

# Survey Basics

If you are going to create your own survey, you should follow some basic guidelines:

Include basic demographic information:

- Age – let participant type in whole number
- Race (Black, White, Asian, Native American, multiracial)
- Ethnicity (Hispanic or not)
- Gender – consider including “nonbinary” or “other” option
- Additional variables that might be interesting:
  - Marital status
  - Employment (occupation; unemployed/part-time/full-time)
  - SES depending on your topic (examples: income, highest level of education or parents’ highest level of education if child, eligible for Pell grant or need-based financial aid)
    - For income, you can let them write in a number, but be sure to specify an example so you don’t end up with one answer of 20k and one answer of 35,000
    - For highest level of ed, provide answer choices
    - Pell eligibility can be a yes/no and used for t-tests
  - Housing (rent/own, on-campus/off-campus)

For main topic questions, avoid yes/no, true/false, or other two-option responses

- The general rule of thumb is 5 response options. Examples:
  - strongly agree, agree, neutral, disagree, strongly disagree
  - extreme satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, extremely dissatisfied
  - much better, somewhat better, about the same, somewhat worse, much worse
  - definitely true, probably true, neither true nor false, probably false, definitely false
  - like a great deal, like somewhat, neither like nor dislike, dislike somewhat, dislike a great deal
  - daily, 4-6 times a week, 2-3 times a week, once a week, never
  - always, most of the time, about half of the time, occasionally, never

Read these guidelines: <https://www.surveymonkey.com/mp/writing-survey-questions/>