SURVEY PLANNING SHEET NAME _____ | The aim of my survey is
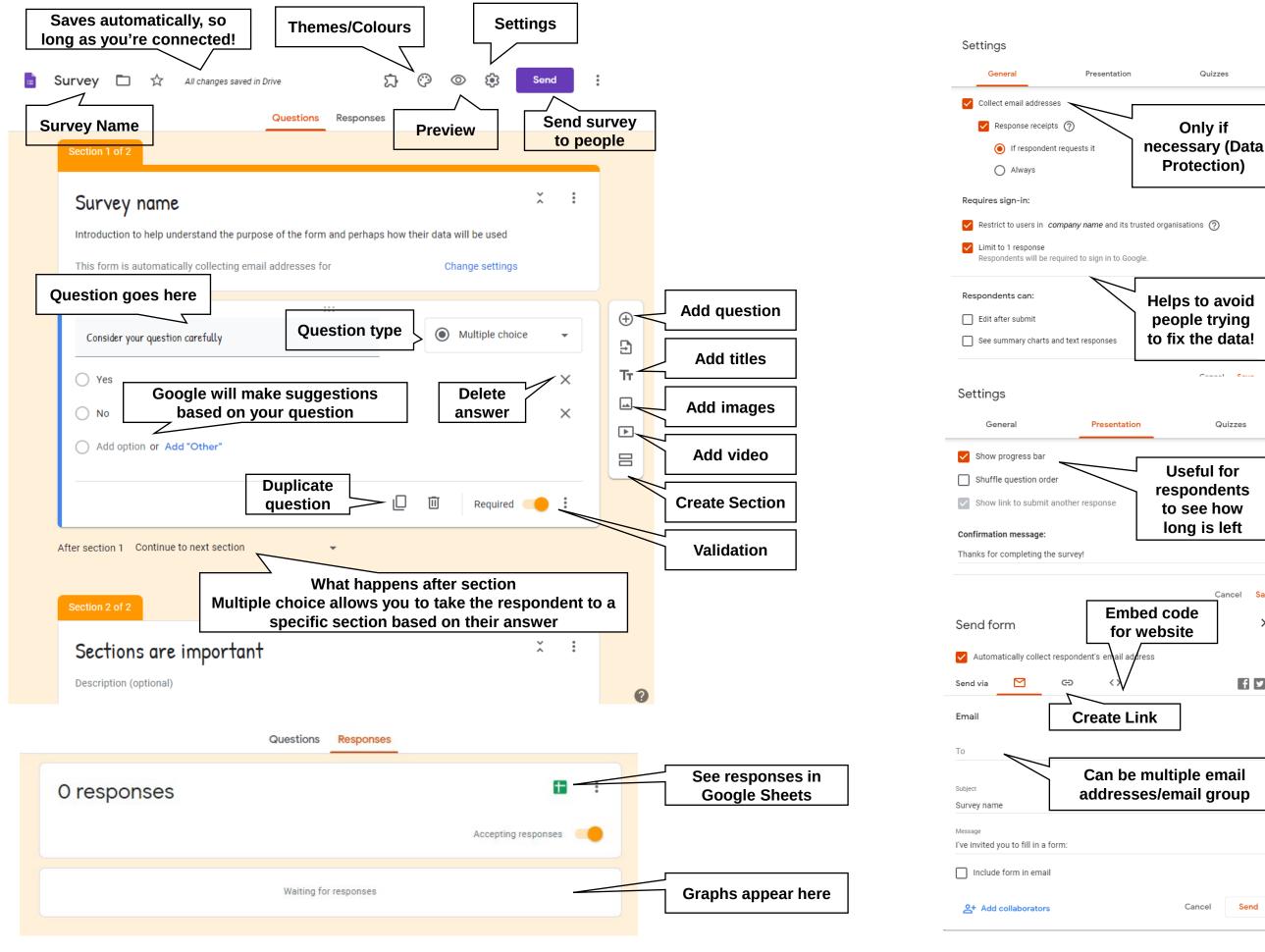
DEVISING YOUR QUESTIONS Surveys with too many questions are poor, so only create the eight questions below

Type	Data Collection Format	Google Forms	Your non-wordy question and possible options if applicable	✓
Closed	Textboxes with a fixed answer (that you won't necessarily know to give as a choice) eg. someone's name	Short answer		
Open	Larger than a textbox to allow someone to write more/give their opinions without restrictions	Paragraph		
Closed	Select only one option eg. a category or theme	Multiple Choice Drop-down		
Closed	Yes/no questions – to see if people agree with statements	Multiple Choice		
Closed	Allow the respondent to select more than one option for one question	Checkboxes		
Closed	Allow the respondent to select more than one option for more than one category/type/theme	Tick box grid		
Closed	Rate something giving a numeric scale (with two extremes at each end eg. very bad/very good)	Linear scale		
Closed	Rate something giving a specific points on a scale with words eg. Very good/good/bad/very bad	Multiple-choice grid		

OTHER CONSIDERATIONS

Consideration	What this means	Google Forms	Your idea(s) of how to achieve/solve this	✓
Incentivise your survey	Give someone something for filling in your survey	Section header or Invite message		
Validation checks	Making sure the respondent can't miss out a question or answer it incorrectly	Required button and/or use of multiple choice		
Sections	Dividing up the survey into different areas	Section Tool (= sign)		
Progress Bar	Enable this so the respondent knows how long is left	In the Presentation tab of the Form Settings		
Personal/Sensitive information	Avoid doing this – if collecting data you need to consider Data Protection	In the General tab of the Form Settings		

Saves automatically, so long as you're connected!

Themes/Colours

Settings

Survey ☆ All changes saved in Drive Send ⋮

Survey Name

Questions Responses

Preview

Send survey to people

Section 1 of 2

Survey name

Introduction to help understand the purpose of the form and perhaps how their data will be used

This form is automatically collecting email addresses for   Change settings

Question goes here

Consider your question carefully

Question type ⊙ Multiple choice ▾

Add question ⊕

○ Yes

Google will make suggestions based on your question

○ No

Delete answer ✕

○ Add option or Add "Other"

Add titles T

Add images 🖼

Add video ▶

Duplicate question

⧉ 🗑 Required 🔘 ⋮

Create Section

Validation

After section 1   Continue to next section ▾

What happens after section
Multiple choice allows you to take the respondent to a specific section based on their answer

Section 2 of 2

Sections are important

Description (optional)

Questions **Responses**

0 responses

🟩 ⋮

See responses in Google Sheets

Accepting responses 🔘

Waiting for responses

Graphs appear here

Settings

General   Presentation   Quizzes

☑ Collect email addresses

☑ Response receipts ?

Only if necessary (Data Protection)

⦿ If respondent requests it

○ Always

Requires sign-in:

☑ Restrict to users in *company name* and its trusted organisations ?

☑ Limit to 1 response
Respondents will be required to sign in to Google.

Helps to avoid people trying to fix the data!

Respondents can:

☐ Edit after submit

☐ See summary charts and text responses

Cancel Save

Settings

General   **Presentation**   Quizzes

☑ Show progress bar

☐ Shuffle question order

☑ Show link to submit another response

Useful for respondents to see how long is left

Confirmation message:

Thanks for completing the survey!

Cancel Save

Send form

☑ Automatically collect respondent's email address

Embed code for website

Send via ✉ 🔗 < >   f 🐦

Email

Create Link

To

Subject
Survey name

Can be multiple email addresses/email group

Message
I've invited you to fill in a form:

☐ Include form in email

Add collaborators   Cancel   Send

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