

Consumer survey tools and templates





This resource was developed on behalf of the Eastern Sector Development Team (ESDT), as part of the ESDT Consumer Feedback Project. The revised edition was supported by the Australian Government Department of Health and Aged Care <https://www.health.gov.au/>



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If you wish to cite this document, please use the following notation:

ESDT (2024) *Consumer survey tools and templates. Version 2*. Developed by Kate Pascale and Associates Pty. Ltd. on behalf of the Eastern Sector Development Team (ESDT), EACH, Melbourne, Vic.

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The *ESDT Consumer Feedback Toolkit* is also available electronically. Microsoft word versions of some tools have also been created so they can be used electronically.

<https://www.esdt.com.au/>

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Design and print by Ideal Formats – www.idealformats.com

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The *Survey design guide* contains information and tips about survey formatting, layout and writing effective survey questions. This will ensure that your questions are presented in an engaging way that supports your consumers to provide the feedback you need.

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Survey checklist

The *Survey checklist* provides a list of the key elements of a well designed survey. It can be used to evaluate an existing survey and/or to review a new survey before it is piloted. The completed checklist will provide you with information about the strengths and weaknesses of your survey and highlight areas for improvement.

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Introduction

Developing a high quality survey is key to collecting useful consumer feedback. Poorly constructed surveys can be difficult for consumers to follow and this may result in consumers skipping questions or opting out of the survey entirely. On the surface it seems like a fairly simple task, but there are many survey design pitfalls that need to be avoided.

This guide includes a range of practical strategies, examples and ideas about how to create an engaging survey that is easy to read and meaningful for your consumers. These recommendations can be applied to any survey, but must always be underpinned by what is appropriate for your consumers.

It is our responsibility to collect feedback in a way that is inclusive and meaningful for our consumers. Designing surveys that are relevant and appropriate for all consumers is an important part of making this possible.



Survey format

Survey design and format is very important. Consumers are more likely to complete a survey that is visually appealing and easy to follow. The table below outlines the general principles of effective survey formatting and strategies that can assist you to avoid common pitfalls.

Keep your survey short and targeted.	
What to do:	What not to do:
<ul style="list-style-type: none"> • Consider the needs of your target group when deciding on the length of your survey. • Pilot your survey with a small number of consumers who are representative of your target group. Ask them to time how long it takes to complete. • Let people know how long the survey takes to complete before they start. • Refine your survey to make it as brief as practical. 	<ul style="list-style-type: none"> • Ask questions about too many topics in one survey. • Ask unnecessary questions or questions you already know the answer to. • Use too many open-ended questions. They are time consuming to answer and when there are too many open ended questions, consumers often skip questions or provide very brief answers that don't include enough detail for the information to be useful.
Keep formatting simple and consistent.	
What to do:	What not to do:
<ul style="list-style-type: none"> • Make sure the overall survey is readable and visually appealing. • Number every question. • Give clear directions about how each question should be answered (e.g. 'tick only the best answer' or 'circle all those that apply'). • When creating multiple choice questions, place the response options directly below the question. 	<ul style="list-style-type: none"> • Have questions and answers split across pages. • Place questions and answers side by side. • Include complicated or unnecessary tables or lines. These can clutter up the page and become distracting.
Structure your survey so that it flows logically and keeps consumers focussed.	
What to do:	What not to do:
<ul style="list-style-type: none"> • Begin your survey with general questions, then move on to more specific questions. • Group questions together according to key themes. • Include subtitles and/or brief introductions for each theme/section of the survey. 	<ul style="list-style-type: none"> • Jump between topics.

Use a font style that is easy to read.

What to do:

- Use size 12 font (as a minimum).
- Use common sans serif typeface such as Arial or Helvetica.
- Create visual contrast (e.g. black font on white paper).

What not to do:

- Use decorative or italic fonts as they distort the text and can be difficult to read.
- Use pale or fluorescent colours.

Resources:

For further information about developing printed materials that are easy to read and accessible, refer to: Disability Gateway (2024) *Create accessible materials – print and digital documents*.

NDP (2015) *Accessible Communication: The basics*. National Disability Practitioners (NDP), A division of NDS.

