

5 Tips for Creating the Perfect Survey

Strive for Perfection!

Knowing you want to send out a survey is one thing, but designing a [survey](#) that perfectly fits your needs can be difficult.

It's worth taking the time to make sure you get exactly the survey you want; otherwise, you'll not only be wasting your own time, but you'll be wasting the time of everyone who completes the survey as well.

You want to make sure you create a survey that's going to give you the data you need, allowing you to get an insight into your business and how your business can perform better.

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1. Named or Anonymous?

When creating surveys, you will want to consider a major factor that can affect the data you receive: will names be included on the survey, or will the surveys be anonymous?

Survey respondents are more likely to give you their genuine opinions, rather than just what they think you want to hear if you allow them to give [feedback](#) anonymously.

Anonymous surveys can be particularly handy if you're asking difficult questions, like asking trainees to rate their training because they may be worried about hurting your feelings or how it will reflect on them if they are starting a new position.

It's important to make sure you are producing reliable data, as you'll be using it in your training measurement in the future, so pick the response type that you think will encourage your respondents to give the most truthful answers.

If you are surveying groups like your vendors, you may find it more useful to keep the responses named because this will allow you to tackle any specific problems an individual vendor may be having.

When deciding whether to make your surveys anonymous, consider the level of responses you want and what you're going to do with the data when you get it. This allows you to make the right decision on survey response type in each situation.

2. Question Types

There many different question types you can include in a survey, and it's important to consider which kinds you want to use to get the data that will be most useful to you.

You may wish to use simple yes/no questions, tick boxes, or a 1–10 rating system. [Questions](#) like these are great for comparing data. These kinds of questions allow you to quickly calculate the responses and create easy to read visual reports such as graphs and pie charts.

For other questions, you may wish to offer your respondents a text box to write their responses to open-ended questions. While these responses aren't as easy to compare, they can provide you with valuable information. Giving your respondents the chance to answer open questions can give you a more in-depth insight into what they think, which allows you to strengthen your training and, therefore, your business.

It's important to make sure your survey doesn't include any leading questions. You want to avoid any questions that are written in a way that will suggest a particular type of answer to your respondents. Questions like this will skew your data and may give you an inaccurate representation of how your business is performing. Take the time to read through and double-check all your questions carefully to make sure you haven't included any leading questions.

3. Avoid Grouping Questions

To make sure you get the most detailed data possible from your surveys, you'll want to make sure you are asking the right questions in the right way.

It is important to avoid grouping items or concepts together into one question when it would be more beneficial to split them up into several questions, thus giving you more detailed responses.

When surveying your trainees, you could simply ask them to rate their training, but they will be considering many different factors when answering, which may affect the overall score that they give.

While the trainee may have loved a particular portion of the training, perhaps other areas were confusing or difficult to understand. If you simply ask one question covering all elements of the training, you may drive down the overall score without an accurate representation of the trainees' experience. However, if you split specific items into several questions (how they enjoyed the training content, their trainer, the delivery method, etc.), you can see exactly which parts of your training program are working well and where it may be falling short. This means you can focus on adjusting particular portions of your training without having to rework the entire training program.

Don't be afraid to ask a few more detailed questions to make sure you produce useful [analysis](#).

4. Test It!

Data from your surveys should provide transparency and be helpful when making business decisions, so it's vital to get it right the first time! If your surveys do not address relevant points, your respondents may find them useless and may not take the time to complete them.

The best way to test your survey is to send it to other members of your company, along with some questions such as the following:

- **Does it make sense?** Do your respondents understand what they're being asked?
- **Is it too long or detailed?** It may be the case that your respondents may not want to fill out a long or overly-detailed survey. This will be especially true if you're sending it to people whose schedules are already full of other important tasks for the company.
- **Is the data useful?** Other people within your business should be able to look at the questions you're asking and decide whether that [data](#) is important to your business measurement. If a question isn't providing you with useful data, you might as well get rid of it.
- **What's missing?** Ask a few people within the company to take the survey and comment on areas of questioning that may provide excellent insight into how your training and company is running.

5. Create Different Surveys for Different Audiences

Don't just create one survey and then use it for everything because doing so does not allow you to gather useful data.

Think about all the different groups of people you want to survey and make sure you create a tailored set of questions for them. Training for one department will likely be entirely different from another, so a one-size-fits-all evaluation will not be suitable for all training programs.

While it may save you time to create one, all-encompassing survey, in the long run, you'll be left with incomplete or unnecessary [data](#), which could affect how you measure the success of your training.

SurveyMonkey and Administrate

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UK: +44 131 460 7350

USA: +1 (406) 322 3312

MENA: +961 71 419 404

info@getadministrate.com

<http://www.getadministrate.com>