

## Using Survey Monkey to get opinions of your local members

### Rationale

The Lincolnshire Young Members panel wanted to find a number of things using a quick one page survey emailed via the mass mailing system.

What they wanted to know:

- What the spread of engineers in terms of area (Lincolnshire is a very rural county)
- the main populous areas of engineers and their distance from Lincoln
- whether people would be willing to contribute to paying for events so we could budget for more expensive subsidised events
- Different groups in our target audience, i.e. students, apprentices, engineers etc so we could ensure we planned events that would appeal to specific audiences
- How far people would be willing to travel for an event so we could easily plan where events could be held.
- What they wanted to get from events held e.g. personal/career development, so we could run events that met these expectations
- The kind of events that interested our audience so we could run events that members would be interested in attending.

### The Plan

The format of the questions were chosen to be simple, so we stuck with multiple choice answers, and only one rating question so we could get a clearer idea of what the audience were interested in.

It was purposely kept short so participants wouldn't get bored or daunted by the number of questions.

### Costing

Survey monkey is free to use if asking under 10 questions. <http://www.surveymonkey.com/>

### Attendance

The response we got was very positive, with all respondents enthusiastic about attending events aimed at young engineers. We found that our main interest came from 50% students and 50% engineers, which has made us more aware that our relationship with local educational establishments will help us to get closer to 50% of our audience.

We also found the majority of our young members lived in the city of Lincoln, and those that didn't were willing to travel to attend events.

The main questions regarding what kind of events they'd be interested in attending and what they wanted to get from these events has helped us to plan a few events in next year's calendar which will meet these criteria.

Overall I'd say it was a very useful survey and the information gathered will hopefully help us to give young engineers what they want and encourage young members to get more involved in their institutions.