Vision Australia (2022) *Typography in Inclusive Design*.

Word sensitive questions carefully.

What to do:

- Consider whether it is absolutely necessary to ask personal questions.
- Explain why you are asking personal or sensitive questions and how you will use (and store) the information.
- Give consumers the option to opt out of answering sensitive questions by including opinions like 'I do not wish to answer this question' or 'I prefer not say'.
- Place sensitive questions near the end of the survey.

What not to do:

- Ask personal questions that will clearly identify individuals.
- Ask highly sensitive/potentially confronting questions at the beginning of survey.
- Pressure or force consumers to respond to sensitive questions (e.g. by making questions compulsory in an online survey).





Use inclusive and meaningful language.

What to do:

- Use plain English throughout all surveys.
- Consider the variable health and English literacy skills of your consumers.
- Be aware of how language and culture affects the way messages are understood.
- Pilot your survey and/or work with local community members to ensure your survey content is respectful and culturally appropriate.
- Consider whether translating your survey would support consumers to participate effectively.

What not to do:

- Use abbreviations, jargon or technical language.
- Include lots of facts or complex information that may overwhelm consumers.
- Assume that your consumers are literate (even if English is their first language).

References

Centre for Inclusive Design (2021) *Easy English versus Plain English: A guide to creating accessible content*.

Australian Government Style Manual (2023) *Plain language and word choice*.

Voice at the Table (2024) *Tips for Easy English*.

Scope (2015) *Clear Written Communications: The Easy English Style Guide*.

Plain English Campaign provide a range of *Free Guides*. Of particular interest may be: *How to write in plain English*.

Use images, colour and visual cues to support written information.

What to do:

- Use colour or simple pictures to reinforce instructions or ideas. This is useful for all consumers, but particularly for children, people from different cultural backgrounds and those with limited literacy.

What not to do:

- Rely on text only.
- Overload pages with text.

References

Australian Government Style Manual (2023) *Images*

Disability Gateway. *Create accessible materials – Images and diagrams*

Disability Gateway. *Create accessible materials – Forms and surveys*

Making a good first impression

The title

The survey title is the first thing people see and your opportunity to capture consumers' interest. Word your title carefully so that people are engaged and want to find out more. It should be short, simple and provide consumers with a clear idea of what the survey is about.

Example:

HOTAL project evaluation – November 2014

This title may be meaningful to the organisation but it isn't meaningful to consumers and doesn't explain what the survey is about.

A better example:

Understanding what our clients need from the SafeHomes housing support program.

This title is more specific and provides a clear indication about the survey content and its purpose.

The introduction

The introduction sets the scene and invites consumers to spend their time completing your survey. It should provide consumers with information about what to expect if they participate, reinforce why their feedback matters to your organisation and how it will be used to bring about change.

The level of detail in the introduction depends on a number of factors including:

- Consumers' knowledge of the program.
- The health literacy of the target consumer group.
- The nature of the questions within the survey (long, detailed surveys generally require a more detailed introduction).
- When and how you administer the survey. For example, where consumers have limited time to complete the survey (e.g. In a waiting room), simple instructions are more appropriate.





The survey introduction should include information about:

- Your organisation and the program/activity/issue you are seeking feedback about.
- The purpose of the survey (i.e. why the survey is being conducted).
- How and why it is important to collect feedback.
- An estimate of how long the survey will take to complete.
- How confidentiality will be managed.
- How the feedback will be used (e.g. to improve your service, for an annual report).
- When the final results of the survey will be available.
- How consumers can access information about the results of the survey/evaluation.
- Who to contact if consumers have questions or need assistance to complete the survey.
- Whether individual feedback will/can be followed up.
- If feedback will impact on the individual's service delivery (e.g. explaining that providing negative feedback will not bias the person's treatment or service delivery).

If the survey is going to be distributed to different consumer groups, tailor the introduction for each group.

Example:

Healthyville Council: Delivered Meals Feedback Form

Healthyville Council provides delivered meals to more than 500 local residents each week. We want to make sure that we are delivering the best possible meals service for our community.

