Dillman on Survey Instrument Design

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Goals for this Lecture

• Define and consider Dillman’s principles for survey instrument design
  – Make surveys easy for respondents to follow and answer
    • Location of instructions
    • Formatting, including use of white space
    • Navigational cues
    • Answer placement, etc.

➢ Advance our understanding of what makes a good survey instrument
Visual Consistency and Navigational Clarity Very Important

• Dillman:
  – “Define a desired navigational path for reading all information presented on each page of the questionnaire.”
  – “Create visual navigational guides and use them in a consistent way to get respondents to follow the prescribed navigational path and correctly interpret the visual information.”

• Make it easy to follow in order to minimize respondent errors and drop-outs
For Paper-based Surveys...

• …Dillman recommends:
  – Print on 8½” x 14” paper and fold into 8½” x 7” booklets
  – Print on 11” x 17” paper and fold into 8½” x 11” booklets
  – Print on single side of 8½” x 11” paper and staple in upper left corner

• Last option lacks a professional look but is often cheaper to produce

• Of course, these paper-size issues don’t apply to web-based surveys
  – But clarity and consistency of the instrument design are just as important
  – Principles that follow are just as applicable to web surveys
**Survey Format Example**

**Figure 3.1** Facing pages from a single column, full-page format using folded legal size paper (8.5" x 14") (formatted by Pavlov, 1996).

Q1. The following questions address perceptions about the general work environment and interactions among co-workers. To what extent do you agree or disagree with each of the following statements about the work environment in your unit or department within your college? (Please circle your answer.)

<table>
<thead>
<tr>
<th>Strongly Agree △</th>
<th>Somewhat Agree ▼</th>
<th>Somewhat Disagree ▲</th>
<th>Strongly Disagree ▼</th>
<th>Don’t Know ▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-workers listen to my ideas 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Co-workers appreciate my contributions 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Co-workers treat me with respect 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I am given the opportunity for professional growth and success in my working environment 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>My co-workers generally go out of their way to help new workers succeed and excel in their position 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Perks and benefits are distributed equally and fairly in my unit 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hiring practices in my unit/department have promoted equality among workers 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>All qualified candidates have an equal chance of being promoted in my unit/department 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Focusing on equity issues has a negative impact upon teamwork 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>My co-workers constructively confront problems 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Supervisors show respect to employees 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Decisions in my unit/department are often influenced by social relationships with key persons 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Problems or issues in my unit/department are handled openly rather than covertly 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I am satisfied with the opportunities I have for promotion 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Q2. To what extent do you agree or disagree with each of the following statements about the management of your unit/department? (Please circle your answer.)

<table>
<thead>
<tr>
<th>Strongly Agree △</th>
<th>Somewhat Agree ▼</th>
<th>Somewhat Disagree ▲</th>
<th>Strongly Disagree ▼</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be comfortable approaching my immediate supervisor about concerns of discrimination or harassment 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>I would be comfortable approaching higher level supervisors (e.g., Department Chair, Director, Dean) about concerns of discrimination or harassment 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>In my work environment, supervisors have made it clear that they will not tolerate harassment or discrimination 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>I believe managers in my unit give preferential treatment to individuals who are similar to them 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>I believe that my supervisors would actively intervene to stop conduct that constitutes harassment or discrimination in my work environment 1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Q3. In the past five years, have you felt discriminated against within this college?

1. Yes, I have experienced a lot of discrimination.
2. Yes, I have experienced some discrimination.
3. Yes, I have experienced a little discrimination.
4. No, I have not experienced discrimination.

GO TO Q5

Q4. (If Yes) During these last five years in this college, have you experienced discrimination based upon (Please circle yes or no.)

- a. gender
- b. race/ethnicity
- c. disability
- d. age
- e. sexual orientation
- f. religion

1. Yes
2. No
Please help plan AAPOR’s future!

A 1995 survey of interests and concerns of members of the American Association for Public Opinion Research

