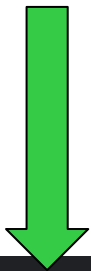


Welcome to Social Science Basics Writing Effective Survey Questions

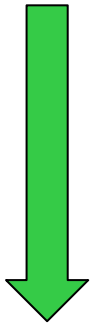


How to Interact

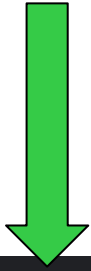
Mute
and
unmute



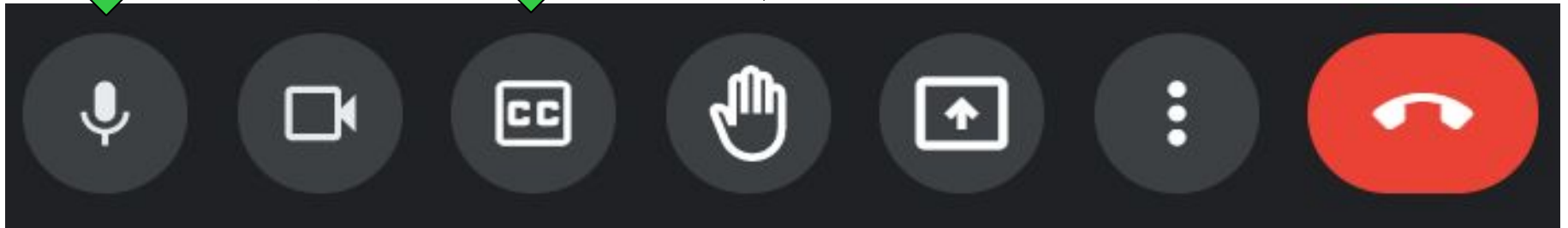
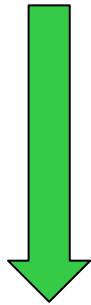
Camera
on/off



Activate
Closed
Captions

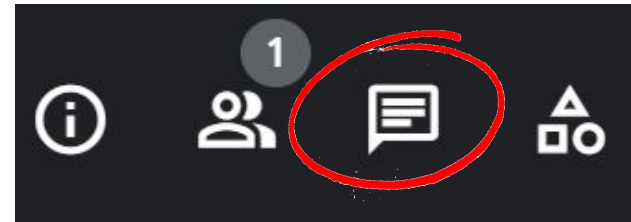


Raise and
Lower Hand



Survey Experience

Click the chatbox icon in the bottom right hand corner



Please share two sentences that describe your experience with designing surveys.



Social Science Basics

Writing Effective Survey Questions



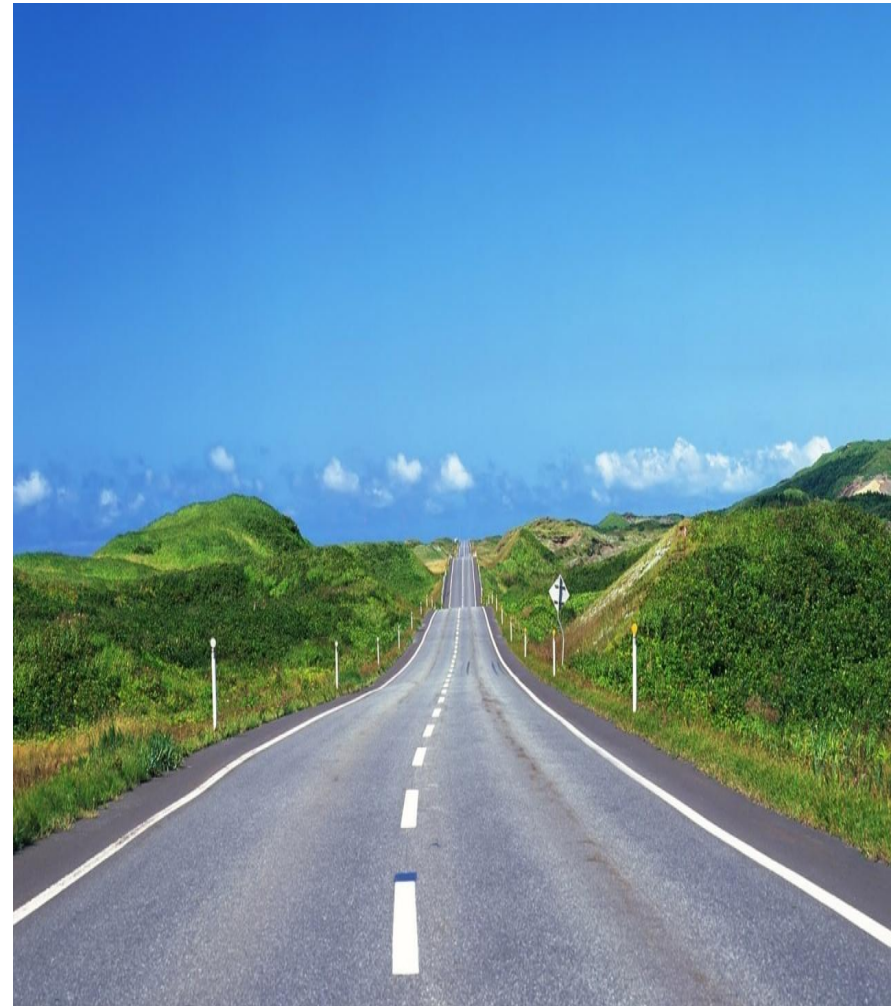
Where Are We Going?

Review mock survey

Identify common
mistakes and best
practices

Debrief and questions

Takeaways



There's no such thing as a perfect survey!

