

Survey Design Practices

1. Define Clear Objectives: Clearly articulate the purpose of the survey to guide question development and ensure the collected data meets your goals.
 - a. Do not make any answers besides demographics required
 - b. Provide a clear explanation as to what the survey results will be used for
2. Keep It Concise: Limit the survey length to encourage higher response rates. Surveys should ideally take no longer than 12 minutes to complete.
3. Use Simple and Direct Language: Craft questions that are easily understood to avoid confusion and ensure accurate responses.
4. Employ a Variety of Question Types: Incorporate both open-ended and close-ended questions to gather quantitative and qualitative data.
5. Avoid Leading or Biased Questions: Ensure questions are neutral to prevent influencing respondents' answers.
6. Pilot Test the Survey: Conduct a pretest with a small group to identify and rectify any issues before full deployment.
7. Ensure Anonymity and Confidentiality: Assure respondents that their answers will remain confidential to encourage honesty.
8. Optimize for Mobile Devices: Design the survey to be accessible on various devices to reach a broader audience

Four Sample Surveys:

1. City of Tempe 2009 Community Survey
2. 2017 City of Springboro Community Survey
3. City of Fredericksburg Comprehensive Plan and Parks Master Plan Survey
4. 2022 City of San Antonio Community Survey
5. 2024 City of Castroville Parks Survey

"Must Have" Questions:

- Demographics
 - o How many years have you lived in Castroville?
 - o What is your age?
 - o What is your gender?
 - o Please indicate your race/ethnicities. [Check all that apply]
 - o Do you rent or own your home?
 - o How many, if any, children live in your household?
 - o How many, if any, older adults live in your household? (65+)
 - o How many, if any, persons with disabilities live in your household?
 - o What type of dwelling do you live in?
 - Single family house detached from any other houses
 - Duplex or townhome
 - Building with two or more equivalent apartments or condominiums
 - Mobile home
 - Other
 - o Which of the following best describes your education?
 - Some high school, but no diploma
 - High school diploma or equivalent

- Some college but no degree
- Associates degree
- Bachelor's degree
- Graduate degree, master's degree, PhD, etc.
- Which of the best describes your employment status?
- Are you a military veteran or affiliated with the military?
- How do you access the internet at home?
 - With a router
 - With a mobile phone or hot spot
 - With a router and mobile phone or hot spot
 - I don't have internet access at home
 - Other
- Which of the following describes your household's total annual, pre-tax income?
- What is your primary way to receive news and information about the City of Castroville?
 - Local news television, radio, print
 - Social Media
 - Newsletters
 - City website
 - Word of mouth
 - Other