



INFOSHEET: Using Surveys/Survey Monkey

IT'S IMPORTANT TO GET INPUT FROM YOUR COMMUNITY WHEN YOU'RE WORKING ON INCREASING OPPORTUNITIES FOR PHYSICAL ACTIVITY IN YOUR COMMUNITY.

Actively asking for the involvement of community members in the community process will help them to become more interested in the work and more likely to be involved. One effective way to get this information can be done by conducting a survey.

There are many good reasons to consider conducting a community physical activity survey:

- Involves everyone in the decision making process early
- Asks community what they see as important
- Can be a reliable and easy way to find out information about your community
- Provides useful source of information for you and other community leaders and stakeholders
- Ensures that the community perspective is important
- Easy to do.

The survey should be available to as many as possible. Saskatchewan *in motion* has used Survey Monkey as a great online resource for surveys – it allows participants the opportunity to provide their information at times that are convenient to them. There are also other ways to send out survey i.e. hard copy or telephone survey.

When you are putting your survey together a few things to consider:

- Ensure there is an introduction letter or email to introduce the survey and its purpose, as well as the importance of their input.
- Make up a long list of questions that you would consider including.

- Review and narrow down the list to keep it as short as possible – the fewer pages and time it takes to complete, the better response rate. On average 10 – 15 minutes is the average time individuals will spend on completing a survey.

SURVEY MONKEY:

Survey Monkey is user-friendly online survey software. You can create polls and survey questionnaires and send to whomever you would like to find out the information you need.

You can sign up for a free account which gives you access to sample survey questions and templates. (The free account has some limits on surveys and reporting).

Customize your survey questions, distribute your questionnaire on the web, and start collecting responses in real time.

There is limited reporting with the free account, but the software compiles the data collected so it is easy to analyze. www.surveymonkey.com

Steps:

- 1 Create an account
- 2 Sign In
- 3 Click on the Create Survey Button
- 4 Choose either to create a new survey or use a template
- 5 Pick a theme and customize the look and layout of your survey (you can pick colours and upload your logo)
- 6 Add your questions or choose from the question bank
- 7 Preview survey
- 8 Add the email addresses of whom you would like to send the survey to or share the link via email, social media
- 9 Collect responses
- 10 Analyze the data collected