Conducting a questionnaire survey

Clarify objectives

Assess as-is
Diagnose
Generate action
Track change
Evaluate change
Feedback channel
Provide evidence

Confirm that a survey is the right method

Surveys better at finding what's going on than why.
Interviews/focus groups better for small/senior groups, in depth insight, complex issues.

Plan the work

Scope/population
Roles and responsibilities
Sample/census
Timing
Inducement
Delivery and logistics

Design the question-naire

Topics (top down/bottom up)
Demographics
Questions
Grouping
Sequence
Routeing

Field test the question -naire

Preferably face to face with a small group

Positioning and communi-cations

Purpose
Post survey action
Confidentiality
Sponsorship
Management buy-in

Conduct the survey

Contact respondents
Monitor response
Reminders

Data entry and validation

Accuracy
Range
and logic checks

Tabulation and content analysis

Software
Frequency counts
Cross tabs and sub groups
Qualitative data

Analysis and reporting

Response rate
Representativeness
Whole sample
Comparisons
Conclusions

Post survey action

Publication
Investigate unexpected results
Management response
Action

Follow up survey?

© Peter Hyde Management Consulting 2005