# Checklist for Planning, Designing, and Conducting Customer Surveys

## PLANNING THE SURVEY

### PURPOSE, GOALS & OBJECTIVES

- Objectives are specific and measurable.
- 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.
<table>
<thead>
<tr>
<th>Method</th>
<th>Options</th>
</tr>
</thead>
</table>
| 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.  

(Note: 1 for primary method, 2 for secondary method, etc.)
## 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
### 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.
<table>
<thead>
<tr>
<th>Data preparation protocols documented</th>
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</thead>
<tbody>
<tr>
<td>☐ Type of data entry</td>
</tr>
<tr>
<td>☐ Automatic</td>
</tr>
<tr>
<td>☐ Manual</td>
</tr>
<tr>
<td>☐ Data cleaning and editing protocols established</td>
</tr>
<tr>
<td>☐ Data coding protocols established</td>
</tr>
<tr>
<td>☐ Data codebook</td>
</tr>
</tbody>
</table>

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

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