**Developing surveys for young people, parents and carers**

Overview

* Surveys are an efficient way to collect information from a large group of people.
* They are one of many tools for consulting with and asking the views of young people, parents and carers in order to understand their thoughts, opinions, and feelings.
* They are written in a way that provides respondents with a quick and easy experience that enables them to answer questions truthfully.

Top Tips

Language

* Use clear and simple language.
* Avoid jargon and acronyms.
* Use bulleted lists to break up text.
* Use language that is neutral and unbiased and does not lead respondents to a particular answer.

Accessibility

* Use text alongside colour to convey meaning, rather than relying on colour alone.
* Use images to support questions, ensuring each image has alternative text.
* Ensure compatible with screen readers.
* Ensure all elements of the survey are navigable using the keyboard.

Questions

* Limit the number of questions to between 5 and 10.
* Ensure the survey takes less than 10 minutes to complete.

Planning a survey

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| Opening | * What is the outline and purpose of the survey (check what data is already available and whether it can be used instead)? * What are the key dates and timescales? * Who are the users of the survey? |
| Opportunity | * How will you promote the survey? * How will you encourage users to complete the survey? |
| Obligation | * What strategic and / or statutory requirements will be fulfilled as a result of the survey? |
| Outcome | * What will the findings of the survey change / influence? * How will you evidence the short term impact of the findings from the survey? * How will you evidence the long term impact of the findings from the survey? * How will you feedback to the users who completed the survey? |
| Ownership | * Which service / team is responsible for the survey and who will be using the results to influence change and feedback to users? |

The 5 O’s model, adapted from ‘Pathways to Participation’ (Shier 2001)

Developing a survey

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| --- | --- |
| Survey introduction | * Clearly state what the survey is about. * Say how many questions there are / how long it will take. * Explain what will happen with the feedback gathered. * Provide contact details if the user requires more information or support. |
| Privacy statement | * A privacy statement **must** be included if users are required to providepersonal data. * If users are required to give their contact details, follow up contact must be made with those who raise specific issues and disclose information causing safeguarding concerns etc. * Not all surveys need users to provide personal data as questions should only relate to data that will be used for a specific purpose. |
| Survey questions | Ranking   * Users tell you their preference from a list of items. * Make sure you use words instead of numbers. * Be aware that users may feel they have to choose a worse or better item when they would want to rank them equally. |
| Multiple choice   * Quick, simple and accessible for users. * Easy to analyse for the service. * Provide an ‘any other comments’ option for the user. * Be aware that users responses are limited to pre-determined options. |
| Open questions   * Provides users with the opportunity to answer in their own words. * Provides services with the opportunity to learn about things not previously considered e.g. areas for improvement. * Can be more difficult to analyse. * Be aware that users are less likely to respond due to the effort required to answer. Consider the amount of open questions used. |
| Closed questions   * Limit users response option to a set of pre-selected choices. * Require little time and effort and are therefore easier to answer. * Be aware that closed questions limit users ability to share their thoughts and feedback in their own words. |
| Yes and no questions   * Quick way of getting the users initial thoughts. * Easy for the user to complete. |
| Survey ending | * Thank users for filling in the survey. * Sign post users to further information. * Tell users when they will receive feedback i.e. you said we did. |

If you require support, or have any questions about developing surveys, please contact the Voice, Influence and Change Team at [VIC@leeds.gov.uk](mailto:VIC@leeds.gov.uk).