



Survey Coach

# Survey Design Checklist

Zoomerang, and our market research parent MarketTools, have years of experience in developing good surveys. With this experience, we offer subscribers access to Zoomerang Survey Coach – professional guidance on how to write, send, and analyze surveys.

The Zoomerang Survey Coach has created this checklist to help you design a survey that will provide actionable, clear information for your business decisions. You can also [learn more](#) about designing a successful survey with our [Building A Smarter Survey Webinar](#).

## Define Objectives

- Did you write down what decisions will be made based on the data?
- Do you have no more than 3 main objectives for the survey?

## Outline the Survey

- Does your survey include an introduction explaining purpose of the study, duration, and incentive information?
- Does the survey begin with a closed-ended question?
- Do you have questions at the beginning of the survey to select appropriate survey respondents to continue with the survey?
- Do the questions go from general to specific?
- Are the demographic questions at the end?
- Are any sensitive questions toward the end of the survey?
- Do all questions relate to your objectives?
- Do you complete each topic before moving on to the next?

## Draft Questions

- Do questions avoid use of jargon, acronyms, or terminology unfamiliar to respondents?
- Are the questions simple and concise?
- Do you ask questions before describing the rating scale?
- Are all possible answer options included, or did you include an "Other" option?
- Do you allow the respondent to select "Prefer not to answer" for sensitive questions, such as income?
- Do you list answer options vertically?
- Do you display the most positive answer options first?
- Do you include a midpoint answer on rating scales?
- Are you using unbalanced scales on questions for which you expect the majority of answers to be in a top 2 box?
- Are you using closed-ended questions whenever possible for data analysis?
- Are open-ended questions voluntary?
- If you are unsure how to write the questions, are you consulting a Zoomerang survey template?

## Review and Pre-Test

- Have you sent the survey to colleagues or friends to review question wording and survey timing?
- Have you pre-tested the survey by first sending to a small group of actual survey respondents to ensure data is being collected as expected?
- Does the survey take 10 minutes or less to complete? 5 closed-ended questions take approximately one minute, and 2 open-ended questions take approximately one minute.
- Will you be able to make the decisions you identified in your objectives based on the data?