



# BUDDIES PROJECT

## SESSION 13

# SURVEYS

Thursday, July 17, 2025

# REMEMBER...



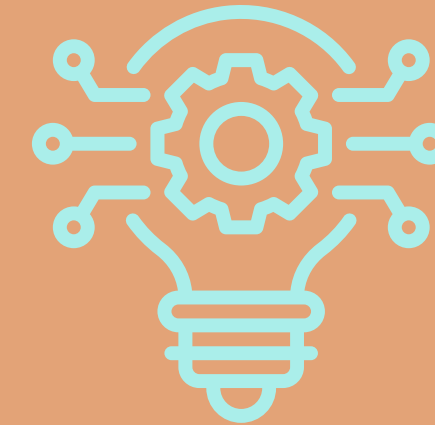
We are recording  
today's session



Captions are available



Please keep cameras  
on, if possible




Let Courtney know if  
you're having any tech  
issues

# AGENDA



- ✓ BUDDIES Updates
- ✓ Presentation on Surveys
- ✓ Survey Bank Resource
- ✓ Q & A
- ✓ Group Activity
- ✓ Wrap Up

# ● ● ● BUDDIES UPDATES



September  
18, 2025

BUDDIES Session 14:  
Institutional Review Board (IRB) Reviews



September  
2025

Annual BUDDIES Survey:  
Reflections on Sept 2024 - Aug 2025 BUDDIES  
Sessions



# **SURVEYS PRESENTATION**

**Design, Develop, &  
Distribute**



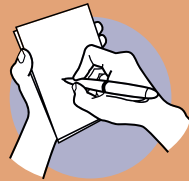
**DESIGN**

# ASK THE AUDIENCE

Typically, how much prep work do you do before you start designing a survey?



I map everything out like a master planner.



I jot down a few goals and go from there.



I prep a little...and then figure it out as I go.



Prep? I jump straight into writing questions!



Wait...am I supposed to prep?

# ● ● ● THINK ON IT

- ✓ What is the purpose of my survey?
- ✓ Who am I collecting data from?
- ✓ Where is the data going?
- ✓ What will the final product look like?
- ✓ What type of information do I need?
- ✓ What types of questions do I need to ask?





# ●●● IMPLEMENTATION OPTIONS



Electronic



Paper-based (in-person)



Phone



Conversational



Administered (vs. self-paced)

**PAPER AND/OR  
ELECTRONIC**

**ASK QUESTIONS  
ALIGNED WITH  
PERFORMANCE  
MEASURES**

**QUANTITATIVE  
SURVEY**

## EXAMPLE A

### What is the purpose of the survey?

- Better understand programmatic progress for quality improvement purposes
- Collect relevant performance measures data

### Who are you collecting data from?

- Program participants (e.g., individuals who participated in Council activities)

### Where is the data going?

- Data will be shared internally with Council staff and members to spark discussions around next steps and program improvements
- Data will also be shared externally with OIDD for federal reporting

### What will the final product(s) look like?

- Internal brief (2-pages) focused on program progress
- PPR

### What type of information do you need to collect?

- Program participation and outcomes
- Relevant performance measures data

### What type of questions do you need to ask?

- Primarily quantitative

**ASK QUESTIONS TO  
BETTER UNDERSTAND  
HOW SELF-ADVOCATES  
HAVE APPLIED THEIR  
LEARNING FROM THE  
INITIATIVE**

**CONVERSATIONALLY  
ADMINISTERED**

**QUALITATIVE  
SURVEY**

## **EXAMPLE B**

**What is the purpose of the survey?**

- Identify programmatic successes from a self-advocacy initiative

**Who are you collecting data from?**

- Self advocates
- Program participants

**Where is the data going?**

- Data will be used to support a grant proposal

**What will the final product(s) look like?**

- Two-page success story that includes a summary of the initiatives, successes, lessons learned, and recommendations for next steps

**What type of information do you need to collect?**

- Self advocates' stories of success, lessons learned from the initiative, and their recommendations for continued work

**What type of questions do you need to ask?**

- Primarily qualitative (stories)



**DEVELOP**

# ASK THE AUDIENCE

How confident do you feel in developing surveys?



I'm a survey superstar - I've got this down!



Pretty confident - I know what I'm doing most of the time.



Somewhat confident - I get by, but I second-guess things.



Not very confident - I am often winging it.



Help! I have no idea where to start!

# CONSIDERATIONS FOR DEVELOPING

- ✓ Try a theoretical framework
- ✓ Pick the right questions
- ✓ Watch what you ask
- ✓ Question wording matters
- ✓ Structure and flow can help
- ✓ A little or a lot (breadth vs. depth)



# THEORETICAL FRAMEWORKS

*A structured concept/idea that explains or guides how and why a particular incident occurs.  
Examples: Transtheoretical Model of Behavior Change, etc.*

- With survey development, help to identify:
  - Topics to include
  - Constructs to measure
  - How to phrase questions
  - How to categorize responses
- With survey analysis/interpretation, provide a lens to draw conclusions about patterns, behaviors, and relationships

Revisit the [BUDDIES Session on Frameworks](#) for a refresher!



