



Ten Questions for Successful Surveys

Many organisations need information to help them better serve their customers and develop new markets. One way to do this is to conduct a survey. However, a poorly planned survey can give limited and possibly misleading information.

From over 20 years experience we have developed these Ten Questions for Successful Surveys.

You should answer all these BEFORE you conduct a survey.

Define the Issue and Approach

1. What is the issue / problem that you want to collect information about, and how do you plan to use the results?
2. Is a survey the best way to collect the information you need?
3. What resources do you have to conduct the survey?

The Sample

4. Who do you need to survey, and what is the best way to obtain the information from these people?
5. How will you ensure that your sample is representative, and large enough to give you confidence in the data you collect?

Design

6. Are you sure the survey questions are not biased?
7. Are the questions easy to answer?

Analysis and Reporting

8. What tools will you use to analyse and report on the data?
9. How long will it take you to do something with the data after you collect it?

Ethics

10. Are you (or your consultant) adhering to the relevant privacy and quality principles?

More information

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