Collecting feedback from our clients helps us understand what we are doing well and how we can improve. We would really appreciate if you could please fill out this survey and have it ready for your volunteer to collect when they deliver your meal next Tuesday (21st July). The survey will take no more than 5 minutes of your time.

Your name will not be included on your survey and we will not share your personal information with anyone. Your answers are completely private and will not have any impact on the services you receive. Everyone's feedback will be collated and used to improve our service. We will publish a summary of the survey results in our monthly newsletter and let you know about the changes we will make as a result of your feedback.

If you have any questions about the survey, or would prefer to provide feedback over the phone, please call me anytime.

Thank you for your time,

Mrs Happy Joy (Manager of the Delivered Meals program)

Healthyville Council. Phone: 5555 3333.

Demographic questions

Collecting demographic information allows you to understand the characteristics of the consumers who respond to your survey. This may include asking consumers their age, cultural background, gender, the length of time they have attended a program or how often they use a service. It can be tempting to include a range of demographic questions, but this is often unnecessary. Remember that the priority is to keep surveys as simple and easy as possible. Demographic data should only be collected to understand:

- **Who has responded to your survey.**

Consider whether it is necessary to collect demographic information to understand who has responded to your survey.

- **Whether particular characteristics impact on how services are accessed, utilised or perceived.**

Decide whether it would be valuable to filter your data according to specific characteristics. For example, you may want to separate data collected from clients and carers, in order to compare the experience of these different groups.

Your service already collects a lot of data on the characteristics of your consumers so don't overload people with unnecessary questions. Before asking demographic questions, ask yourself:

- **How am I going to use this information?**
- **Do I already know the answer to this question?**
- **Could I design my survey differently to avoid asking demographic questions?**

Make it easy for consumers by building strategies into your survey design (and dissemination strategy) that differentiate different demographic groups. You can do this by colour coding the surveys or using different formatting options.

Example:

You may include a blue heading on surveys that are posted out to consumers that have attended your program for less than 12 months and a purple heading on the surveys that are posted to people who have attended the group for more than 12 months. This way, your consumers don't have to answer a question about how long they have attended the group, but you will still be able to analyse whether people's experience of the group is related to how long they've been involved.

Keep it simple!
Only ask demographic questions when it's essential to allow you to understand the feedback you collect.

Example:

Please tick the sentence that applies to you:

- I receive services from this agency.
- I am a family member/carer supporting the person to access services from this agency.

Example:

What is your current age?

- 40 or under 41-50 51-60 61-70 71-80 Above 81

When creating ranges, make sure the options are mutually exclusive and that the groups are evenly distributed.

Example:

Which of the following education sessions have you attended at Healthyville mother's group?

- Breastfeeding Introducing Solid foods Sleeping and Settling None of the above

Example:

How do you describe your gender?

Male and Female response options are not inclusive of everyone and may pose challenges for people who are transgender, intersex or gender diverse.

Example:

Gender

- Female
 Male
 I use a different term (please specify)

- Prefer not to disclose

Allowing people to self-identify their gender (by asking an open ended question) is the least restrictive option. If you do need to create a multiple choice question, include option for people to self-identify their gender.

References

For further information and resources about asking inclusive demographic questions, refer to:

Penn Libraries (2022) *Creating Inclusive Surveys: Demographics*. University of Pennsylvania

OMI (2014) *Guide to cultural and linguistic data collection for the public sector. 'If you can't count you can't plan'*. Western Australian Government Department of Local Government and Communities, Office of Multicultural Interests (OMI).

CCDA (2022) *Practice guide: Data and Demographics* Centre for Cultural Diversity in Ageing (CCDA)

GSRC (2023) *Creating Inclusive Forms*. Gender Sexuality Resource Center (GSRC), Princeton NJ

WSU (2021) *Guidance: Gender and Sexuality Inclusive Language for survey questions*. Western Sydney University (WSU), Research Services: Ethics and Integrity.

Open and closed questions

The format of your question has a major impact on the type of feedback that you collect. It's important to understand the strengths and weaknesses of different question formats and choose the right options for your survey.

Regardless of the way you ask questions, make sure every question is relevant and necessary to meet the survey's purpose.

