

Quick checklist before you launch

- Carefully worded introduction that explains what the questionnaire is about, why it is important, and how it will be used
- Appropriate (and truthful) information about how confidentiality and/or anonymity will be handled
- All questions can be answered by everyone taking the survey
- All answer lists exhaust the possibilities
- “Don’t know/NA” is in the answer selection for most every question
- “Or not” is in the question for most every question
- Answer formats match the question
- No vague phrases like “how much”
- No factual questions that cannot be answered accurately. (Alternative: give people ranges or invite approximations instead)
- No big words, no acronyms, no insider terminology that will confuse
- No personal questions that are not absolutely required
- Every question is linked to the information objectives
- Pre-tested and timed
- No unnecessary forced answers
- Appropriate thanks for those that answered the questionnaire, including an incentive where appropriate. *(Tip: if you offer an incentive, make sure you know how you will get it to them!)*