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?
- Do you have questions at the beginning of the survey to select appropriate survey respondents to continue with the survey?
- Are the demographic questions at the end?
- 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?
- Do you list answer options vertically?
- Are all possible answer options included, or did you include an “Other” option?
- 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 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?