Checklist for Planning, Designing, and Conducting Customer Surveys

PLANNING THE SURVEY

PURPOSE, GOALS & OBJECTIVES
☐ Objectives are specific and measureable.
☐ Objectives are linked to logic model, evaluation plan, and evaluation questions.
☐ Survey budget and constraints have been considered.
☐ Role for third-party evaluator determined, if applicable.
POPULATION OF INTEREST
☐ Population of interest defined.
If using a sample . . . 　☐ Sample size calculated. 　☐ Sampling strategy developed. 　☐ Sample selected.
FREQUENCY OF DATA COLLECTION (CHECK ONE)
☐ One-time, specify month/year: _____
☐ Annual, specify months/years: _____
☐ Pre/post, specify months/years: _____
☐ Longitudinal, specify months/years: _____
DATA COLLECTION METHODS *(note: 1 for primary method, 2 for secondary method, etc.)*
☐ Telephone/Cell phone 　☐ Data collectors and supervisors identified/hired. 　☐ Equipment, accessibility, and space needs identified. 　☐ Telephone numbers obtained. 　☐ Call schedule established. ☐ Mail 　☐ Data collectors and supervisors identified/hired. 　☐ Equipment, accessibility, and space needs identified. 　☐ Mailing addresses obtained. 　☐ Postage, return postage, printing, and supplies obtained. 　☐ Mailing schedule established.

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DATA COLLECTION METHODS (cont.)
(note: 1 for primary method, 2 for secondary method, etc.)

☐ In person
- ☐ Data collectors and supervisors identified/hired.
- ☐ Equipment, accessibility, and space needs identified.
- ☐ Location(s) for data collection identified.
- ☐ Schedule established.

☐ Smart Phone/Tablet
- ☐ Software selected and obtained.
- ☐ Email addresses obtained.
- ☐ Link to online survey created.
- ☐ Fillable PDF or word document created.
- ☐ Accessibility verified.

☐ Web site
- ☐ Software selected and obtained.
- ☐ Survey embedded on web site or redirected to another site.
- ☐ Pop-up invitation developed.
- ☐ Accessibility verified.

☐ Email
- ☐ Software selected and obtained.
- ☐ Email addresses obtained.
- ☐ Link to online survey created.
- ☐ Fillable PDF or word document created.
- ☐ Accessibility verified.

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DESIGNING THE SURVEY INSTRUMENT

DATA COLLECTION INSTRUMENT
☐ Survey content defined.
☐ Survey content linked to evaluation objectives.

Question type(s) determined
- ☐ Open format
- ☐ Closed format
- ☐ Mixed format

Questions and response options drafted and checked
- ☐ Concise and simple items
- ☐ No double-barreled questions
- ☐ No leading or loaded questions
- ☐ No vague or confusing language
- ☐ Sufficient response categories
- ☐ No overlapping response categories
- ☐ No open-ended questions that will not be analyzed

Formatting completed
- ☐ Title is easily understood and reflective of survey content.
- ☐ Survey instrument is as short as possible.
- ☐ Survey starts with an easy or interesting question.
- ☐ Most important questions are placed first.
- ☐ Questions are all relevant and specific to the topic.
- ☐ Language is gender, cultural, and ethnicity neutral.
- ☐ One question appears per line.
- ☐ Questions are numbered sequentially throughout.
- ☐ Questions flow smoothly and logically.
- ☐ Each new topic includes an introduction.
- ☐ Questions about the same topic or with the same response scale are grouped together.
- ☐ Sufficient space is provided to answer open-ended questions.
- ☐ Response instructions are included, e.g. "Select one."
- ☐ Response options follow logical order (e.g., from least to greatest, lowest to highest)

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DATA COLLECTION INSTRUMENT (cont.)

Layout completed

- ☐ Instrument is simple and uncluttered.
- ☐ Headers of grid or matrix questions are printed on each new page.
- ☐ Items/questions and pages are numbered.
- ☐ Demographic questions are at the end of the survey.
- ☐ Introduction content includes:
  - ☐ information about the organization conducting the survey and the purpose of the survey
  - ☐ how and why the respondent was selected
  - ☐ benefits to the respondent and your organization or program
  - ☐ explanation of how data will be used and kept secure
  - ☐ contact information for help with questions
  - ☐ time estimate for completing the survey
  - ☐ instructions on how and when to submit the completed survey
  - ☐ an expression of appreciation for the respondent's participation

Data collection pretest completed

- ☐ Review by survey expert
- ☐ Review by subject area expert
- ☐ Verbal feedback from respondents on a draft version of the survey
- ☐ Field testing
- ☐ Accessibility tested

Respondent invitation drafted

- ☐ Personalized, if applicable
- ☐ Brief, salient, and inviting
- ☐ On sponsor letterhead or logo
- ☐ With sponsor signature
- ☐ Content includes:
  - ☐ information about the organization conducting the survey and the purpose of the survey
  - ☐ how and why the respondent was selected
  - ☐ benefits to the respondent and your organization or program
  - ☐ respondent anonymity/confidentiality ensured
  - ☐ explanation of how data will be used and kept secure
  - ☐ contact information for help with questions
  - ☐ time estimate for completing the survey
  - ☐ instructions on how and when to submit the completed survey
  - ☐ an expression of your appreciation for the respondent's participation

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MANAGING, COLLECTING, AND ANALYZING SURVEY DATA

DATA MANAGEMENT

☐ **Data management and entry personnel trained**
  - ☐ Survey logging protocols established
    - ☐ Date returned/submitted
    - ☐ Incorrect email/addresses
    - ☐ Date of reminders
    - ☐ Responses complete/incomplete
  - ☐ Data entry protocols established
    - ☐ Data input form created
    - ☐ Data entry instructions documented
    - ☐ Procedures established for checking data accuracy and completeness
  - ☐ Data monitoring protocols established
    - ☐ Frequency of monitoring
    - ☐ Data completeness
  - ☐ Data security, privacy, and retention protocols documented
    - ☐ Location and media/format for data storage
    - ☐ Data access and security procedures
    - ☐ Respondent identifiers masked or removed
    - ☐ Dates for data retention and/or disposal
  - ☐ Data organization and backup
    - ☐ Data file naming protocols
    - ☐ Frequency of backup
    - ☐ Location and media/format for backup
  - ☐ Confidentiality training conducted
    - ☐ Training verification signed and filed
    - ☐ Obtain IRB approval if needed

DATA COLLECTION

☐ Timeline with milestones developed for data collection.

☐ Data collection protocol/instrument finalized.

☐ Data collection personnel trained.

☐ Pre-notification conducted.

☐ Respondent contacts and reminders scheduled.

  - ☐ Follow-up protocol established (e.g., post card, letter, or electronic message with follow up request and survey attached or link to it in electronic message)
  - ☐ Contact and attempts to contact logs

☐ Response enhancement strategies implemented and documented.

DATA PREPARATION

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☐ **Data preparation protocols documented**
☐ Type of data entry
☐ Automatic
☐ Manual
☐ Data cleaning and editing protocols established
☐ Data coding protocols established
☐ Data codebook

DATA ANALYSIS
☐ Descriptive statistics calculated.
☐ Non-response bias assessed.
☐ Subgroup analyses completed.
☐ Advanced analysis considered and conducted if appropriate (e.g., cluster analysis, factor analysis, reliability analysis, regression analysis).
☐ Confidence interval and confidence level determined.
☐ Changes over time analyzed or graphed, if applicable.
☐ Open-ended questions analyzed.
☐ Data limitations documented.