

Lesson 3.6: Surveys

Slide 1: Surveys

The slide features a background with a green-to-blue gradient on the left and a light blue sky with a sunburst on the right. A horizontal line, green on the left and blue on the right, is positioned above the title.

# Surveys

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Slide 2: Learning Objectives

## Learning Objectives

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Identify which survey tools  
you want to use

Conduct a survey for your  
quantitative research

Slide 3: Internet Surveys

# Internet Surveys

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Internet most common  
form of survey research

Exceeds phone, in-person,  
mail or paper/pencil

Done with email list or  
Internet research panel



Slide 4: Strengths and Weaknesses

# Strengths and Weaknesses



Organizations trade off weaknesses for benefits

Trade some bias for affordability

Slide 5: Use Surveys When...

# Use Surveys When...



Something can  
be measured



Respondents  
willing  
to participate



Data quantifiable



Slide 6: Use Surveys When...

## Use Surveys When...

Able to segment data to do comparisons

You need clear, definitive, quantitative results

You need number to compare against another segment or across time



Slide 7: Net Promoter Score Example

# Net Promoter Score Example

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Part of a survey

Customer satisfaction  
score can be compared...

Against another score  
or industry average

Slide 8: Reliance on Net Promoter Scores

# Reliance on Net Promoter Scores

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Tracked over time

Comparing segment  
by segment

Can't do this qualitatively





Slide 9: Criteria for Using a Survey

## Criteria for Using a Survey

Respondents can easily and accurately answer

Questions easily understood by a 5th grader

Understandable if they read or it is read to them

Slide 10: Rules for Designing Good Survey Questions

## Rules for Designing Good Survey Questions



Active vs. passive voice

Simplifying compound  
questions

Don't use jargon or acronyms

Don't word with a negative  
or to influence

Slide 11: A Simple Standard

# A Simple Standard

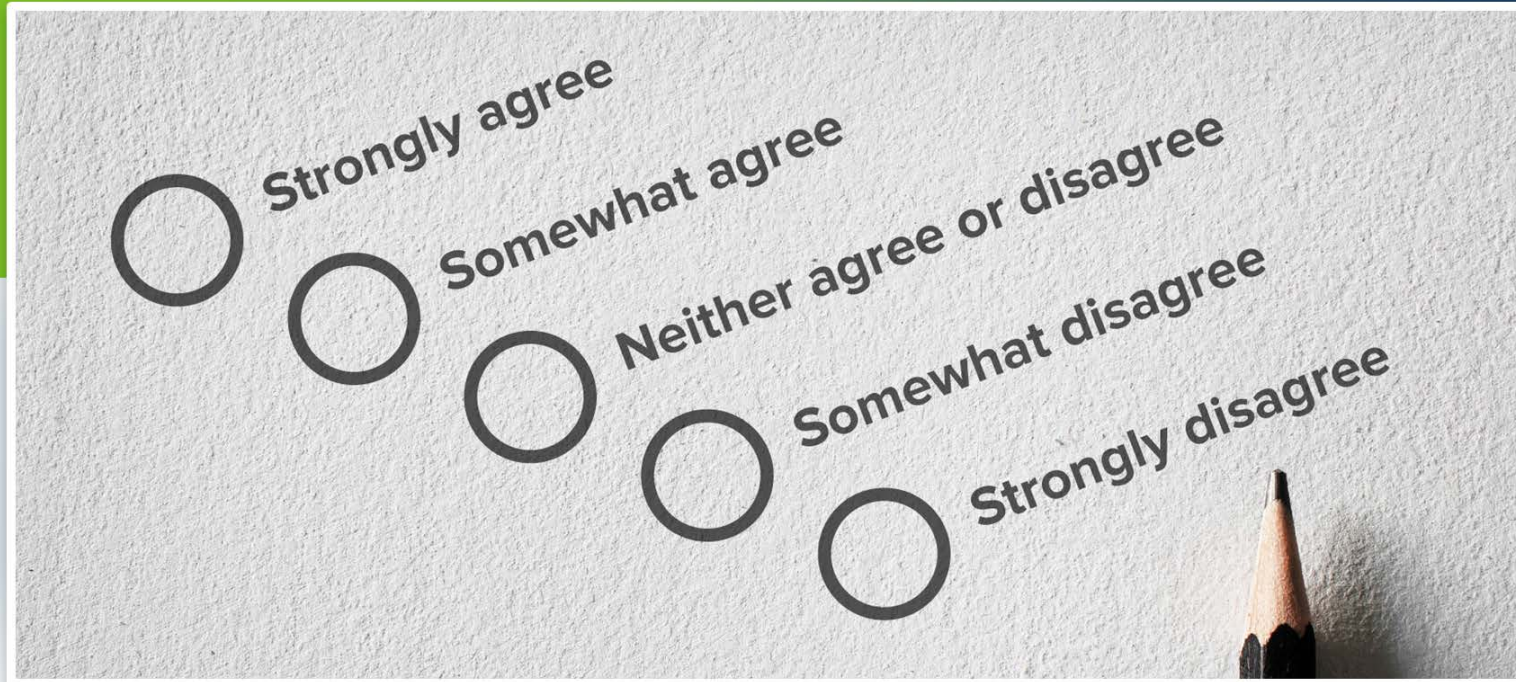
Scale of 1 to 10  
(fingers and toes)

Make it so most people  
can understand it



Slide 12: Across Range of Agree to Disagree

## Across Range of Agree to Disagree





Slide 13: Surveying Children

## Surveying Children

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Pose difficult challenges

Research companies  
specialize in  
surveying children

Must also survey parents,  
but distinguish answers



Slide 14: Surveying Elderly Population

# Surveying Elderly Population



Distinct populations pose  
distinct challenges

Consider preferences

Consider media most used

Slide 15: Weigh the Pros and Cons

# Weigh the Pros and Cons

To choose appropriate tools  
And survey method for quantitative research