survey is collecting information that is useful for the community, and ensure the surveys are used in culturally respectful ways.

If you engage diverse community members from different backgrounds and perspectives to help think about the survey questions, you will end up with a stronger survey because they know best how to ask questions in a way that will make sense to the people you're asking.

WHEN to Use Surveys?

Now that you know the purpose of surveys, when is the best time to use them? Surveys can be used to collect information for many different purposes, such as:



to see when
people would like
to meet



to get feedback
on a meeting or
an event



to collect information
about the characteristics
of the community
(race/ethnicity, age,
experience, neighborhood,
etc.) and see in what ways
people want to be involved



to collect opinions
about community
needs, challenges
and strengths



to get a sense of
overall satisfaction
of a group

HOW to Create Surveys?

1

Figure Out What You Want to Know

- What are the major questions your team is exploring right now?
- What information do you need for your project that you don't have right now?
- Who has that information?
- Which of that information can be collected through a survey (to get lots of answers from lots of different people) and which of that information is needed from a specific person (through interviews)?

2

Think About a Timeline and Some Logistics

When?

- When do you want to start your survey?
- How long will it be open/available, and when will you close the survey?*

Who?

- What is your goal target for the number of surveys you would like completed?
- What are the important voices you need to hear from in your survey (e.g. older adults, youth, Spanish-speaking, LGBTQ). Maybe think about target numbers for each of those populations too.

How?

- Who will manage the survey?
- If it's on paper/in person, who will be administering the survey?

*It's important to have a closing date to the survey because you don't want data coming in forever. If possible, make sure to close your survey so you are working with the same data, or information, during this process.

3

Think About What Kind of Questions You Need to Ask to Get Your Answers

Types of Questions	Use	Examples										
Multiple Choice	When you have multiple answers, but people can only choose one .	What is the language of your heart? What language do you prefer? ⒶEnglish ⒶSpanish ⒶFrench ⒶSomali										
Check All That Apply	When you have multiple answers and people can choose as many as they want	What is your race/ethnicity? Check all that apply: <input type="checkbox"/> Black <input type="checkbox"/> Indigenous <input type="checkbox"/> White <input type="checkbox"/> Latinx <input type="checkbox"/> Asian										
Open-Ended	When you are asking people for their opinion or feedback and they can give in their own answer	What is your favorite part about your community? _____										
Scale	When you are asking about attitudes, opinions, and actions Be creative: use smiley faces, thumbs up/down, etc. Keep your scales small! 1-5 is much easier to answer than 0-9. Here are other <u>examples</u> .	This meeting helped me understand what evaluation is. <table><tr><td>Strongly Disagree 1</td><td>2</td><td>Neutral 3</td><td>4</td><td>Strongly Agree 5</td></tr><tr><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr></table> Note: Its best practice to include a neutral option in your scale.	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5								
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>								
Ranking	When people can put answers in order . For example, you can ask what matters to them the most, what their favorite thing is, etc.	Put the following items in order from what is most important to you to the least important. 1. Access to parks 2. Access to grocery stores 3. Health education 4. Physical education										

HOW to Create Surveys?

TIPS FOR GOOD SURVEY QUESTIONS

- >> Keep questions simple and specific.
- >> Use language everyone can understand.
- >> Keep it short.
- >> Ask one question at a time.
- >> Avoid bias. Ask questions in an open way that doesn't assume you know how the respondent feels about a certain issue.
- >> Use specific time frames and points of reference (e.g. in the last 6 months how positive have you felt about XYZ program? At the community meeting in February 2020, how did you feel about how people were communicating with each other?).

4

Figure Out How You're Going to Collect the Data

In-Person

In-person surveys can be a good choice because they are easy, free, and everyone can do it. This is also a good option because people can ask you questions if they are unsure about what you are asking on the survey.

	Benefits	Drawbacks
Interviews	<div><div>+ It's easy and more of a conversation (this is great if there are people in your community who may have trouble reading)</div><div>+ People don't need access to internet or a computer</div><div>+ You are getting to know the data in real time</div></div>	<div><div>- You have to insert your data somewhere before you analyze</div><div>- People might not share honestly because they are not anonymous</div></div>
On the Street	<div><div>+ You don't need a computer/internet access to fill it out</div><div>+ People can answer more honestly since it's not tied back to them</div></div>	<div><div>- This might not be accessible for people who have trouble reading</div><div>- Need access to a printer</div><div>- You have to insert your data somewhere before you analyze</div></div>

Online

Online surveys can be a good choice because they are easy, inexpensive, and give you a lot of data in a quick turn around. Many of the online survey choices are free and will even give you analysis charts of the data so you can do some quick sense-making! They're also easy for respondents to answer, as most folks can click a link and answer a few questions on their smartphone or computer.

