RESEARCH AUTOMATORS

How to create a great survey

Survey Automator guide

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GUIDE TIPS AND BEST PRACTICE

Question order & survey structure

- Begin with an interesting question that embodies the purpose of the survey
  - This captures the interest of the respondent and explains the survey purpose
- Don't begin with background questions unless needed for screening purposes
  - The respondent should be given the choice if they want to connect their demographics after knowing what questions has been asked.
- Structure the survey with headers and keep questions relating to the same theme together
  - Avoid page breaks except between theme sections and when needed for logic

The latest version of this guide: https://www.researchautomators.com/guides/create-a-great-survey/