The approach you take will depend on your target group and the purpose of your survey. It's usually best to use a combination of closed and open questions. This keeps your survey quick and easy to complete, but still allows consumers to provide the feedback that they think is important. Using only open or closed questions can frustrate consumers because:

- Using only closed questions doesn't allow consumers to express their own opinions or explain their viewpoint.
- Using only open questions can be time consuming and arduous.

Using a combination of carefully considered open and closed questions also puts you in the best possible position to make sense of the feedback people provide.

Example:

When asking a multiple choice question, it can be useful to follow this up with an open question that allows people to provide further comments or explain 'Why/Why not?'. Only include these follow up questions if you intend to analyse the additional responses.





Open questions

Open questions allow you to gather in-depth information about a consumer's experience or understanding by asking people to answer in their own words. Open questions often begin with the words 'how', 'what' or 'why' and promote a broad variety of answers.

Open questions work well when...	Open questions can be challenging because ...
<ul style="list-style-type: none">• You want to hear consumers' opinions in their own words.• You are exploring a new topic.• You want in-depth answers.• There are not predictable/explicit response options to the question (e.g. you want to know how someone feels or why they think a certain way).• Your target group is motivated, educated and/or articulate.• The survey is conducted over the phone. In this circumstance you should have a list of prompts/ follow up questions that can be asked to support consumers to provide meaningful and relevant answers.	<ul style="list-style-type: none">• Some consumers may not feel confident expressing themselves in writing.• They take longer to answer and consumers need to be motivated to provide you with the level of detail required to make their answers meaningful.• They are more difficult and time consuming to analyse.• Handwriting can be hard to decipher.• They are open to interpretation. When consumers interpret the question differently their answers are often irrelevant or misleading.



Writing open questions

To allow consumers to respond to open questions effectively, you need to be clear about:

- How much information you want.
- What type of information you are interested in.

Remember that it's your responsibility to ask for the feedback you need. When people provide feedback that seems irrelevant or meaningless, it's likely that the question you asked was too broad or vague.

Example:

What was good about today?

This question is too broad. Consumers may misinterpret the question and provide information about aspects of their day that do not relate to the program (e.g. what they had for breakfast).

A better example:

What was the best thing about today's Peer Support meeting?

This question is more specific and focussed. Printing lines or a box around the space for the person to respond, also provides a visual cue about how much information to provide.

Closed questions

Closed questions present consumers with a range of conclusive response options to choose from. These can be presented in lots of different ways, including multiple choice and rating scales. Closed questions are often straightforward to analyse and produce more uniform data.

Closed questions work well when...	Closed questions can be challenging when ...
<ul style="list-style-type: none"> • There are specific, predictable response options to your question. • You want to quantify feedback into predefined groups. • You have limited time, skill or resources to analyse feedback. 	<ul style="list-style-type: none"> • There are lots of possible answers to your question (especially when conducting surveys over the phone). • Response options are not mutually exclusive and/or you cannot create an exhaustive list.

Writing closed questions

- The answers you provide should clearly relate to the question being asked. It's useful to read the entire question and each of the answers out loud to ensure each answer is a sensible and appropriate response to the question.
- Provide directions for how consumers should answer the question (e.g. 'please circle one option', 'tick all the boxes that apply', 'mark on the scale' etc.).

Multiple choice questions

Writing multiple choice questions

- Place response options directly below the questions.
- Layout the response options in a clear, easy to read list. They can be listed vertically or horizontally.
- Provide an exhaustive list of answers. You should aim to cover at least 90% of all possible answers. Use the piloting stage to determine if your answer list is complete.
- Consider when you need to include additional response options. This may include:
 - **'I don't know'** when you are testing consumers' knowledge and they may not know the answer.
 - **'Undecided'** when consumers may not have made a decision about a topic.
 - **'I prefer not to say'** when the topic is sensitive and consumers may prefer to avoid answering the question.
 - **'Not applicable'** when the scenario presented may not apply to all consumers.
 - **'Other'** when you are unsure if you have covered all the options. Only ask consumers to specify what 'other' is, if you intend to analyse this data.

Example:

Is exercise a useful strategy to manage depression?

No Yes I don't know N/A

Carefully consider the response options you provide. In this example N/A doesn't make sense and should be removed.

