Survey Design Guide

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Survey Components

Introduction

It's a good idea to let respondents know why they're being surveyed and what the survey will contain before they answer anything. This is also a good opportunity to give any additional instructions or disclaimers you might want to include.

Example:

We would like to hear about your opinions about advertisement concepts for a digital sleep improvement program called Sleepio. There are no right or wrong answers. All of your answers are confidential.

Screening Questions

SurveyMonkey Audience will have targeting parameters that give you an audience that mirrors potential consumers of your concept. But if you're surveying a more general audience and you want to go a level deeper than your targeting parameters allow, you can use screening questions to get the information you need to disqualify respondents who don't fit your targeting criteria. Screening questions (also known as "screeners") either qualify or disqualify respondents from taking your survey—depending on how they answer. **Only use screening questions when absolutely necessary** as they will drive up the total cost of your survey.

Refer to this handy SurveyMonkey resource for more information on screening questions.

Sleep & Insomnia Screeners
- Examples

How long have you been struggling with poor sleep?

- Under 6 months
- 6 months to 1 year
- 1 to 3 years
- Over 3 years
- Over 6 years
- None of these

Thinking about the past month, to what extent has poor sleep troubled you in general?

- Not at all
- A little
- Somewhat
- Much
- Very Much

Thinking about the past month, how many nights a week do you have a problem with your sleep?

- 0-1

- 2
- 3
- 4
- 5-7

Have you used prescription medications for sleep (i.e. Ambien, Lunesta, Dalmane, Prosom, etc.)?

- Yes, I take them regularly
- Yes, I use them occasionally
- I have in the past, but I'm not taking them right now
- I've never taken prescription medications for sleep
- Prefer not to answer

Worry & Anxiety Screeners
⌄ Examples

How long have you been struggling with worry and anxiety?

- Under 6 months
- 6 months to 1 year
- 1 to 3 years
- Over 3 years
- Over 6 years
- None of these

Over the past 2 weeks, how often have you been bothered by feeling nervous, anxious or on edge?

- Not at all
- Several days
- More than half of the days
- Nearly everyday

Over the past 2 weeks, how often have you been bothered by not being able to stop or control worrying?

- Not at all
- Several days
- More than half of the days
- Nearly everyday

Workplace Benefits Screeners
⌄ Exampless

Does your employer offer free wellness programs/solutions to help manage {condition}?

- Yes, I've tried at least one
- Yes, I haven't tried any
- I don't think so
- No

Please rate how strongly you agree or disagree with these statements (strongly disagree strongly agree):

- I pay attention to the emails I receive about my health benefits
- I pay attention to home mailers I receive about my health benefits
- I pay attention workplace intranet posts about health and wellness benefits

Stimuli Exposure

When setting up your survey place each stimulus/concept on its own page and randomize the page order. This is the best, most common, concept testing survey design. It helps protect against primacy bias, the tendency for respondents to respond more favorably to the first stimulus they see. Begin by briefly introducing the stimulus:

Example:

We will now present you 3 ad concepts for Sleepio. Please pay close attention as we will ask you some follow up questions.

Metrics & The Likert Scale

Metrics

Stimuli may be the basic building blocks of your test, but the questions you ask are just as important. In concept testing, the questions you ask will be driven by your metrics—the criteria respondents will use to judge your stimuli. Not all of the metrics outlined below will be necessary or appropriate to your testing objective, however, **it's important that you always include a question for the "action" metric given our overarching goal is enrollment.**

Metric	This metric helps us determine if the viewer…
Comprehension	understands the intended message / themes of the concept
Resonance	identifies personally with the intended message / theme of the concept
Credibility	believes the product claims made in the concept or supporting text
Differentiation	believes the product to be unique / different from similar products
Benefit	believes the product would help manage or address "X" mental health condition
Action	would follow through on the CTA (i.e. learn more, visit website, etc)

Likert Scale

When writing metrics questions it's important that you use the 5-point Likert scale**.** Likert scale questions are closed-ended questions that offer a range of answer options from one extreme to another (i.e. good bad). **It's critical that you include at least one Likert scale question for each of your selected metrics** to ensure that your survey data can be easily analyzed and benchmarked.

