

Survey Says...

How to create
and interpret
useful surveys

Poor	<input type="checkbox"/>
Satisfactory	<input type="checkbox"/>
Good	<input type="checkbox"/>
Excellent	<input checked="" type="checkbox"/>



What you will learn today

- Why use a survey?
- How to design survey questions
- How to design a survey
- How to interpret the results



Why use a survey?

What can a survey teach you faster
and easier than other tools?



Why conduct a survey?

- To answer a question that affirms current activities or identifies new opportunities.
 - Is what we are doing needed?
 - Are we doing it well?
 - Are there ways to do it better?
 - Is there something else we need to do?



Why conduct a survey?

- Surveys provide you with data about your congregation, not similar congregations or populations.
- Surveys ensure the questions are asked in a consistent manner.
- Collecting responses from a viable population size yields statistical confidence in the results.



How to Design Survey Questions

Ask the right questions and ask them
the right way



What questions to ask?

- Ask yourself “What do we want to learn?”
Keep your questions focused on that question.
- It is important to design questions very carefully. A poorly worded question renders results meaningless.
- Use the 5 W’s – who, what, where, when, why.



Keep Questions and Answers Short

- Binary (yes/no or true/false) questions are the easiest to answer.
- Ratings are also easy to complete.
 - Use 1-3 or 1-5 instead of 1-10.
 - Clearly mark the best and worst ends of the scale.
- Keep essays to a minimum, but use them when necessary.



Keep Questions and Answers Short

- Make sure you use the right type of question, not just the easiest to answer.
 - Bad – “Should we start a new community outreach?” Y N
 - Good – “List 3 ways you think we should reach out to or serve our community.”
- Keep questions as consistently worded as possible.



Use Clear Language

- Avoid jargon or technical terms the population is not familiar with.
- Avoid double negatives
 - No – “Would you vote to avoid a prohibition against...”
 - Yes – “Would you vote to support...”
 - In general, use positive terms.
- Provide “N/A” answers when appropriate.



Use Clear Language

- Avoid double-barreled questions.
 - No – “Would you like to see coffee served in the lobby and bagels in the fellowship hall?”
 - Better –
 - “Would you like to see coffee served in the lobby?”
 - “Would you like to see bagels served in the fellowship hall?”
 - Even these are double-barreled – item and location.
- Again, brainstorm your questions first, then figure out which to keep.



Most importantly...

- ...avoid bias.
- It is very difficult to be objective.
- Always go back to what is the question you want answered.



Getting Complete Answers

- Before
 - What upper elementary curriculum do you use for your weekend ministries to children?
 - How satisfied are you with the upper elementary curriculum material you are using?
 - Very satisfied
 - Somewhat satisfied
 - Slightly satisfied
 - Not satisfied



Getting Complete Answers

6. What elementary curriculum do you use for your weekend ministries to children? Check all that apply.

	How long have you used?	Did an EPC endorsement factor into your purchase decision?
252 Basics (Orange - Rethink Group)	<input type="text"/>	<input type="text"/>
Bible in Life (David C. Cook)	<input type="text"/>	<input type="text"/>
Children Desiring God	<input type="text"/>	<input type="text"/>
Core Bible (Discipleland)	<input type="text"/>	<input type="text"/>
Gospel Light	<input type="text"/>	<input type="text"/>
Great Commission Publications (GCP)	<input type="text"/>	<input type="text"/>
Group Curriculum	<input type="text"/>	<input type="text"/>
LiFE (FaithAlive Publications)	<input type="text"/>	<input type="text"/>
Scripture Press	<input type="text"/>	<input type="text"/>
Tru Story (David C. Cook)	<input type="text"/>	<input type="text"/>

Did an EPC endorsement factor into your purchase decision?

- Very significantly
- Somewhat significantly
- None - was recommended by acquaintance
- None - selection based on research
- None - selection based on price

Getting Complete Answers

- Use follow-on questions to understand people's opinions.
 - In the past five years, what has changed in your ministries to children? Check all that apply.
 - What factors have been the main contributors to the changes you noted above? Check all that apply.



How to Design a Survey

Make it easy for people to provide
you with the answers you seek



How many questions?

- Ask as few questions as possible. The fewer questions you ask, the more likely you are to get answers.
- But, ask enough questions to collect the information you need.
- Let people know how many questions and sections there are and how long the survey will take. Especially online surveys.



How many questions?

