**Steps to running a survey**

1. Write down the goal of the survey \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Based on #1, whom should you survey? (check all that apply)

* Library users
* Non-library users
* Children
* Teens
* Senior citizens
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_

1. Consider your target audience (#2) & identify the best ways to reach them:
   * Email
   * Website
   * Blog
   * Mail
   * Copies at the circulation desk
   * Other \_\_\_\_\_\_\_\_\_\_\_
2. Decide which survey format do you want to use:
   * Online survey
   * Paper copy
   * Both
3. Create your survey (see sample)
4. Get the survey out to people
   * Link on website
   * Mail (consider utility bill mailing)
   * Circulation desk
   * Email
   * Article in the local newspaper telling where to find survey
   * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. If you used a print survey, tally the results using Excel.   
   One column per question/option. One row per respondent.   
   Number each completed survey so you can review it if needed.
6. Evaluate & summarize the findings
7. Decide how to use the findings and do it!

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**Sample Computer Classes Survey**

The [xxx] Library is considering offering computer classes at the library. In order for us to meet your needs, please take a minute to complete this short survey.

1. Would you come to a computer class if it were offered at our library?
   * Yes
   * No
   * Undecided
   * Not applicable
2. If yes, which classes would you like? (choose as many as you’d like)
   * Basic computer skills
   * Blogging
   * Downloading E-books and audiobooks
   * Facebook
   * Twitter
   * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. What is the best time for you to take a class?
   * Morning
   * After school
   * Evening
   * Any/It doesn’t matter
4. Do you prefer a certain day of the week for class? (check all that apply)
   * Mon
   * Tues
   * Wed
   * Thurs
   * Fri
   * Sat
   * Sun
   * Any

Tell us a little about yourself:

1. Age
   * Up to 18 years old
   * 19-34 years
   * 35-49 years
   * 50-64 years
   * 65 years and older
2. Gender
   * Male
   * Female
3. Computer experience
   * None
   * Beginner (just starting out)
   * Intermediate (have used some applications)
   * Advanced (taken classes; excellent skill level)

Comments (use back of sheet if needed) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thanks for filling out this survey. We appreciate your willingness to help.

Questions or comments? Contact Susie Librarian: (111) 222-3333 [susie@library.org](mailto:susie@library.org)

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**Survey Resources**

**Articles:**

Dunikowski, L. G., Embrey, A. C., Hawkes, W. G., Riedlinger, J. E., Taliaferro, M. G., & Van Hine, P. M. (2013). The Health Association Libraries Section survey: finding clues to changing roles. Journal Of The Medical Library Association, 101(4), 318-322.

Eng, S., & Gardner, S. (2005, February). Conducting surveys on a shoestring budget. American Libraries, 36(2), 38-39.

Etches, A., & Phetteplace, E. (2013). Know Thy Users. Reference & User Services Quarterly, 53(1), 13-17.

Etchegaray, J. M., & Fischer, W. G. (2010). Understanding Evidence-Based Research Methods: Developing and Conducting Effective Surveys. Health Environments Research & Design Journal (HERD), 3(4), 8-13.

Hiller, S., & Self, J. (2004). From measurement to management: Using data wisely for planning and decision-making. Library Trends, 53(1), 129-155.

Madge, N., Hemming, P. J., Goodman, A., Goodman, S., Kingston, S., Stenson, K., & Webster, C. (2012). Conducting Large-Scale Surveys in Secondary Schools: The Case of the Youth On Religion (YOR) Project. Children & Society, 26(6), 417-429.

**Online Survey Resources:**

**Google Forms.** A useful tool to help you send a survey or collect other information in an easy, streamlined way. It is totally free and is fully functional. Analyze the data either by viewing the summary or through Excel. You need a free Google account. docs.google.com/forms

**QuestionPro.** An online survey resource that is easy to use, has strong analysis features, gives you an unlimited number of surveys, and is free for up to 100 responses per survey. It has an editable survey library and social sharing and embedding. It gives you excellent reports and data tools. [www.questionpro.com](http://www.questionpro.com)

**Survey monkey.** An online survey tool that is easy to use, free for small amounts of surveys, or low cost. It is a basic package that is popular and does the job. [www.surveymonkey.com](http://www.surveymonkey.com)

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