komodo

Survey Creation Guide

Regular wellbeing surveys are a valuable tool for understanding the holistic wellbeing of students and allow educators and school leaders to respond proactively to student needs. The following suggestions will help you create surveys that are age-appropriate and engaging and ensure that the surveys yield meaningful data.

Define the function of the survey

What are you trying to measure? What do you want to be able to do?

Be specific about the aspects of well-being you want to track. Focus on particular behaviours, emotions, or experiences to guide your survey questions.

Specific goals help ensure the data collected is actionable. We want to collect data that we can do something with.

Selecting questions

Use your goals to guide which questions you include. You can choose from Komodo's evidence-based question library, designed by our psychology team to suit different ages and cover a wide range of wellbeing topics.

You can also add your own custom question at the end of each survey. This won't show up in group data, but it gives students a chance to share their thoughts in an open text box.

When writing your own questions, keep them simple. Avoid double negatives or asking two things in one question. This helps get clear and useful responses.

Consider the age & stage of students

You can tailor the survey by the number of questions, emoji or slider answer scales, and the type of question (primary vs. secondary) to ensure relevance and accessibility. Emoji scales can be selected as a 3-point or 5-point scale to support younger students. These visual scales can increase engagement and are especially helpful for students with learning difficulties or for whom English is not a first language. Aim for surveys to take no more than 5-10 minutes to complete.

Here is a guideline to use across age ranges:
3 to 5 questions for younger children (ages 5–7)
5 to 8 questions for older primary-aged children (ages 8–11) 8 to 12 questions for secondary students (ages 12+)

Younger children need fewer questions to maintain engagement, while older students can handle more complexity and variety in question types. Keeping the survey concise supports student participation and improves the accuracy of responses.

Frequency of surveys

Survey frequency is an important consideration for meaningful data and ongoing engagement. Surveys conducted too frequently, such as weekly, can lead to survey fatigue and reduced participation. It can also become challenging to detect significant changes or patterns with such short intervals. On the other hand, surveys spaced too far apart may miss crucial shifts in wellbeing and fail to provide timely insights.

Depending on your school's Komodo process, 3-weekly/monthly surveys are a good starting point and strike a balance between maintaining engagement and capturing meaningful trends, ensuring consistent insights without overwhelming students. As you continue to survey, you will work out the ideal cadence for your school population.

Engagement tips:

Communicate the purpose:
Ensure students understand why they're completing the survey–emphasise its role in improving their wellbeing and creating a supportive school environment. This transparency can increase participation and honesty.

Provide clear instructions:
Ensure students know how to use the survey platform (Komodo or others). Provide step-by-step instructions, especially for younger students, and reference any resources available.

Integrate surveys into routine:
Set a regular time (e.g., morning check-ins, form time) to complete surveys. Consistency helps students remember and prioritise the process.

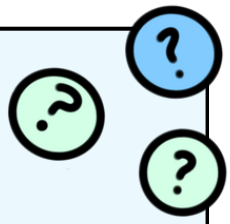
Be responsive:
Initial surveys play a crucial role in shaping how both students and staff engage with Komodo moving forward. It's important to prioritise timely responses to check-ins and comments, as this demonstrates to students that their feedback is valued and that their voices are being taken seriously by the school.

Implement & review

Once your survey is live, schedule regular check-ins to review the data. Look for trends, patterns, and recurring themes, such as rising stress levels before exams or dips in motivation during winter months. Identifying these over time helps you catch emerging concerns early and respond with timely, relevant support.

These insights not only guide individual and group-level interventions but also inform wider strategic planning, helping shape school-wide wellbeing initiatives that are proactive and data-driven.

Frequently Asked Questions



Who updates my survey?
Your school has full autonomy to update and manage your surveys. We encourage schools to set up a Komodo Champion Team, a small group of staff who coordinate survey design, timing, and follow-up. This helps ensure surveys are consistent across the school and that the data collected is aligned and meaningful.
Schools that are “in sync” with their Komodo schedule. For example, running surveys in the first week of each month, it is much easier to track engagement and follow up where needed.

When should I change my survey questions?
Use your goals to guide when and what you change. You might adjust questions between terms or semesters to reflect shifting priorities or after reviewing data patterns. This can be explored and discussed in your Komodo review. We recommend keeping some questions consistent over the school year so you can track longitudinal trends and measure progress.

Can I change the wording of a question?
No, the wording of questions in the Komodo library cannot be changed. Each question is carefully developed by our psychology team to be age-appropriate, research-informed, and consistent for accurate tracking.

What if I want to add a question to the question library?
We’re always open to feedback! Our team regularly reviews the question library to make improvements and additions. If you have a suggestion, contact your School Success Lead to pass it on.

If you want to add a one-off question pertaining to a specific topic or event, you can add a custom question. Each survey allows space to add one custom question at the end. This is great for gathering feedback on specific events or seasonal issues. Please note that custom questions don’t feed into cohort analytics but provide valuable open-text responses from students.

What questions do other schools use?
This varies depending on each school’s goals, values, and focus areas. Many schools choose questions that align with their wellbeing priorities or areas of interest for specific age groups. A range of themes, such as sleep, school climate, emotional wellbeing and digital wellbeing, are often explored. Your School Success Lead can share examples and help you select questions that reflect your school’s unique context and student needs.

How do questions work across primary and secondary students?
Some questions are adapted by age group but load into the same wellbeing metric. This means you can include consistent themes across year levels, and Komodo will collate responses to give you clear school-wide data that can be tracked throughout student development.