Survey Checklist

Created: 1/2/2012

# Tasks:

☐ **Outline the Survey**

☐ **Write down what decisions will be made based on the data.**

☐ **Have no more than 3 main objectives for the survey.**

☐ **Explain the purpose of your survey.**

☐ **Create a rough draft of questions to be included in the survey.**

☐ **Begin the survey with a closed-ended question.**

☐ **Make sure the questions go from general to specific.**

☐ **Include any sensitive questions toward the end of the survey.**

☐ **Include demographic questions at the end.**

☐ **Make sure all questions relate to your objectives.**

☐ **Complete each topic before moving on to the next.**

☐ **Make it easy to return the survey.**

☐ **Survey Draft**

☐ **Avoid use of jargon, acronyms, or terminology unfamiliar to respondents.**

☐ **Use simple and concise questions.**

☐ **Ask questions before describing the rating scale.**

☐ **Ensure there are all possible answer options included.**

☐ **Allow the respondent to select 'Prefer not to answer' for sensitive questions.**

☐ **Display the most positive answer options first.**

☐ **Include a midpoint answer on rating scales.**

☐ **Use closed-ended questions whenever possible.**

☐ **Make sure open-ended questions are voluntary.**

☐ **Review and Pre-Test**

☐ **Sent the survey to colleagues or friends for review.**

☐ **Pre-test the survey by sending to a small group of actual survey respondents.**

☐ **Revise draft according to feedback from pretest.**

☐ **Keep it short, make sure the survey takes 10 minutes or less to complete.**

☐ **Ensure you will be able to make the decisions you identified in your objectives based on the garthered data.**