Example:

Once we have developed a care plan, please tick the information that you would like to receive a written copy of:

- None, I don't think I need any written information
- The contact details of the staff member/s I am working with in this service
- The goal/s we have agreed to work towards
- The next steps / actions each person will take
- Information about other services that will be involved to help achieve my goals
- Other: Please specify any other information you would like included in your care plan

The answer list attempts to be exhaustive, however including 'other' is important so that consumers can contribute their own ideas.

Rating scales

Rating scales are quick and simple to answer and analyse. They can also be used to track changes over time. Written descriptors, numbers and/or visual images can be used to identify different points on the scale. It's important to consider the number of points you need to include on your scale to collect meaningful feedback.

3-Point scales:

Pro's	Con's
<ul style="list-style-type: none"> • Simple for consumers to read and use. • Work well when the survey is delivered over the phone. 	<ul style="list-style-type: none"> • The data gathered is usually simplistic. • Consumers are most likely to respond with the middle answer.

Example:

How satisfied are you with our transport service? (Please circle your response)

Not at all satisfied

Completely satisfied

Partly satisfied

5-Point scales:

Pro's	Con's
<ul style="list-style-type: none"> • Allow enough variation for consumers to indicate the strength of their opinion/behaviour etc. (this increases as the number of points on the scale increases). 	<ul style="list-style-type: none"> • Consumers are less likely to select the points at either end of the scale (e.g. 1 and 5) therefore, the majority of consumers will respond using the 3 midpoints of the scale (e.g. 2,3 and 4).

Example:

How would you rate your overall experience with us today?

(please circle the number of stars that describes your rating)



1 star

Terrible



2 stars

Poor



3 stars

Average



4 stars

Good



5 stars

Fantastic

7-Point scales:

Pro's	Con's
<ul style="list-style-type: none">• Provide enough points to differentiate responses and to understand the strength of someone's response.• Consumers are more likely to select an option that indicates the strength of their response (which increases the reliability of the results).	<ul style="list-style-type: none">• They are complex and difficult to explain over the phone.

Example:

How would you rate the presentation of the food you received today?

Needs a lot of improvement			Adequate			Excellent
1	2	3	4	5	6	7

10-Point scales:

Pro's	Con's
<ul style="list-style-type: none">• More sensitive than scales with fewer points and can therefore provide more precise measurements.• Easy for consumers to understand as ratings out of 10 are commonly used in the community.• Work well on the phone because they can easily be explained (e.g. 'please rate the quality of our program out of 10').• Can show progress over time by administering the same scale multiple times (e.g. before and after an intervention).	<ul style="list-style-type: none">• Consumers have more options to consider and therefore may need more time to choose their answer.

Example:

How confident do you feel about using public transport alone?

Not at all confident									Completely confident
1	2	3	4	5	6	7	8	9	10

Odd and even scales

Scales with an even number of response options are useful when consumers are informed and you want them to commit to an answer. Odd scales allow the consumer to sit in the middle which can indicate a neutral or uncertain position. This is useful when you don't want consumers to guess and you are interested in knowing how many people are uncertain.

Example:

Using the following scale, please rate the following statement:

Having a written copy of my care plan has helped me to achieve my goals:

- Strongly agree
- Somewhat agree
- Undecided
- Somewhat disagree
- Strongly disagree

A neutral midpoint has been included in this scale because some people may not have an opinion about this statement (e.g. if they haven't had enough time to make a decision about whether their care plan has helped them achieve their goals).

Example:

How would you rate the quality of the Stop Smoking program?

- Poor
- Fair
- Good
- Excellent

This scale does not include a midpoint. Consumers are therefore required to make a choice about the quality of the program.

Numerical scales

Numbers can also be used to present or anchor points on a scale. When writing numerical scales:

- The highest number on your scale should always represent the most positive response
- Define the lowest point, the highest point and the midway point.
- Use a consistent rating scale throughout the survey. Don't use a variety of scales (e.g. a 10-point scale and then a 7-point scale and then a 5-point scale) as this confuses consumers.

Example:

How would you rate the quality of the presentation of the 'Dads and Kids, parenting program'?