Metrics Questions

Comprehension
⌄ Examples
> **Likert Example:**
>
> How well does the {concept} communicate {main theme/message}?
>
> - Extremely well
> - Very well
> - Somewhat well
> - Not so well
> - Not at all well
>
> **Open-ended Example:**
>
> Please summarize the main message of the {concept} in a few words.

Resonance
⌄ Examples:
> **Likert Example:**
>
> How well does the concept resonate with you?
>
> - Extremely well
> - Very well
> - Somewhat well
> - Not so well
> - Not at all well
>
> **Open-ended Example:**
>
> Which specific elements of the {concept} do you personally like?

Credibility
⌄ Examples
> **Likert Example (Believability):**

How believable are the claims represented in {concept}?

- Extremely believable
- Very believable
- Somewhat believable
- Not so believable
- Not at all believable

Likert Example (Trust):

Is {product} something you'd be likely to trust with your health information?

- Extremely likely
- Very likely
- Moderately likely
- Somewhat likely
- Not at all likely

Open-ended Example:

What, if any, concerns do you have about {concept or program}?

Differentiation
Examples
Likert Example:

How unique does {program} appear to be based on the information in this ad?

- Extremely unique
- Very unique
- Moderately unique
- Somewhat unique
- Not at all unique

Open-ended Example:

What elements of the {concept} do you find to be particularly interesting or unique?

Benefit
Examples
Likert Example:

How confident are you that {program} could help you {achieve desired health goal}?

- Extremely confident
- Very confident
- Moderately confident
- Somewhat confident
- Not at all confident

Open-ended Example:

What else would convince you that {program} could help you {achieve desired health goal}?

Action
Examples
Likert Example:

How likely would you be to {take the desired action} based on the information provided in this ad?

- Extremely likely
- Very likely
- Moderately likely
- Somewhat likely
- Not at all likely

Options Example:

Which of the follow would be most helpful to see in this {concept} to decide if {program} is right for you? You may only select one.

- More detail on the experience of the program (e.g., demo screens, detailed descriptions about how it works)
- Information about the efficacy of the program (e.g. health outcomes/improvements, clinical trial results, clinicians behind the program design)
- User reviews / ratings of the program (e.g., testimonial videos and reviews)
- Information about the company that makes the program
- None / I don't need more information

Open-ended Example:

What else would you need to know before {taking desired action}?

Forced-choice Questions

If you're running a sequential test where you're showing your audience more than one concept, sometimes your audience might not have a strong opinion about the stimulus you're showing them. It happens. A final forced-choice question is your failsafe for situations like this. This isn't necessary for split tests (monadic design).

⌄ Examples

Now that you've reviewed {stimuli}, please pick your **favorite.**

Now that you've reviewed {stimuli}, please pick your **least favorite.**

Demographic Questions

Similar to category questions, you can use demographic questions to get more detailed profiling information than your survey panel provides. Demographic questions don't need to be related to the subject of your survey and they usually come at the end.

Employment

⌄ Examples

What is your current employment status

- Fully employed
- Part-time employed
- Non-employed, not looking
- Non-employed, looking
- Retired
- Student
- Other (please specify)

If you are employed, which situation best describes yours?

- Sedentary, traditional 9-5
- Semi-active, traditional 9-5
- Active, traditional 9-5
- Sedentary, shift work
- Semi-active, shift work
- Active, shift work
- This question doesn't apply to me
- Other (please specify)

Race & Ethnicity

⌄ Examples

How would you classify your race?

- White or Caucasian
- Black or African American
- Hispanic or Latino
- Asian or Asian American

- Native Hawaiian or other Pacific Islander
- Other

Family
⌄ Examples

What is your marital status?

- Single
- Married
- Divorced
- Widowed
- Separated
- Registered partnership
- Other

Do you have any children?

- Yes, all 18 or over
- Yes, one or more under 18
- No