



## Worksheet: Developing a Youth Survey

A youth survey is an easy way to gain attention to your body confidence issue or campaign – but it is essential to plan well to get the most out of it! This worksheet provides planning guidance for youth advocates and adult mentors to help ensure your survey gets you the data you need. The survey can be administered in person or online – digital tools like SurveyMonkey and Google Form can be linked to through social media or email.

Remember, try to keep your survey short – **it should take less than 5 minutes to complete**. Also, it is important to word your questions to get answers that are easy to analyze. Please see the end of this worksheet for examples.

Timeline	Your Response
What is your deadline for sharing survey data? (For example, to present at a lobby day or before a key committee votes.)	
When do you need all survey responses in order to meet the deadline?	
What is your midway check in date? (This is important for analyzing data to make course corrections if needed – for example, getting more responses from key districts and ensuring your survey sample matches your region in terms of gender, youth of color, and other demographics.)	
Targets	Your Response
What is your goal number of survey responses?	
Who are your key decision-makers, and what are their districts or regions?	
How can you recruit youth from those areas to complete the survey?	
How can you track youth in the survey to make sure you have representation from those areas? (For example, asking them their town or zip code – but not other identifiers so they can remain anonymous.)	

Survey Goals	Your Response
What do you want your target audience to think, feel, and do? What kinds of questions will help you move your audience to think, feel, and act on this issue?	
Which questions will you ask to show how youth are impacted by this issue? (For example, “Have you ever used a weight-loss supplement?” “Have you ever used a muscle-building supplement?” “How old were you when you first used...?”)	
Which questions can you include to lift up the voices of youth and what they think needs to be done to address this issue? (For example, “Do you believe companies should be prevented from selling weight-loss supplements and muscle-building supplements to anyone under the age of 18?”)	
How will you show the reality that young people face around body confidence issues – especially those aspects that adults might not be aware of? (For example, “Has an adult ever talked to you about the dangers of weight-loss supplements or muscle-building supplements?”)	

**How to phrase survey questions for easy analysis.** As you create the survey, keep in mind that you will have to sort through and present your data. You should simplify answers where possible – and think about the “headline” you want to come out of the data. This will help you create questions that will yield interesting data. For example, if you want to bring to light that kids are using weight-loss supplements at a young age, make sure to ask how old they were when they first used them – not just their current age.

Also, asking an open-ended question where participants fill in the blank can make the data hard to analyze for an advocacy campaign, so in most situations it is better to avoid this when at all possible. Some examples of questions to use – or avoid – are below.

Easy to Analyze	AVOID
How old were you when you first used weight-loss supplements? <ul style="list-style-type: none"> <li>● 13 or younger</li> <li>● 14-15</li> <li>● 16-17</li> </ul>	How old are you? (Fill in the blank)

<ul style="list-style-type: none"> <li>● 18-20</li> <li>● 21+</li> </ul>	
<p>Have you ever seen someone being bullied or discriminated against because of their weight or size?</p> <ul style="list-style-type: none"> <li>● Yes</li> <li>● No</li> </ul>	<p>What is your experience with weight discrimination?</p>
<p>Which town do you live in? [Provide drop-down menu of towns and cities to select from]</p>	<p>Which town do you live in? (Fill in the blank)</p>
<p>Where does pressure to use weight-loss supplements come from? (Check all that apply)</p> <ul style="list-style-type: none"> <li>● Friends</li> <li>● Parents</li> <li>● Social Media – Friends</li> <li>● Social Media – Influencers</li> <li>● Advertisements</li> <li>● Coaches</li> <li>● Other:</li> </ul>	<p>Where does pressure to use weight-loss supplements come from? (Fill in the blank)</p>