# TYPES OF SURVEY QUESTIONS

## MULTIPLE CHOICE

Select only one answer from a list of options, making this question type useful when only one response is appropriate or desired

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## SELECT ALL THAT APPLY

Choose more than one answer from a list of options, for capturing a range of experiences, preferences, or behaviors

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## LIKERT SCALES

Rate level of agreement, familiarity, satisfaction, etc. on a fixed scale (e.g., Strongly disagree to Strongly agree), to measure opinions or perceptions

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## RATING

Evaluate an item on a fixed scale (e.g., 1 to 5 stars)

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## RANKING

Order multiple items by preference or importance, helping identify priorities or opinions

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## OPEN-ENDED

Answer in own words, providing detailed, qualitative insights that can reveal context, explanations, or ideas not captured by fixed-choice questions



# WATCH WHAT YOU ASK



## DO

- ✓ Be intentional about what you are asking
- ✓ Be cognizant of the questions asked and the data provided
- ✓ Ask questions that promote the protection of respondents' identities

## DON'T

- ✗ Ask questions you don't need the answer to
- ✗ Ask questions that people won't answer
- ✗ Ask questions that could identify respondents

# EXAMPLE



GENDER + AGE + TOWN + RACE/ETHNICITY = POTENTIALLY IDENTIFIABLE RESPONDENT

# COMMON SURVEY PITFALLS



## PITFALL

## DEFINITION

## EXAMPLE

## ALTERNATIVE

Double-barreled questions

Questions that ask for opinions about two different items but offer only one response option

How do you think self-advocates' skills and confidence changed as a result of the training?

- 1.How have skills changed?
- 2.How has confidence changed?

Leading questions

Questions that signal or encourage a certain response

Did your experienced training facilitator support your learning?

On a scale of 1 to 5, how supported did you feel by your training facilitator?

# COMMON SURVEY PITFALLS



## PITFALL

## DEFINITION

## EXAMPLE

## ALTERNATIVE

Loaded questions

Questions that include an unjustified assumption

How much do you think self-advocates' skills have increased as a result of the training?

How do you think self-advocates' skills have changed as a result of the training?

- Increased
- Stayed the same
- Decreased

Double negative questions

Questions that contain two negative elements intended to create a positive

Is it not uncommon for self-advocates to join coalition meetings?

How common is it for self-advocates to join coalition meetings?

# • • • WORDING MATTERS

The way questions are worded can influence:

- **Translations** - not all words translate well to other languages
- **Accessibility** - use an appropriate reading level (usually 6th grade)
- **Understandability and interpretability** - you want all respondents to be able to understand and interpret the question in the same way

Do you have  
support at home?

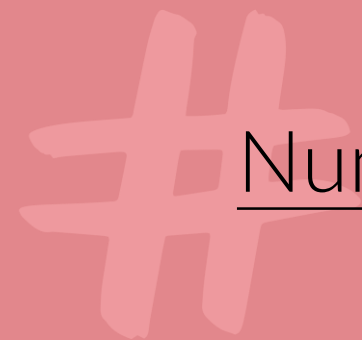


In your current living situation, do you  
regularly receive help from someone with  
daily activities such as cooking, cleaning,  
and/or personal care?

# STRUCTURE



## Survey



Number of questions:  
Keep it short!



Completion time:  
Aim for 20 minutes or less

## Questions & Responses

- 1 Order of response options:
- 2 Put in a logical order (ABC, chronological, etc.)
- 3

- Order of questions:
- 1 • Start with easy, grounding question
  - 2 • End with easy, reflective question
  - 3 • Put in a logical flow
  - 4 • Consider skip logic
  - 5 • Consider respondents' comfort

# DEPTH VS. BREADTH



## Depth

*Survey that collects more detailed, insightful information about a single topic and has a more targeted audience*

Works well to:

- Focus on an existing topic/initiative
- Dive deep into a topic/initiative
- Gain insights from a specific group

## Breadth

*Survey that collects broad, surface-level information across multiple topics and with a broader audience*

Works well to:

- Explore a new topic
- Learn more about something
- Collect broad perspectives



**DISTRIBUTE**



# ASK THE AUDIENCE

What has been the most difficult thing about implementing surveys for your Council?



Response rate - people just don't fill them out.



Reaching the right people - our target audience is hard to reach.



Timing - we're always racing the clock.



Getting the word out - promotion is tough.



Getting clear, useful answers from people.



All of the above!



Other - feel free to share in the chat!

# CONSIDERATIONS FOR DISTRIBUTING

- ✓ Try to reach the right people in the right way
- ✓ Boost your survey response rates
- ✓ Manage participant hesitation
- ✓ Try some tips and tricks



# REACHING THE RIGHT PEOPLE THE RIGHT WAY

WHO ?

