**Survey checklist**

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| **Activity** | **Completed?** | | |
| Specify research objectives of the research project (to provide direction/focus for the survey) | Yes | No | N/A |
| Construct draft questionnaire | Yes | No | N/A |
| Pilot/amend draft questionnaire | Yes | No | N/A |
| Identify sampling frame | Yes | No | N/A |
| Select sample | Yes | No | N/A |
| Contact sample by email/letter (specifying purpose of the research, any benefits to individuals/organisation, promise of confidentiality, data/time of interview[[1]](#footnote-1) | Yes | No | N/A |
| Select survey software e.g. SurveyMonkey | Yes | No | N/A |
| Create draft online survey | Yes | No | N/A |
| Pilot online survey, eliciting feedback on ease of navigation. | Yes | No | N/A |
| Amend online survey | Yes | No | N/A |
| Launch online survey | Yes | No | N/A |
| After a chosen period (typically a week), issue a reminder, politely requesting survey completion (if not already done), including date for completion. | Yes | No | N/A |

1. Note: for statistical purposes you may choose to segment your sample. So you will provide a survey link to one web address for Sample A and a different survey address for Sample B. Collecting the data in these separate ‘bins’ allows you to identify each different set of respondents, even if their responses are anonymous. [↑](#footnote-ref-1)