Needs a lot of improvement

Adequate

Excellent

1

2

3

4

5

6

7

Written scales

Written scales use descriptive words to represent a range of viewpoints across a continuum. Written scales work best when consumers are literate and have a high level of written English.

Writing written scales

- Scales should be placed directly below the questions. They should either run vertically or horizontally in a list.
- When the scale is presented as a vertical list the most positive option should be placed at the top of the list.
- When the answers are presented running horizontally across the page, the answer on the left should be the most negative and the answer on the far right should be the most positive.

Example:

Please rate how friendly you think the staff on our telephone hotline are:

Not at all friendly Not very friendly Somewhat friendly Very friendly

Sometimes it is helpful to use a rating scale that matches the question you have asked.

Example:

Please rate how strongly you agree with the following statements:

Our reception staff are friendly:

Strongly disagree Disagree Agree Strongly agree

Our X-Ray facilities are clean:

Strongly disagree Disagree Agree Strongly agree

Our X-Ray centre is open at convenient times:

Strongly disagree Disagree Agree Strongly agree

Alternatively, you can make the scale consistent throughout your survey and adapt your questions to match the same set of ratings.

Make sure the rating scale answers the question you've asked.

Always use balanced scales

Regardless of the type of scale you use, include an equal number of positive and negative response options so that your scale is not biased. Here are some options:

Examples of written scales:

Quality	Poor	Fair	Good	Excellent
Intention	Definitely not	Unlikely	Probably	Definitely
Frequency	Never	Rarely	Sometimes	Always
Frequency	Rarely	Sometimes	Often	Most of the time
Agreement	Strongly disagree	Disagree	Agree	Strongly agree
Helpfulness	No help at all	Slightly helpful	Fairly helpful	Very helpful
Satisfaction	Very dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Very satisfied
Importance	Not at all important	Not very important	Somewhat important	Very important
Quantity	Decreased a lot	Decreased a little	Increased a little	Increased a lot
Confidence	Not at all confident	Not very confident	Somewhat confident	Completely confident

NB You can add a midpoint to any scale, see page 15 for information about writing odd and even scales

Visual scales

Visual scales use pictures, symbols and/or colour to replace, complement or reinforce written material. Pictures and symbols can be incorporated in a range of ways (e.g. to anchor points of a scale). These are very simple and don't require complex explanations. This approach works well for many consumers particularly children, young people and for those where written English creates a barrier.

Example:

How much did you enjoy today's outing? (please circle your answer)



I didn't enjoy the outing



It was ok



I enjoyed today's outing

Example:

Please rate how the mobile youth bus looks:



It looks terrible

1

2



It looks ok

3

4



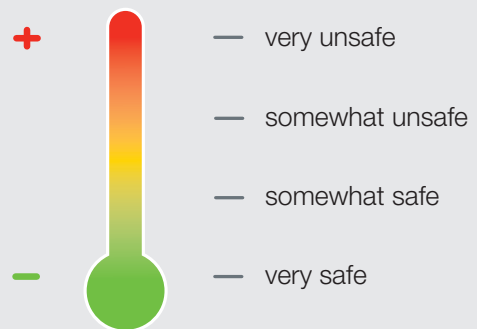
It looks great

5

Example:

How safe do you feel in our waiting room?

(please draw a line on the thermometer below to indicate how safe you feel in our waiting room)



Closing the survey

Final questions

It is important to allow consumers the opportunity to provide feedback about the issues that are important to them. Therefore, at the end of the survey, always include an open question that asks people to share their ideas.

Example:

Do you have any other feedback or ideas about our program?

Example:

Is there anything else you think we should consider when we redesign our Activity Room?

Example:

Is there anything else you would like to share?

Conclusion

Your survey conclusion should include:

- A statement thanking consumers for their feedback.
- Contact details of the person responsible for the evaluation should consumers have anything further they wish to discuss.

It can also be helpful to provide consumers with an opportunity to be contacted by a staff member. Make a space on the survey for consumers to provide you with their contact details. Consider whether the contact details need to be kept separately from the main survey data to assure anonymity. Remember to give your consumers an estimate of how long it will be before the staff member will contact them.