(Note: if a lot of your respondents don't have access to a smart phone or computer, you could also put your online survey on a tablet and go collect survey responses in person, like at an event!)

HOW to Create Surveys?

	Benefits	Drawbacks
<u>Google Forms</u>	<ul style="list-style-type: none">+ Free, for as many surveys as you want, with as many questions as you want+ User Friendly+ Gives you graphs and charts of the answers+ Multiple people from your team can work on it+ Lots of templates to choose from	<ul style="list-style-type: none">- You need to have a gmail email to create a survey- People need access to internet- Customization is limited (color and design theme options)
<u>Survey Monkey</u>	<ul style="list-style-type: none">+ Free (but with limitations)+ Gives you graphs and charts of the answers+ Can create more sophisticated/complex survey questions+ Customizable to a certain extent, the Premium plan allows you to upload logos, add backgrounds and much more+ Lots of templates to choose from	<ul style="list-style-type: none">- More sophisticated, might take a learning curve to navigate- The Basic (free) version allows 10 questions per survey, maximum 100 responses. The premium plan starts at \$32/month
<u>Facebook Polling</u>	<ul style="list-style-type: none">+ May reach more people+ Good for short, quick questions when you want to reach a lot of people	<ul style="list-style-type: none">- Can't do long surveys

5

Test It!

Be sure the ways in which questions are worded and response options are presented are equitable, this means that anyone who takes the survey will be able to answer the questions easily. One way to ensure this is to have people test the survey tool and get their feedback before spreading it to the rest of the team.

6

Make a Plan to Share Back What You Have Learned

Once you have all your survey responses in, you'll need to analyze, or make sense of, the data. For tips on analyzing and interpreting your data, check out our other Sensemaking Toolkit [here](#).

Once you have some findings from your survey, it is time to share it back with the community!

- ...at a community meeting
- ...at a public meeting like a City Council
- ... with donors or funders or foundations who are interested in your work
- ... online on your website or social media page

Don't forget to report positive news! For example, maybe 82% of people who took your survey said they love their community. That's exciting news! Putting that graph on your website or Facebook page might really boost morale and get more folks engaged in the work you are doing.

HOW to Create Surveys?

TIPS FOR A GOOD SURVEY

>> Enjoyable and Ethical

Put the survey respondent first: include an introduction with a statement of consent, summary of the survey purpose, and close out text with personalized content.

>> Decision-focused

Make sure your questions are relevant and actionable. What will you do with the information you collect?

>> Test, test, test

Test the question on yourself and then test questions with others. Do they understand the questions? Is it easy to answer the questions?

>> Short

Try to keep your surveys at 10-15 questions.

>> Mix it Up

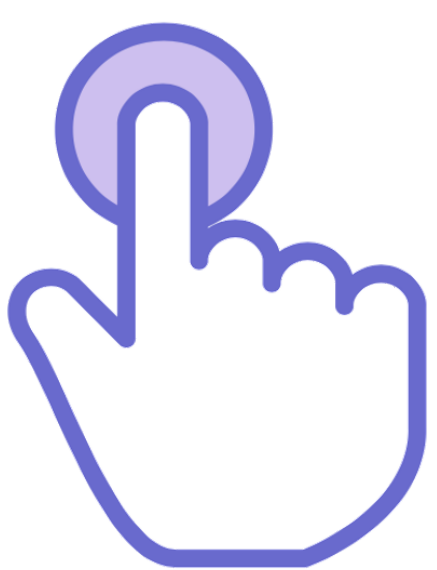
Achieve a balance between open-ended and multiple choice questions (and mix up the order). Multiple choice questions can be easier to answer, and open-ended questions make people think!

>> Structure the Survey thoughtfully

- The first question should be easy to answer, applicable to everyone, and somehow connect the respondent to the survey.
- Break up the questions into sections of questions that are related to each other. Introduce the section to explain what you're about to ask the respondent and why.

Fill Out the Template

Now that you understand the process and tips for creating a survey, we created a template to get you started with your own team or community!



To fill out the template, please follow these steps:

1. Click this link to access the view-only Google Doc: <https://bit.ly/20yKSLj>
2. Go to "File" and click "Make a Copy"
3. Name your template and decide where you want to file it in your Google Drive
4. Fill out the template!

Questions? Feel Free to Contact Us:

hello@coequitycompass.org

