

## Ref: 0004 Analysis

Source: "Practical Assessment, Research & Evaluation", 13/05/2016

### **GUIDELINES: FORMATTING YOUR SURVEY**

Page Design Booklet Format	<ul style="list-style-type: none"><li>✓ 6x8 inches</li><li>✓ 8 ½ x 14 inches folded into a booklet</li><li>✓ 11 x 17 inches folded into a booklet</li><li>✓ Stapled on the spine</li><li>✓ No questions on the front or back cover</li><li>✓ White or off-white paper</li><li>✓ Anything that makes it look official to increase the response rate<ul style="list-style-type: none"><li>- Letterhead</li><li>- Postmarks and return addresses to notable cities</li></ul></li></ul>
Page Design Non-booklet format	<ul style="list-style-type: none"><li>✓ One-sided 8 ½ x 11-inch pages<ul style="list-style-type: none"><li>- Stapled in the upper left corner</li></ul></li></ul>
Front Cover	Back Cover
<ul style="list-style-type: none"><li>- Provide salience</li><li>- Generate motivation</li><li>- Relates to the first question set</li><li>- Include a short, simple title</li><li>- Provide sponsor's name and address</li><li>- Provide initial directions</li><li>- Use a simple, neutral design</li><li>- Colored covers increase response rate 2-4%</li><li>- Use high contrast colors</li><li>- Dark background/light graphic seems to work best</li><li>- Don't include detailed directions!</li></ul>	<ul style="list-style-type: none"><li>- Keep it simple</li><li>- Don't let it distract from front cover</li><li>- Do not include survey questions here!</li><li>- Include a thank you</li><li>- Provide a space for additional comments</li></ul>

Although I was thinking about chancing my survey to a digital format, I decided that I should do some research on paper-based surveys as the option was not completely disregarded just yet. As I already researched on making surveys, I skipped most of this PDF and focused more on the parts that focused on paper-based surveys.

This section seemed to be on a professional level that was beyond me, some of the other information like things to include on the covers, size of paper and colour seemed to be a bit more useful. If anything, I will refer to this if I ever decide to gain feedback of testing from my client or anyone from my target audience.

The other parts of the survey included general information on how to make a survey and things to watch out for, but they all seemed to cover information not only at a level of professionalism I just didn't have the resources to produce- or the need to produce as my target audience consists of 10-14 year olds, I don't think they would really care for the effect it would have.