The screenshot shows a web browser window with the SurveyMonkey editor interface. The browser's address bar displays 'www.surveymonkey.com/MySurvey_EditorFi' and 'statistical significance calculator'. The page title is 'PAGE 1'. The main content area has an orange background and contains the following text:

Thank you for telling us about your Children's Ministry.

Thank you for taking the time to answer some questions about your ministry to children. Everyone who responds to this survey will receive a copy of the results that you can use for your own ministry's purposes.

The 24 questions of this survey will ask you demographic and curriculum information about your nursery, preschool/kindergarten, elementary, and Vacation Bible School programs. Most of the answers use drop-down menus or checkboxes, so it should take 10 minutes or less to complete this survey. Your answers will provide us with very useful data as we research resources for you to use in your ministry.

At the bottom of the orange area, there is a button labeled '+ Add Question' with a downward arrow. Above the orange area, there are buttons for 'Edit Page Options', 'Add Page Logic', 'Move', 'Copy', and 'Delete', along with a link 'Show this page only'. At the bottom of the page, there is a button labeled '+ Add Page'.



How to group the questions?

- Place questions with similar content together in the survey instrument.
- Begin with elimination questions so people can skip sections.
- Ask the most important questions first. Save the demographics for last.
- Work from an outline.



Outlining a Survey

1. How do you define children's ministry?
2. Questions about nursery curriculum
3. Questions about pre-school curriculum
4. Questions about elementary curriculum
5. Questions about mid-week curriculum
6. Questions about VBS
7. Questions about catechism
8. Questions about security
9. Demographics – presbytery, title, etc.



Outlining a Survey

1. How do you define children's ministry?

1. Ages

1. Birth to 5th grade
2. Birth to 6th grade
3. Birth to 8th grade
4. Other

2. Format

1. Traditional age-segmented
2. Family-equipping
3. Family group
4. Other



Design

- Ensure the typeface is legible.
- Use white or high-contrast paper.
- Use larger, bold headlines, titles, or graphics to separate sections.



How to Interpret the Results

“Figures don’t lie,
but liars can figure.”



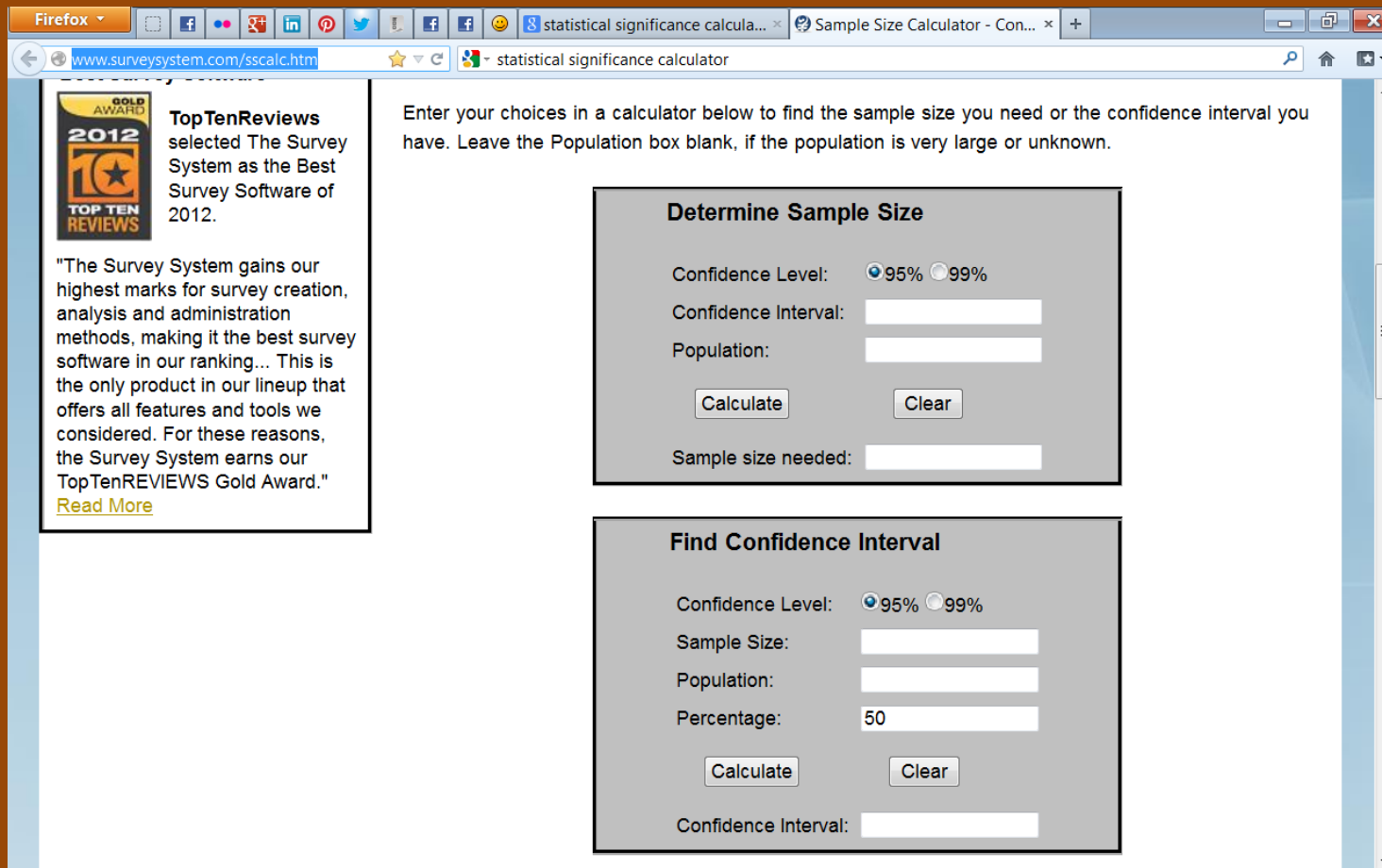
Is your survey biased?

