



SURVEYS THAT WORK

Julia King Tamang
kingtamang@lern.org




The slide features a dark brown background with a blue and orange horizontal bar at the bottom. The LERN logo is centered at the bottom.

 What is a survey?

2

- To examine and look at generally or comprehensively
- Who, what & how


The slide has a white background with a blue header bar. It includes a small icon of a survey and a slide number '2'.

 Why survey?

3

- Collect data to help you make better programming, marketing and operations decisions.


The slide has a white background with a blue header bar. It includes a small icon of a survey and a slide number '3'.

 Who does the survey?

4


**YOU
Do!**

The slide has a white background with a blue header bar. It includes a small icon of a survey and a slide number '4'. The text 'YOU Do!' is written in a large, bold, black, stylized font.


 Who to survey?

5


- Best participants!




The slide has a white background with a blue header bar. It includes a small icon of a survey and a slide number '5'. Below the text is a photograph of three people (two women and one man) looking at a computer screen in an office setting.

 How many questions?

6



The slide has a white background with a blue header bar. It includes a small icon of a survey and a slide number '6'. Below the text is a cartoon illustration of a blonde girl in a red dress running and holding a sign that says '1-3'.

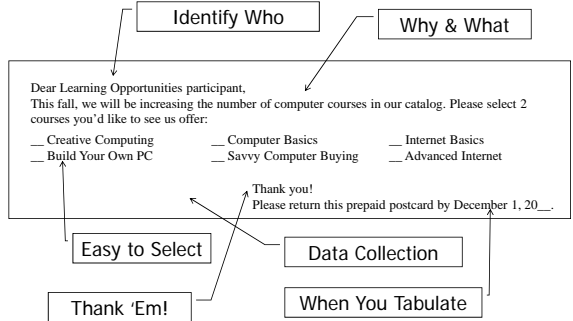


What types of questions are best?

7

- Close-ended questions always work better than open-ended questions.
 - ▣ Yes/No
 - ▣ 1-5
 - ▣ Multiple choice

What are the components of a survey?



Identify Who

Why & What

Dear Learning Opportunities participant,
This fall, we will be increasing the number of computer courses in our catalog. Please select 2 courses you'd like to see us offer:

Creative Computing Computer Basics Internet Basics
 Build Your Own PC Savvy Computer Buying Advanced Internet


Thank you!
Please return this prepaid postcard by December 1, 20__.

Easy to Select

Thank 'Em!

Data Collection


When You Tabulate



Data Collection Methods for Surveying Opinion



9

- Personal Interviews
 - Telephone Surveys
 - Mail Surveys: Snail vs. "Post"
 - Computer Direct Interviews
 - Email Surveys
 - Web Page Surveys



Scanning Questionnaires

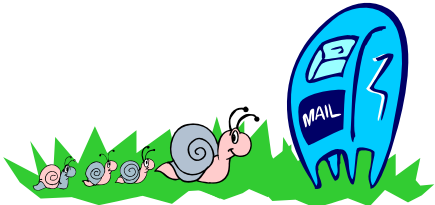

10

Snail Mail

11

- Response: One Month
 - ▣ 15-40%

E-Mail #1

12

- Response: 3 Days
 - ▣ 15-40%

Dear LERN Member,

In attendance for your association meetings this fall **Up**, **Down**, or **About the Storm?**


To respond, just hit Reply, type "Up" or "Down" or "Storm" and hit Send.

We'll give you the results next week.

Thanks for your support and membership in LERN. This information has been requested by other association members of LERN, so our members appreciate your response.

Thanks for your membership and support.

To unsubscribe from eLERN, your FREE monthly newsletter with your LERN membership, send an email to stern@lern.org with unsubscribe as the subject.

 **E-Mail #2**

13

- Response: 3 Days
 - 10-30%

Are your association's registrations Up, Down, or About the Same as compared to Fall 2004?

Just click here and take our 2-second survey.
<http://www.lern.org/online/2second/DE2>


This is the most requested survey by LERN members, so please participate.

Results will be sent to you in just 10 days.

Thank!

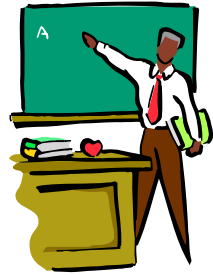
To unsubscribe from eLERN, your FREE monthly e-newsletter exclusively for LERN members, send an email to elern@lern.org with **unsubscribe52223 as the subject.**


Thanks for your membership and support.

 **"Post Person"**

14

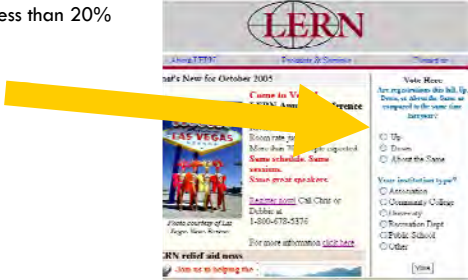
- Response: Immediately
 - 80-100%




 **Web Site**

15


- Response: One Month or Less
 - Less than 20%




 **Telephone**

16


- Response: Depends
 - Depends



 **When to survey?**


17

- Snail mail — Not around holidays/etc.
- E-mail — Tuesday-Thursday, 10 am - noon
- "Post person" — First class, at the start
- Web site — Consistently
- Telephone — ?????

 **Survey how often?**

18

- As often as possible
 - At least 6-12 times a year



How many?

19




Should I or shouldn't I?

SURVEYS RETURNED	RESPONSE RATIO	ERROR RANGE	POSSIBLE RESPONSE
400	Any	5%	
200	80 - 20	6%	74 - 26
	75 - 25	6%	69 - 31
	70 - 30	6.4%	63 - 37
	65 - 35	6.8%	58 - 42
100	60 - 40	7%	53 - 47
	75 - 25	8.6%	66 - 34
	70 - 30	9%	61 - 39
	65 - 35	9.5%	55 - 45
50	60 - 40	10%	50 - 50
	75 - 25	12%	63 - 37
	70 - 30	13%	57 - 43
	65 - 35	13.5%	51 - 49
25	60 - 40	14%	46 - 54
	80 - 20	16%	64 - 36
	75 - 25	17%	58 - 42
	70 - 30	18%	50 - 50

How about evaluation forms?

21



Evaluation forms are NOT surveys!



Popular New Tools for Lifelong Learning

23

- Survey Monkey. www.surveymonkey.com
- Zoomerang. www.zoomerang.com
- QuestionPro. www.questionpro.com
- InfoPoll. www.infopoll.com

General Help Book

24

How to Conduct Your Own Survey

ISBN: 047101273.

Under \$20.

