

# How to design successful questionnaires

Duration:  
One day



Questionnaires play an important role in organisational life and this is particularly the case when collecting information about your services and stakeholders.

Designing successful questionnaires which provide the information you need and that take analysis considerations into account, takes skill and knowledge.

## What you will learn

### You will:

- examine how to design questionnaires that deliver robust and useful results
- learn about why it is important to think about the order and wording of questions, as well as issues of length and layout
- identify when and why it is appropriate to use a questionnaire
- put these skills into practice and learn about best practice tips to help you design questionnaires for particular groups.

### Please note:

If you are unsure about what information you need to collect, we would recommend that you attend one of our core courses, such as the How to demonstrate outcomes- 2 days, first. This will help you to identify what information to collect. If you have already collected information you may wish to consider the How to analyse data course, to help you make the best use of your information, or the How to present and use data course, to help you present your data in a useful way.

## Who for

This course is suitable for **anyone**:

- new to using questionnaires for monitoring and evaluation
- who needs to design questionnaires for the first time
- who commissions or manages surveys and needs to understand the issues associated with questionnaire design
- who would like to improve their questionnaire designing skills.

## Benefits

By attending this course you will:

- be able to design questions that can be used to measure against performance indicators and answer evaluation questions
- know how to avoid ambiguous words or concepts, or write multiple questions as one in your questionnaire
- be able to design self-completion questionnaires that make it clear to respondents how to complete the form
- understand how to review survey questions to spot problems and ensure they meet their measurement objectives.

'This training course was definitely "food for thought", very informative, educational and rewarding- well done.'

Feedback from course participant

For a full list of course dates, please visit the training calendar on our training pages at [www.ces-vol.org.uk](http://www.ces-vol.org.uk)

To find out more about how CES training can help you, or to download a booking form from our website, visit [www.ces-vol.org.uk](http://www.ces-vol.org.uk)

If you have a question or are not sure which course is right for you, please get in touch. To speak to the training team directly, email [training@ces-vol.org.uk](mailto:training@ces-vol.org.uk) or call 020 7713 5722.

TIP

If you would like to find out about different data collection methods, you may be interested in our 'How to collect data' course.