- You want to gather clear, unbiased responses
- Begin with the end in mind
- Start with answers you want to prepare the questions you'll ask



Survey Tips

- **Gain clear insights** into the thoughts, experiences and expectations of respondents
- **Clear purpose** for the survey
- **Make questions** simple, straightforward and easy to understand
- **Avoid** vague and ambiguous words
- **Avoid** leading and loaded questions
- **Write** quality questions
- **Organize** questions well



Instructions for Survey Exercise

The survey is flawed by design

Please review the survey, with special focus on:

- Question structure
- Question wording
- Question content
- Scale/multiple choice options

This is a fictitious effort and program!



Activity Debrief



Survey on Public Knowledge of Coldwater Lake Shoreline: Fish and Wildlife Habitat Issues

Thank you for taking time to participate in this lakefront homeowner survey by the Coldwater Conservation Department and Advisory Council. Your feedback is important to us to help develop educational programs for the Great Lakes. Please complete and submit this survey no later than **December 31, 2011**. This survey will only take about 5 minutes of your time. Your answers will remain anonymous and all survey results will be posted at: www.coldwatersurvey.com after March 31, 2012. Questions pertaining to the survey should be directed to (444) 555-1111. **Please send the completed survey to: Coldwater Conservation Department, 1234 Lake Street, Porter, IN 12345. Thank you!**



1. Please provide some information about yourself for us. Please check all boxes that apply.

- I am male.
- I am female.
- I am 21 or under.
- I am 22 to 35.
- I am 35 to 45.
- I am 45 to 55.
- I am 55 to 65.
- I am 65 or older.
- I am a year round resident of the Great Lakes area.
- I am a visitor of the Great Lakes area.
- I am a summer resident only of the Great Lakes area.
- I am a lakefront property owner in the Great Lakes area.
- My home is within ¼ mile of a Great Lake.
- My home is more than ¼ mile from a Great Lake.
- I use Great Lakes for fishing recreation.
- I use Great lakes for boating recreation.
- I use Great Lakes for wildlife viewing.
- I use Great Lakes for swimming.

How long in currentstate? _____



2. Over the past year, how often have you accessed the following resources to learn about the progress of the Coldwater Conservation Department's Habitat Restoration Project? Please rate the following options. (Please use an x to indicate your answers.)

	Never	Occasionally	Regularly
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify) _____



3. Please indicate your perception of the abundance the following invasive species that have been found along the Coldwater Conservation Area. Please provide a response (x) for each species.

No Knowledge Rarely Seen Frequently Seen

Phragmites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purple Loosestrife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reed Canary Grass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honeysuckle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:



4. What benefits do you see in wetlands? Please check all that apply.

- Provide fish and wildlife habitat
- Filters pollutants
- Reduces the effects of flooding
- Scenic values
- I do not perceive wetlands to be beneficial.
- Unfamiliar/No opinion

Comments:



Time for a poll

Click on this icon in the lower right hand corner



Click the second option
“Polls” to open the poll



Polls

Get a quick pulse of the audience



5. Please indicate the issues that concern you when considering the future of the Coldwater Conservation Area. Please check all that apply.

- Eutrophication, or excessive growth of aquatic plant life
- Restrictions on drinking water consumption, or taste or odor problems
- Degradation of aesthetics
- Loss of fish and wildlife habitat
- EPA Restrictions and ACE dredging activities
- Degradation of the benthic community
- Degradation of fish and wildlife populations
- Restrictions on fish and wildlife consumption

Comments:



6. In your opinion, how important is the Coldwater Conservation Department's Habitat Restoration Project and its role in restoring portions of the Great Lakes.

- This project is not important.
- This project is somewhat important.
- This project is very important.
- I am unaware of the Coldwater Conservation Department's Habitat Restoration Project.

Comments:



7. What do you believe can be attributed to hardened shorelines within the Coldwater Conservation Area? Please check all that you feel apply.

- Loss of fish habitat
- Careless angling
- Increased nutrient load to the Lake
- Increased sediment in the Lake
- None. The hardened shoreline is beneficial.

Comments:



8. Please rate the effectiveness, or if you are unfamiliar with the following shoreline practices on the overall health of the Coldwater Conservation Area.

	Unfamiliar w/practice	Hinders lake health	Neither hinders nor promotes lake health	Moderately Enhances lake health	Greatly Enhances lake health
Steel or concrete walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crushed concrete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revetment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft shoreline stabilization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living Shoreline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No stabilization/no action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional manicured lawn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:



9. Please share your thoughts and community perceptions about “native plant species.” Please check all that you feel apply.

- Native plant species are out-competed and (in some cases) no longer present.
- Native plant species are valuable for fish and wildlife food and cover.
- Native plant species are specifically adapted for Coldwater Conservation Area’s conditions.
- Native plant species are unattractive weeds.

Comments:



Using the Chatbox

WHY MIGHT ASKING THIS QUESTION IN A SURVEY BE PROBLEMATIC?

The Coldwater Conservation Department is interested in growing their local sponsors. To inform our campaign efforts, what was your total household income before taxes in 2020?



10. Please rate your familiarity with the following.

	Very Familiar	Somewhat Familiar	Unfamiliar
Coldwater Conservation District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coldwater Public Advisory Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coldwater Shoreline Restoration Projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peninsula Watershed as an Area of Concern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efforts to restore Peninsula Watershed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



11. Many Great Lakes communities are pushing for recreational fees to help enhance the integrity of natural resources. Would you be willing to pay a daily, recreational user fee to support Coldwater Conservation Area's Restoration Efforts?

Yes No



12. Overall, how satisfied are you with the diversity of the Coldwater Conservation Area restoration projects?



Takeaways



Questions?

Brenna.Sweetman@noaa.gov

NOAA Office for Coastal Management



OFFICE FOR COASTAL MANAGEMENT
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION