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.

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.

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)

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

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

- ☐ **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.

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