

How to Spot a High-Quality Survey

- When you read a question, you know exactly what it is asking and how to interpret each response.
- The questions are either to control for non-response bias, or to help you make a decision. Ideally, you decided on the decision criteria before the survey went out.
- The survey was sent to a sample, not everyone.
- Some people are oversampled and some are undersampled.
- You are told how many times each person was contacted before they were marked as non-responsive. This number should be much larger than two.
- The response rate should be at least 20% and ideally more than 30%.
- In the report, the responses are weighted and there are confidence intervals.