

Survey Basics

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Important basics

- Planning
- Designing
- Implementing

Planning

- What is your purpose?
 - What information do you want from your customers?
- How will you use this information?
- What decisions will you make?

Designing

- Ask only what you need to know to help you make your decision
 - Keep language simple
 - Avoid abbreviations/jargon that everyone may not know
- Ask without bias

Do you plan to do any dive traveling?

Yes

No

Maybe

Be specific when asking for information to help you make your decision

Do you plan to do any dive traveling in the next 12 months?

Yes

No

Maybe

Better, with this time frame, you have more relevance

What is important to you in choosing dive travel?

- Cost
- Passport requirements
- Destination
- Type of diving
- Time needed to get there
- Other than dive activities available
- Size of group
- Immunizations required

Keep the questions relevant to the customer, but also things that help you with your decision

Note: keep the list manageable, it doesn't need to be exhaustive

Do you prefer live aboard boats to a dive resort?

Yes

No

This is kind of ambiguous and doesn't give an option for no preference

Which do you prefer?

- Live aboard
- Dive resort
- Other...

Better, this 'Other' option allows a short answer response when people don't want to choose any of your responses

Are you interested in diving Cozumel or Cuba?

Yes

No

This is a double question and should be split, but it can be refined even further using a scale

How interested are you in the following dive destinations

	Very interested	Somewhat interested	Don't know	Somewhat uninterested	Uninterested
Cozumel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exotic Locale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Using a rating scale like this gives you direction and intensity of interest

Be sure to balance your scale

How old are you?

Your answer

This is a sensitive subject, like income & religion, to some people

Putting context to it, may help you get more responses instead of blanks

To help us choose the right accommodations, what age category are you?

- under 30
- 30 to 50
- 50 to 65
- over 65
- Prefer not to say

This lets the customer know why you are asking for intrusive information

In situations like these, be sure your categories don't overlap (what do I check if I'm 50?)

Note: 'Prefer not to say' should be used in sensitive questions

Designing – last thoughts

- Open-ended questions (paragraph type) should be used sparingly
- Don't use absolutes like “I always travel with a companion (yes/no)”
- “Require” the minimum number of questions you need

Implementing

- Test survey on a few before sending to entire e-mail list
- Subject line should be concise
- Introductory e-mail needs enough information to help customers choose to do your survey (include a realistic time estimate)

Implementation

- Leave enough time for people to answer
 - include weekdays as well as weekends
- Send at least one follow-up reminder

Summary

- Take the time to plan what you want to get out of the survey
- Keep the design simple and straightforward; test it out to make sure you get usable information
- Thank respondents, they are volunteering their time to help you

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