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# SURVEY SELECTION AND DESIGN GUIDING QUESTIONS

These questions are designed to get you thinking about the role that a youth survey could or should play in your overall evaluation plan.

## PART 1:

What is the primary purpose of your evaluation? Are there other (secondary) purposes?

How will a survey help you to accomplish this purpose (i.e. what outcome(s) will you try to address with a survey)?

The statement I would like to make about this outcome based on survey results is:

How and with whom will I share my survey results?



## PART 2:

### OPTION 1:

Using your outcome statement from Part 1, brainstorm some things that youth might **Do**, **Think**, and **Feel** if that outcome were achieved.

Do	THINK:	FEEL:

### OPTION 2:

If you are working from an existing survey, consider each question on your survey in terms of the following checklist:

- ✓ Does this question provide useful information for program development?
- ✓ Does this question provide evidence of program impact?
- ✓ Does this question provide unique information (information not available elsewhere)?
- ✓ Does this question use the language that young people would use?
- ✓ Does this question avoid common pitfalls:
  - Ambiguous or unclear questions
  - Confusing wording
  - Double-barreled questions
  - Loaded or leading questions
  - Sensitive topics