**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.
* Use simple to answer questions first, harder to answer questions in the middle and easier to answer questions at the end.

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.
* Only ask questions that can influence change.

Planning a survey

|  |  |
| --- | --- |
| 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

|  |  |
| --- | --- |
| 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.