Example:

Thank you for taking the time to complete this survey. If you have any questions about this project you can contact Mrs Happy Joy (Program Manager) on 9555 3333.

Would you like a staff member to call you to discuss your survey or provide any additional information about the survey? If so, please provide your name and contact number and we will be in touch within 1 week.

Name:

Phone number:

Survey checklist

Introduction

This *Survey checklist* provides a list of the key elements of a well designed survey. It can be used to evaluate an existing survey and/or to review a new survey before it is piloted. The completed checklist will provide you with information about the strengths and weaknesses of your survey and highlight areas for improvement.

To use the checklist:

Process	Person responsible	Completed (sign & date)
<p>1. Complete the 'survey details' table.</p> <p>This provides essential background information about your survey and encourages you to clearly articulate the purpose and intended audience for your survey.</p>		
<p>2. Apply each of the checklist questions to your survey.</p> <p>Utilise the comments section to document any specific issues or the questions you need to review (e.g. re-write question 11 in plain English).</p> <p>Be mindful that there are some circumstances where it is justified to omit an element (e.g. if your survey only asks one simple question, the introduction may be very brief to match the scale of the survey).</p>		
<p>3. Modify your survey as required.</p> <p>Make the necessary changes to address the issues identified in the checklist.</p>		
<p>4. Re-apply the checklist to ensure you have updated all of the relevant elements.</p> <p>It can be useful to ask a second person to complete the final review as it can be difficult to identify issues in your own work.</p>		

Limitations of the checklist

This checklist is designed to assist you to review whether your survey includes key information and follows the general principles of good survey design.

It will not provide you with information about whether a survey is the best way to collect the information you require, nor whether you have included and prioritised survey questions appropriately. These elements should have been carefully considered when planning your consumer feedback strategy and used to guide every element of your survey development.



Additional information about planning your consumer feedback strategy is available in: ***'Collecting and using consumer feedback effectively: Designing your approach'***.

Please refer to ***'Developing consumer surveys'*** for information about planning and creating surveys.

Survey details

<p>Name of survey</p>	
<p>What is the purpose of the survey?</p> <p><i>Consider how this survey fits with other elements of your evaluation and your broader quality improvement activities.</i></p>	
<p>How will the survey be administered?</p>	<p><input type="checkbox"/> Paper based <input type="checkbox"/> Electronically <input type="checkbox"/> By Phone <input type="checkbox"/> Other</p>
<p>Who is the target group?</p> <p><i>Is there more than one target group? (e.g. current clients of your program, previous clients of your program, parents of children attending your program, carers etc.)</i></p>	
<p>Does your target group have any particular needs?</p> <p><i>Consider the features of your target group such as age, culture, language, gender, personal characteristics and abilities (e.g. literacy, vision, cognition).</i></p>	
<p>Checklist completed by</p>	
<p>Date</p>	

Checklist

Part 1: Survey design

1. Survey title	Yes	Partly	No	n/a	Comments
a. Does the survey have a title that clearly describes what it is about?					
2. Introduction	Yes	Partly	No	n/a	Comments
Does the introduction clearly describe:					
a. The program/activity/issue that the survey is collecting feedback about?					
b. The purpose of the survey?					
c. The importance/value of the consumer's feedback?					
d. How long the survey will take to complete?					
e. Whether consumers can remain anonymous?					
f. How confidentiality will be managed?					
g. If/how the consumer's feedback will impact on the services they receive? (e.g. negative feedback will not bias services received)					
h. How the feedback will be used?					
i. When the survey process will be complete?					
j. How consumers can access survey results?					

