

CRITERIA FOR AN OPTIMAL SURVEY EXPERIENCE

- To maximize the ROI on a survey investment, we highly recommend that attention be paid to setting the stage for survey success.
 - Let's work together to plan communication that will enable a YES to each of these experience criteria below for every survey respondent.
 - Items are stated in a way that could be used in an experience sampling study. Such a study could be done by interview and/or survey with a sample of respondents.
1. I understood why I was being asked to take the survey.
 2. I understood the topic of the survey.
 3. I was willing, not pressured, to participate.
 4. I was confident that my responses were confidential and reported only in the aggregate by external researchers.
 5. I had easy access to the survey.
 6. The survey items were very clearly stated so I knew what to think about – no guessing.
 7. I could relate to the survey items; that is, I could find my own experience there.
 8. I found the survey items interesting, even thought provoking.
 9. The response I wanted to give to an item was available.
 10. The survey was an acceptable length – long enough to explore my thinking but not tedious to complete.
 11. I had the chance to say more in a comment.
 12. I had the chance to see a summary of my responses and what they meant.
 13. I could choose to print my personal response summary and save it to my files.
 14. After the survey, I had the chance to talk about the survey topic and its content with colleagues.
 15. I saw a company report of the aggregate results of the survey including what the company learned from asking us to complete it.
 16. Looking back, I'm glad I participated in the survey.
 17. I could see how other business units in my company or even other companies could find such a survey useful.