<table>
<thead>
<tr>
<th>Your Relationship to AAPOR</th>
<th>4. Are you a member of any other professional association(s)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Please indicate how valuable each of these aspects of AAPOR is to you as a member, where 5 means &quot;very valuable&quot; and 1 means &quot;Not at all valuable.&quot;</td>
<td>Yes ........................................ 1</td>
</tr>
<tr>
<td>Very</td>
<td>Not</td>
</tr>
<tr>
<td>A. Public Opinion Quarterly</td>
<td>5...</td>
</tr>
<tr>
<td>B. AAPOR News, the newsletter</td>
<td>5...</td>
</tr>
<tr>
<td>C. The annual conference</td>
<td>5...</td>
</tr>
<tr>
<td>D. Your local chapter</td>
<td>5...</td>
</tr>
<tr>
<td>E. The Blue Book</td>
<td>5...</td>
</tr>
<tr>
<td>F. The code of ethics</td>
<td>5...</td>
</tr>
<tr>
<td>G. The membership directory</td>
<td>5...</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. In what year did you first join AAPOR?</th>
<th>8. In a typical year, how many other associations’ annual meetings do you attend?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996 ........................................ 1</td>
<td>None ........................................ 0</td>
</tr>
<tr>
<td>1994 ........................................ 2</td>
<td>One ........................................ 1</td>
</tr>
<tr>
<td>1990-1993 .................................... 3</td>
<td>Two ........................................ 2</td>
</tr>
<tr>
<td>1980-1989 .................................... 4</td>
<td>Three ....................................... 3</td>
</tr>
<tr>
<td>1980-1984 .................................... 5</td>
<td>Four or more ................................ 4</td>
</tr>
<tr>
<td>1970-1979 .................................... 6</td>
<td></td>
</tr>
<tr>
<td>1960-1969 .................................... 7</td>
<td></td>
</tr>
<tr>
<td>Before 1960 .................................. 8</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Who paid your AAPOR dues in 1995?</th>
<th>7. Thinking about all the professional associations in which you participate, which do you think of as your primary association?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I did ........................................ 1</td>
<td>AAPOR ........................................ 1</td>
</tr>
<tr>
<td>My employer did .......................... 2</td>
<td>AAPOR and another equally ................ 2</td>
</tr>
<tr>
<td>Honorary Life Member (no dues) ........ 3</td>
<td>Another association ....................... 3</td>
</tr>
<tr>
<td>Don't know .................................. 9</td>
<td></td>
</tr>
</tbody>
</table>
Figure 3.5  Building a more desirable information organization for the navigational path.

**Poor information organization:**

12. □ Very Satisfied  
    □ Somewhat Satisfied  
    □ Not At All Satisfied

Please check the appropriate category above to indicate whether you were Very Satisfied, Somewhat Satisfied, or Not At All Satisfied with the quality of your meal the last time you visited our restaurant.

**Better information organization:**

12. The last time you visited our restaurant, how satisfied were you with the quality of your meal? (Check one box.)

    □ Very Satisfied  
    □ Somewhat Satisfied  
    □ Not At All Satisfied
Figure 3.6  Poor information organizations with unclear navigational path, and a revision.

Poor information organization and lack of navigational path:

<table>
<thead>
<tr>
<th>CENSUS USE ONLY</th>
<th>035</th>
<th>036</th>
<th>037</th>
<th>038</th>
<th>039</th>
<th>040</th>
<th>041</th>
<th>042</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTION 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACREAGE IN 1992</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If the acres you operated in 1992 changed during the year, refer to the INFORMATION SHEET, section 1.

1. All land owned

Better information organization and creation of clear navigational path:

1. How many acres of land did you own in 1990? You should report all land (crop land, pasture land, rangeland, woodland, idle land, house lots, etc.), regardless of location, owned by you, your spouse, or by the partnership, corporation or organization for which you are reporting.  *(If the acres you operated in 1990 changed during the year, refer to the information sheet, Section 1.)*

_________ Number of acres owned
Figure 3.7 Place instructions exactly where that information is needed and not in a separate section at the beginning of the questionnaire.

Problem: Instructions placed in a separate section at beginning of questionnaire:

- Thank you for taking the time to complete this important questionnaire. The directions for filling it out are provided with each question. Because not all questions will apply to everyone, you may be asked to skip certain questions.
- In order to get comparable data, we will be asking you to refer to the week of April 15, 1993, when answering most questions.
- If no “Skip” instruction is provided, you should continue to the NEXT question.
- Either a pen or pencil may be used.
- When answering questions that require marking a box, please use an “X.”
- If you need to change an answer, please make sure that your old answer is either completely erased or clearly crossed out.
A revision: Placing instructions exactly where they are needed:

1. Were you working for pay (or profit) during the week of April 15, 1993? This includes being self-employed or temporarily absent from a job (e.g., illness, vacation, or parental leave), even if unpaid. Mark your answer in the box with a pen or pencil.