General community

Program participants

HOW ?

- Existing databases
- Partners
- Newsletters / listservs
- Registration / sign-in sheets
- Send survey only to participants

# WHO MAKES THE CUT?

## Participants

- Differentiate between participants from one-off activities (e.g., workshops) and series-based activities (e.g., training series)
- Count participants in one-off activities each time they participate
- Count participants in a series only once

## Eligibility Criteria

- Identify who is eligible to complete the survey
- Include eligibility questions to make sure only those eligible are counted

# RESPONSE RATES & SAMPLE SIZE

## Response Rate

$$= \frac{\text{\# of completed surveys}}{\text{\# of people the survey was sent to}} \times 100$$

## What's a good response rate?

Good: 5% - 30%

Exceptional: Above 30%

## Sample Size

Sample size is the number of people you need to complete the survey to get results that accurately reflect the views of an entire population.

Check out this  
[sample size calculator!](#)

# INCREASE YOUR RESPONSE RATE



Keep surveys short and focused



Provide an estimate for how long the survey will take to complete



Implement the survey when the time is right



Send survey reminders



Offer multiple ways to complete the survey



Offer to share the survey results

# MANAGE HESITANT PARTICIPANTS



Take steps to ensure anonymity of responses



Make sure the survey purpose is clear



Share how the data will be used



Provide contact details for questions



Have trusted partners support implementation



# TRY A SURVEY FAQ SHEET!

Before completing the survey, provide respondents with an FAQ sheet to answer any of their questions about the survey

## ABC COUNCIL SURVEY

### **What is the purpose of the survey?**

You are invited to complete this survey because you joined the **ABC Council's Job Training in April 2025**. This survey aims to learn more about how you have used what you learned, especially when it comes to apply for jobs and going on interviews.

### **What will I be asked to do?**

If you would like to participate, you will be asked to take a 5-minute survey.

### **What are the risks and benefits of participating in the survey?**

There are no risks of harm for participating. There is a chance you may feel uncomfortable answering some of the questions, so you can skip any questions you'd like. By sharing your experiences, you will be helping the ABC Council to improve their Job Training for other people!

### **What if I do not want to participate?**

Your choice to participate in the survey is completely voluntary.

### **How do I know my information will be kept private?**

The survey is completely anonymous. If you decide to share your contact details, you will do so through a separate survey, so your name is not linked to your responses.

### **How will the survey data be used? Who will see it?**

The ABC Council will use the survey data to make improvements to our Job Training. Only Council staff will see the data. If you would like to see the survey results, we can share them with you.

### **Who do I contact if I have questions?**

Please contact Jane Doe from the ABC Council at JDoe@ABC.com or (555) 123-4567.

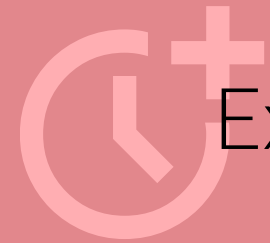


# SURVEY TIPS & TRICKS!

‘Test’ your survey internally before sending it out - have staff and team members who have not been involved take the survey to review:



- Understandability
- Interpretation
- Functionality
- Time to complete



Extend the survey end date to get a few more respondents



Encourage complete surveys by making all questions required - be sure to include “I don’t know” or “I prefer not to answer” response options

# SURVEY LIMITATIONS & MITIGATION STRATEGIES

## LIMITATION

No incentives usually means lower response rate

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Social desirability bias

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Technology issues (e.g., bots, incorrect audiences)

## MITIGATION STRATEGIES

- Collect data another way (e.g., voting, polls, etc.)
  - Make participation feel meaningful and appreciated
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- Encourage honest input; emphasize anonymity
  - Generalize question wording (e.g., here are some things that could be challenging - which are true for you?)
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- Ask screening / eligibility questions
- Be intentional about how the survey is shared



**SURVEY BANK**

# INTRODUCING THE SURVEY BANK!

Make collecting demographics  
and performance measures data  
a little easier!

**CLICK HERE**

to access the  
Survey Bank!

## SURVEY QUESTIONS BANK



VERSION 1: JULY 2025



**QUESTIONS**  
**COMMENTS**  
**REFLECTIONS**



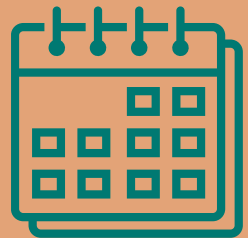
# GROUP ACTIVITY



**WRAP UP**

# NEXT SESSION

**Don't miss the next session focused on  
Institutional Review Board (IRB) Reviews!**



Thursday, September 18, 2025



3:00 - 4:30 PM (EST)



Registration details coming in August!





# POST-SESSION SURVEY



Please take 5 minutes to share your thoughts on today's session!

Look for the survey in your inbox in the next few days!





**THANKS FOR  
JOINING US!**

See you in September!