

# Survey Checklist

By Campbell Rodriguez

- 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 gathered data.