   □ Yes  →  SKIP to 7

   □ No

2. (If No) Did you look for work at anytime during the four weeks preceding April 15?

   □ Yes

   □ No
Good First Questions are Critical
(1 of 2)

**Figure 3.4** Selecting the first question for a questionnaire.

**Unacceptable first questions:**

1. Please think about all the things that make this community a pleasant place to live. Then please write down the five most important aspects of community that make this community a pleasant place to live, and rank them from 1 (meaning most important) to 5 (the least important of the five attributes).

1. Please describe in your own words what you consider good about living in this community?

1. What year were you born?

_________ year born
Better first questions:

1. Thinking about this community, how would you rate it as a place to live?
   - Excellent
   - Good
   - Fair
   - Poor

1. How long have you lived in this community?
   - More than six months
   - Less than six months

   If less than six months, it is not necessary for you to complete the remainder of this questionnaire. However, please return it so that we can check your name off of the mailing list. That will help us a great deal.
6. Please indicate the extent to which each of the following services of our organization are important to you, and for those that are very important, please indicate how frequently you have used that service during the past six months.

<table>
<thead>
<tr>
<th>Service</th>
<th>How Important?</th>
<th>Frequency of use in last six months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer credit</td>
<td>Not Somewhat</td>
<td>Very _______ Times Used</td>
</tr>
<tr>
<td>Next-day delivery</td>
<td>Not Somewhat</td>
<td>Very _______ Times Used</td>
</tr>
<tr>
<td>&quot;No questions asked&quot; return policy</td>
<td>Not Somewhat</td>
<td>Very _______ Times Used</td>
</tr>
</tbody>
</table>
A revision:

6. How often have you used each of these services from our organization during the last six months?

<table>
<thead>
<tr>
<th>Number of times used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer credit ........ beautwy</td>
</tr>
<tr>
<td>Next-day delivery .... beautwy</td>
</tr>
<tr>
<td>“No questions asked” return policy ...... beautwy</td>
</tr>
</tbody>
</table>

7. Thinking about each of these same services, how important is each of them to you?

<table>
<thead>
<tr>
<th>How Important?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer credit ........ Not Somewhat Very</td>
</tr>
<tr>
<td>Next-day delivery ........ Not Somewhat Very</td>
</tr>
<tr>
<td>“No questions asked” return policy ...... Not Somewhat Very</td>
</tr>
</tbody>
</table>
For Qs with Common Responses, Use Item-in-Series Format (1 of 2)

Figure 3.8  Place items with the same response categories into an item-in-a-series format.

An inefficient structure:

7. To what extent do you consider a lack of rental housing to be a problem in this community?
   - Not a Problem
   - Small Problem
   - Moderate Problem
   - Serious Problem

8. To what extent do you consider poor road and street repair to be a problem in this community?
   - Not a Problem
   - Small Problem
   - Moderate Problem
   - Serious Problem

Etc.
A revision that places questions into an item-in-a-series format:

7. Do you consider each of the following to be a Serious Problem, Moderate Problem, Small Problem, or Not a Problem in this community? (Please circle one answer for each.)

**Extent to which situation is a problem in this community**

A lack of rental housing . . . . . Serious Moderate Small Not a Problem
Poor road and street repair . . . . . Serious Moderate Small Not a Problem

*Etc.*
Minimize the Use of Matrices
Figure 3.11  Increase size and brightness of visual elements to emphasize order for reading questionnaire information.

Problem:

Start Here:

1. Which of the following is your main work activity?
   - Research
   - Teaching
   - Administration
   - Something else. (Please Specify)

A revision:

START HERE:

1 Which of the following is your main work activity?
   - Research
   - Teaching
   - Administration
   - Something else (Please specify)
Use Spacing and White Space to Appropriately Group Elements

Figure 3.12  Change spacing and similarity to identify appropriate groupings of visual elements.

Problem:

1. Thinking about the last time you were enrolled in classes, were you primarily interested in obtaining a degree or certificate, or were you primarily interested in learning a new skill or both? Mark one answer: △ Obtaining a degree or certificate; ◦ Learning a new skill; ▽ Both a degree or certificate and learning a new skill.  2. What year were you last enrolled in classes? _____.

A revision:

1. Thinking about the last time you were enrolled in classes, were you primarily interested in obtaining a degree or certificate, learning a new skill, or both of these?

