

Please rate your survey process in each of the following areas:		Ratings 5 = Strongly agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly disagree
1.	We treat each survey as a process, not as a task or event.	
2.	There is a clearly stated purpose for each survey that guides all aspects of the survey process.	
3.	Each question relates directly to the purpose of the survey.	
4.	We only ask questions about issues or topics for which we are willing to take action.	
5.	Survey questions are designed to elicit responses that enable us to take specific actions to address them.	
6.	A survey expert (internal or external) develops and administers all our surveys.	
7.	We tell potential survey participants in advance how their responses will be used.	
8.	We protect the privacy of our survey participants.	
9.	We make it easy for people to participate in our survey process.	
10.	We communicate with potential survey participants before, during, and after survey administration.	
11.	For each survey, we provide contact information for a person who can answer questions and address concerns.	
12.	Each survey item contains only one action, issue, or question.	
13.	We request demographic data only when absolutely necessary and consistent with the survey's purpose.	
14.	Survey response options are consistent with the question being asked.	
15.	We pre-test our surveys with a small group that is representative of our target population.	
16.	The data analysis techniques are appropriate for the survey questions.	
17.	Survey results are reported in a format and context(s) that are usable by the intended audience(s).	
18.	We offer to provide feedback about the results to survey participants.	
19.	Our survey process includes a feedback mechanism that we use to determine whether we achieved our stated purpose.	
20.	After we take action, we communicate the change(s) to participants so they know their voices were heard.,	

**Any area with a score of 3 or less requires immediate attention!**

**Resources to help you address those areas you've identified as needing attention**

The following complimentary resources are available on the Resources page of our website (<https://www.publicsafetyinsights.net/resources>):

- *26 Insider Tips to Dramatically Increase the Effectiveness of Your Surveys*
- *Are Your Surveys a Waste of Time?* (available at <http://publicsafetyinsights.net/newsletter-july-23-2014-surveys-waste-time>)
- *How to Increase Your Survey's Effectiveness*

**Additional Resource:**

- *Survey Says...: The Professionals' Guide to Great Surveys* (2013) by Pat Lynch. [Available for purchase on my website.](#)