EUSurvey – Best Practices

1. Begin at the end:

Why are you creating a survey? Who will work with the survey? What kind of data do you need? What will you do with the results you get? How should the results be presented?

2. KISS:

Keep it short and simple (max. 5-10 min). Ask yourself if you would understand the questions of the survey and if you would answer the survey.

3. Background information:

Explain what will happen with the survey results. Tell the audience where and if the results will be published, state the time of the survey.

4. Understandable language:

Avoid Commission jargon or abbreviations that are not easily understood by the public. Remember to use a catchy title to attract attention.

5. Crescendo:

Use easy questions in the beginning and complicated or sensitive ones in the end. This will encourage participants to continue with the survey.

6. Privacy:

Tell participants about personal data collection if you ask any personal information. Include a privacy statement if necessary.

7. Match the question style to the data needed:

Remember to only ask one thing per question. If you use scales make sure to have balanced answer options. Give different possible options, use text boxes for explanations to "Other" option.

8. Limits:

Limit the use of open ended questions. It will be hard to analyse the results because you have to read all entries. Use listing choice to speed up the analysis.

9. Dependencies:

Use skip logic or dependencies. This will make sure that participants only answer to the questions they are concerned with.

10. Tests:

Before you publish the survey, test it. Is it understandable? Do you get the results you want? Ask colleagues to test the survey and give you feedback.