



# SharpInsight Survey Starters

Once you have created objectives for your initiative, it's time to think about that survey! In an ideal world, all surveys include valid, reliable items. Unfortunately, that's not always feasible. If you're in need of a brief tool specifically designed to address your initiative's objectives, consider customizing your own. To start, identify the type of change your objectives seek to achieve. Then choose the most appropriate question stem[s], customize, and select from your preferred response options. Remember to ask only for the information you need, avoiding nice to know information to reduce burden on respondents. Voila!

## To Measure Change In...

## ...add the appropriate stem...

*"Because of [event/initiative],"*

### Awareness

I am more aware [of]...  
I am more familiar with...

### Knowledge

I learned new information [about]...  
I have a better understanding of...

### Attitude

I am more interested in...  
I am more willing to consider...  
I feel more committed to...  
I feel more inspired to...  
I feel more excited about...

### Self-Efficacy

I feel better able to...  
I feel more confident [in/that]...

### Behavioral Intention

In the next month, I plan to...  
In the next month, I will...

### Behavior

I am...more/less than before...  
I have been...more/less than before...  
In the past week I have...

## ...and follow with your preferred response options

*For each of the scales below, add "N/A" and/or "Unsure", as needed.*

### 2-Point Scale

No  
Yes

### 3-Point Scale

No  
Yes, a little  
Yes, a lot!

### 4-Point Scale

Strongly Disagree  
Disagree  
Agree  
Strongly Agree

### 5-Point Scale

Strongly Disagree  
Disagree  
Neutral  
Agree  
Strongly Agree