

Tips for Designing and Conducting a Survey

Consider the following points when designing your survey -

1. What are you going to ask? Consider:

Before deciding what you are going to ask you will need to work out what you want to know. This will help you develop the most useful questions. For example, if you want to know what percentage of people at your school think about the environmental impact of what they buy, you could ask "Do you think about the environmental impact of your purchases?" and getting a YES/NO answer is a good way. Then you can add up all the people who do or don't.



However, if you want to know what other ideas they have for the site, you might need to ask your question in a different way. You could ask; "What do you do to reduce the environmental and social cost of the things you buy?" and then give a range of options that people could choose from, such as a). Choose things without packaging, b). Look for organic or ethically produced products, c). Check where something is made, or d). I don't know. Alternatively, you could just let people give their own answers without giving them any options to choose from.

2. How many questions are you going to ask? You should consider:

- Many people are very busy and don't have time for a lot of questions
- Keep the questions brief and clear and short
- Understand why you are asking the questions: if they ask you something in return you need to be able to answer.

3. How many people will you try and talk to? You should consider:

You should decide on a number before you head out, but between five and twenty people should be fine, depending on the method that you choose for asking questions: if you're asking people to answer YES/NO questions, then the more people the better. But if you're asking them to talk about their opinions, then aim for fewer people.

4. Who are you going to interview? You should consider:

- Some people might want to remain anonymous
- If you want to ask more lengthy questions, you will be asking for more time of people
- People you already know will probably be more willing to help you out.

5. How are you going to record this information?

- Will you get people to write down their answers? Or:
- Will you get people to fill out a survey form? Or:
- Will you write down what they are saying? Or:
- Will you record them by video or audio? (You will need to ask their permission before you do.)