SURVEY SELECTION AND DESIGN GUIDING QUESTIONS

These questions are designed to get you thinking about the role that a youth survey could or should play in your overall evaluation plan.

PART 1:
What is the primary purpose of your evaluation? Are there other (secondary) purposes?

How will a survey help you to accomplish this purpose (i.e. what outcome(s) will you try to address with a survey)?

The statement I would like to make about this outcome based on survey results is:

How and with whom will I share my survey results?
PART 2:

OPTION 1:
Using your outcome statement from Part 1, brainstorm some things that youth might **Do**, **Think**, and **Feel** if that outcome were achieved.

<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>THINK:</strong></th>
<th><strong>FEEL:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OPTION 2:
If you are working from an existing survey, consider each question on your survey in terms of the following checklist:

- Does this question provide useful information for program development?
- Does this question provide evidence of program impact?
- Does this question provide unique information (information not available elsewhere)?
- Does this question use the language that young people would use?
- Does this question avoid common pitfalls:
  - Ambiguous or unclear questions
  - Confusing wording
  - Double-barreled questions
  - Loaded or leading questions
  - Sensitive topics