

How to develop a survey for children and young people

Surveys are a valuable tool to gather insights and information from those with the capacity to read and respond in the language of the tool and generally best suited for children over 7 years of age.

This is a guide regarding some of the principles of developing surveys. Online survey tools are constantly evolving and emerging with instructions for the various functions readily available online.

Remember to keep it REAL*.

1. Be clear about why you are doing a survey, who you need to ask and what you hope to learn

2. Obtain consent

3. Frame it

- let them know the purpose of the survey
- tell them how their data will be used for impact
- inform them that there are no right or wrong answers

4. Develop 3-5 questions only

- keep questions short
- most young people will access the survey on a digital device, mostly likely a phone
- use simple language suitable for the audience
- ensure it is relevant to them and ask about their experiences
- ask positive questions - use multiple choice and scales over open comments

5. Consider using relevant and interesting video, audio and images

6. Test it with a few young people in the relevant age group

7. Consider sharing on social media

8. Only ask what is useful - use the data

*Read *The Field Guide to keep it real when engaging children and young people*.