3. General	Yes	Partly	No	n/a	Comments
Does your survey provide clear information about:					
a. How the survey should be returned? (i.e. In person, by mail etc.)					
b. How consumers can access further information about the survey/program? (e.g. By providing staff contact details and/or space for consumers to provide their contact details for follow up)					
4. Survey format	Yes	Partly	No	n/a	Comments
a. Is the survey format and content of the survey inclusive and meaningful for all consumers? (e.g. The survey is appropriate and relevant for the diverse range of consumers within the target group)					
b. Is the language appropriate and meaningful for your consumers? (e.g. Plain English has been used, there are no spelling/grammar errors, questions are written in full sentences and acronyms/ abbreviation/jargon have been avoided)					
c. Have appropriate strategies been used to support your target group to participate in the survey? (e.g. Large print, visual contrast, translating the document)					
d. Are all the questions tailored to the consumers who may respond to the survey? (e.g. Language, tense and perspective are consistent throughout the survey, n/a is included where a question may not be relevant)					
e. Is the overall layout of the survey visually appealing? (e.g. The pages are evenly spaced, not overcrowded with information, complex tables or graphics have been avoided, sections are clearly defined)					

5. Survey format (<i>continued</i>)	Yes	Partly	No	n/a	Comments
f. Are the questions and answers clearly laid out? (e.g. The format is easy to follow, all questions and responses are laid out so that they don't run over pages)					
g. Is there an appropriate mix of closed and open questions? (e.g. The questions are presented in an appropriate format, providing a balance between efficiency and the opportunity for consumers to provide additional information and ideas to describe their experience/opinions etc.)					
h. Is the font easy to read? (e.g. The size, style and colour of the font is appropriate for the target group)					
6. Survey flow	Yes	Partly	No	n/a	Comments
a. Are the opening questions easy to answer?					
b. Are questions grouped together according to key themes? Where appropriate is each theme clearly introduced?					
c. Are sensitive questions at the end of the questionnaire?					
d. Is there a thank you statement at the end of the survey?					

Part 2: Survey questions

7. General	Yes	Sometimes	No	n/a	Comments
Is each survey question:					
a. Relevant and directly linked to the survey goals?					
b. Absolutely necessary? (e.g. You have avoided asking questions you already know the answer to. You have a specific plan about how the data collected from the question will be used).					
c. Specific enough to provide you with the information you need?					
d. Only asking about one topic at a time?					
e. Written in plain English?					
f. Written objectively, avoiding bias?					
g. Informative enough to allow consumers to make an informed decision?					



8. Demographic questions	Yes	Sometimes	No	n/a	Comments
a. Are the demographic questions necessary to understand who has responded to your survey?					
b. Will the demographic information be used to identify subgroups for data analysis?					
c. Have the demographic questions been presented in a way that is inclusive and respectful of all consumers? (e.g. The diverse characteristics and experiences of your target group have been considered. Questions and answers enable equitable participation for all potential participants)					
9. Open questions	Yes	Sometimes	No	n/a	Comments
a. Are the open questions specific, indicating what type and how much information you are interested in?					
b. For phone based surveys, have prompts been documented to ensure staff can seek additional information from consumers as required?					
10. Multiple choice questions (excluding scales – see section 11)	Yes	Sometimes	No	n/a	Comments
a. Are there clear instructions about how consumers should answer the question? (e.g. Tick all that apply, circle the correct response)					
b. Are the responses displayed clearly? (i.e. Response options are directly below the text and ordered in a logical way)					
c. Do the responses provided clearly match the question asked? (i.e. The response options provided allow sensible and appropriate)					



10. Multiple choice questions (<i>continued</i>) (excluding scales – see section 11).	Yes	Sometimes	No	n/a	Comments
d. Is the response list exhaustive? (i.e. All of the possible options are listed. Where appropriate, additional response options such as 'other'/'n/a' etc. are included as the last option on the list)					
e. Are all the responses mutually exclusive? (i.e. It is impossible for a person's answer to fit within multiple response options)					
f. Where appropriate has 'Why? Why not?' or a 'Comments box' been included? (i.e. Consumers have space to provide additional information and/or explain their response)					
11. Scales	Yes	Sometimes	No	n/a	Comments
a. Are the scales balanced? (i.e. There are the same number of positive and negative options to choose from)					
b. Are numerical scales clearly labelled? (i.e. There are labels at either end and at the midpoint)					
c. Do the labels on the scale clearly link to the question? (i.e. The response options provided allow sensible and appropriate answers to the question)					
d. Are all terms (such as frequently, sometimes) clearly defined?					
e. Where appropriate has 'Why? Why not?' or a 'Comments box' been included? (i.e. Consumers have space to provide additional information and/or explain their response)					