   □ Obtaining a degree or certificate
   □ Learning a new skill
   □ Both of these

2. What year were you last enrolled in classes?

   ___________ Year enrolled
Figure 3.13  Maintain simplicity, regularity, symmetry, and a consistent figure/ground format to make respondent task easier.

**Problem:**

1) Do you **personally** drive a car or other **vehicle** to work?  ⚫ __ Yes __ No

2) Which of these **parking policies** do you most prefer:

   ( ) pay each day
   ( ) pay weekly
   ( ) pay monthly

3. Do you prefer a hanging **parking sticker** or a **decal** that attaches to the windshield of your car:

   □ prefer hanging sticker  □ prefer decal on windshield
A revision:

1. Do you personally drive a car or other vehicle to work?
   - Yes
   - No

2. Which of these parking policies do you most prefer?
   - Pay each day
   - Pay weekly
   - Pay monthly

3. Do you prefer a hanging parking sticker or a decal that attaches to the windshield of your car?
   - Prefer hanging sticker
   - Prefer decal on windshield
Figure 3.16  Write special instructions as part of question, not as free-standing entities.

Problem:

⑤ How many months have you worked in your current job?

_______ Number of months

Please be as specific as possible in answering the next question, including any area of specialization. Example: High school teacher–Math. If you had more than one job, answer for the job for which you worked the most hours.

⑥ What kind of work do you do in your current job?

________________________________________ Kind of work
A revision:

5. How many months have you worked in your current job?

_________ Number of months

6. What kind of work do you do in your current job? Please be as specific as possible in answering. Include any area of specialization, for example: “High school teacher–Math”. If you had more than one job, answer for the job for which you worked the most hours.

_________________________________________ Kind of work
Answer Category Placement (1 of 3)

Figure 3.18  Answer categories may be placed to the left or to the right of category labels.

Answer categories in the conventional left-side position:

1. To get to work do you normally ride a bus?
   □ Yes
   □ No → (Skip to Question 5)

2. (If Yes) Which one of the following best describes why you normally ride a bus?
   □ It’s convenient
   □ It costs less
   □ I can’t find anyone to car pool with
   □ I do it for environmental reasons
   □ Some other reason (Please explain)
Answer categories in the right-side position:

1. To get to work do you normally ride a bus?
   Yes ........ □
   No .......... □ → (Skip to Question 5)

2. (If Yes) Which one of the following best describes why you normally ride a bus?
   It’s convenient ........................................... □
   It costs less ............................................. □
   I can’t find anyone to car pool with .............. □
   I do it for environmental reasons ................. □
   Some other reason (please explain) .............. □
Answer categories placed in a different style so dotted leaders are not required:

2. (If Yes) Which one of the following best describes why you normally ride a bus?

- It’s convenient
- It costs less
- I can’t find anyone to car pool with
- I do it for environmental reasons
- Some other reason (please explain)
Put Answers in One Column

Figure 3.19  Avoid double or triple banking of answer choices.

Problem:

1. Which one of the following best describes how this land is now used?

- Farm land
- Play field
- Nature preserve
- Vacant lot
- Wetland
- Forest
- Pasture
- Equipment storage
- Other

A revision:

1. Which one of the following best describes how this land is now used?

- Farm land
- Vacant lot
- Pasture
- Play field
- Wetland
- Equipment storage
- Nature preserve
- Forest
- Other
Be Consistent in Scale Ordering

Figure 3.20  Consistently run scales in one direction (e.g., negative to positive) throughout the questionnaire to overcome separation of answer box from descriptor.

1. To what extent do you agree or disagree with this statement: “This company pays fair wages to its employees.”
   - □ Strongly Agree
   - □ Somewhat Agree
   - □ Neither Agree nor Disagree
   - □ Somewhat Disagree
   - □ Strongly Disagree

2. To what extent do you favor or oppose each of these proposals?

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Strongly Favor</th>
<th>Somewhat Favor</th>
<th>Somewhat Oppose</th>
<th>Strongly Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requiring all employees to complete travel expense forms on-line</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Being allowed to use sick leave when a family member is ill and needs care</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Working four, 10-hour days per week</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
Use Visual Cues to Guide Respondents (1 of 2)

Figure 3.21  Use multiple visual elements in concert to improve skip pattern compliance.