- Do your sample size demographics match your population demographics?
 - Age
 - Gender
 - Income
 - Geographic/ZIP location?
- The smaller your sample size, the more difficult it will be to segment your demographics.



Is your survey viable?

www.SurveySystem.com/sscalc.htm



The screenshot shows a web browser window with the URL www.surveysystem.com/sscalc.htm. The page features a sidebar on the left with a "2012 GOLD AWARDS TOP TEN REVIEWS" badge and a testimonial from TopTenReviews. The main content area contains two calculator sections: "Determine Sample Size" and "Find Confidence Interval".

TopTenReviews selected The Survey System as the Best Survey Software of 2012.

"The Survey System gains our highest marks for survey creation, analysis and administration methods, making it the best survey software in our ranking... This is the only product in our lineup that offers all features and tools we considered. For these reasons, the Survey System earns our TopTenREVIEWS Gold Award."
[Read More](#)

Enter your choices in a calculator below to find the sample size you need or the confidence interval you have. Leave the Population box blank, if the population is very large or unknown.

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

Find Confidence Interval

Confidence Level: 95% 99%

Sample Size:

Population:

Percentage:

Confidence Interval:



Is your survey viable?

www.SurveySystem.com/sscalc.htm

95% confidence level / 5% confidence interval

Population	Sample Size
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150	108
-----	-----

200	132
-----	-----

250	152
-----	-----

300	169
-----	-----

500	217
-----	-----



Analysis

- Is one answer selected more often than another? Rule of thumb – 2:1.
- Do the results vary by demographic? If they do, then there is a bias.
- If the results do not yield meaningful answers, was the question asked incorrectly? Or are there assumptions about our population we need to rethink?



Cross-tab Analysis

- Used to look for trends and variations within a segment of the population.
- Examples:
 - Curriculum by church size
 - Curriculum by presbytery
 - Liquid refreshment by location
 - Pastry refreshment by location



Wrap-up



Free Surveys

Tool	Max Q's/ survey	Max responses	# Surveys allowed	Days results available	Import e-mail lists?	Cross- tabs?	Download to CSV?
eSurveysPro Free	unlimited	unlimited	unlimited	unlimited	x	x	x
Survey Expression Free	unlimited	200	unlimited	unlimited	?	x	x
Survey Gizmo Basic	unlimited	250/mo	unlimited	unlimited			x
Survey Monkey Basic	10	100/survey	unlimited	unlimited	x		
Zoomerang Basic	30	100/survey	unlimited	10			



What did you learn today?

- Why use a survey?
- How to design survey questions
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- How to interpret the results



Next webinars

- Look for an EPC Community topic on this in the EPC Communicators group.
- **Know your rights. And everyone else's** - What are copyright and fair use?
- Will repost the **Facebook Basics** as a video and begin a discussion topic.
- www.EPC.org/CEC/epc-Communicators/
- Send me your pictures of your church!