A traditional skip pattern which works poorly:

23. Normally, do you work out every day?

☐ Yes  (Go to 24)
☐ No   (Go to 28)

24. About how many minutes per day do you work out?

_________ Minutes per day
Use Visual Cues to Guide Respondents (2 of 2)

Addition of four visual elements: Differently shaped directional arrows, word changes, larger font, and redundant instruction to define skip pattern:

23. Normally, do you work out every day?
   □ No → (Skip to 28)
   □ Yes

24. (If Yes) How many minutes per day do you usually work out?
   __________ Minutes per day

Addition of alternative visual elements: Change in location of response boxes with spacing change for screened question to define skip pattern:

23. Normally, do you work out every day?
   No . . . □ → Skip to 28
   Yes . . . □

24. (If Yes) How many minutes per day do you usually work out?
   __________ Minutes per day
Figure 3.22  Emphasize words and phrases in questions consistently, but sparingly.

**Problem:**

8. During the LAST THREE WEEKS, did you ever experience pain but decide it wasn’t bad enough to call a doctor?

**Still a problem:**

8. During the last three weeks, did you ever experience pain but decide it wasn’t bad enough to call a doctor?

**Another revision:**

8. During the last three weeks, did you ever experience pain but decide it wasn’t bad enough to call a doctor?
Which Survey Would You Prefer to Take?

Figure 3.14 A poorly constructed questionnaire page illustrating poor application of six construction elements and a revision.

A poorly constructed questionnaire:

1) During the past 30 days, how often did pain interfere with your daily activities such as your job, working around the home, or social activities?

<table>
<thead>
<tr>
<th>1) All of the time</th>
<th>2) Most of the time</th>
<th>3) A little of the time</th>
<th>4) None of the time</th>
</tr>
</thead>
</table>

Yes. During the past 30 days, how often have you had pain?

1) Every day
2) Between 4 and 6 days a week
3) Between 1 and 3 days a week
4) Less than once a week
5) Never

3) Did you feel any pain last week?

☐ yes
☐ no

4) Do you wear eye glasses?

☐ Always
☐ Sometimes
☐ Occasionally
☐ Never

6. What is the furthest you could probably walk without sitting down and resting?

☐ Once across the room and back
☐ Several times across the room and back
☐ Up a flight of stairs
☐ Up several flights of stairs
☐ Further

7. When was the last time you were in a doctor's office?

☐ This week
☐ Last week
☐ Before that

8. On average, how often do you visit a doctor's office?

☐ Every week
☐ 2-3 times per month
☐ Once a month
☐ Less than once a month

9. Do you wear eye glasses?

☐ Virtually all of the time
☐ Usually just to read
☐ Rarely
☐ Never

9. Is it difficult for you to walk?

☐ Always
☐ Sometimes
☐ Occasionally
☐ Never

9. What is the furthest you could probably walk without sitting down and resting?

☐ Once across the room and back
☐ Several times across the room and back
☐ Up a flight of stairs
☐ Up several flights of stairs
☐ Further

9. When was the last time you were in a doctor's office?

☐ This week
☐ Last week
☐ Before that

9. On average how often do you visit a doctor's office?

☐ Every week
☐ 2-3 times per month
☐ Once a month
☐ Less than once a month

START HERE:

1. During the past 30 days, how often did pain interfere with your daily activities such as your job, working around the home, or social activities?

☐ All of the time
☐ Some of the time
☐ A little of the time
☐ None of the time

2. During the past 30 days, how often have you had pain?

☐ Every day
☐ Between 4 and 6 days a week
☐ Between 1 and 3 days a week
☐ Less than once a week
☐ Never

3. Did you feel any pain last week?

☐ Yes
☐ No

4. Do you wear eye glasses?

☐ Virtually all of the time
☐ Usually just to read
☐ Rarely
☐ Never

5. Is it difficult for you to walk?

☐ Always
☐ Sometimes
☐ Occasionally
☐ Never

6. What is the furthest you could probably walk without sitting down and resting?

☐ Once across the room and back
☐ Several times across the room and back
☐ Up a flight of stairs
☐ Up several flights of stairs
☐ Further

7. When was the last time you were in a doctor's office?

☐ This week
☐ Last week
☐ Before that

8. On average how often do you visit a doctor's office?

☐ Every week
☐ 2-3 times per month
☐ Once a month
☐ Less than once a month
What We Have Covered

- Discussed Dillman’s principles for survey instrument design
  - Goal: Make surveys easy for respondents to follow and answer
    - Location of instructions
    - Formatting, including use of white space
    - Navigational cues
    - Answer placement, etc.

  *Advanced our understanding of what makes a good survey instrument*