# Quantitative Data Collection Checklist

The following checklist will identify the steps to develop, collect, and use questionnaire or survey data.

## Step 1: Identify the purpose of the survey
- Define the target population
- Define the objective or survey topic
- Link purpose with logic model

## Step 2: Create the survey
- Design and vet the survey questions for items that are leading, double-barreled, etc.
- Identify measurement scales (T/F, Likert scale) and response options (don’t know, open ended)
- Format the survey

## Step 3: Administer the survey
- Identify how the survey will be administered (electronic vs. paper/pencil; interviewer present/not present)
- Determine the sample and sampling method (convenience/probability)
- Determine whether the methodology is feasible for your target population

## Step 4: Address survey issues
- Pilot test your survey
- Incorporate feedback provided during the pilot test in the survey

## Step 5: Collect data
- Recruit participants for the survey
- Collect data according to your local ethical/privacy laws
- Enter data into a central database to prepare for analysis

## Step 6: Produce results
- Analyze the data using univariate analyses such as means, percentages, and totals
- Analyze the data using bivariate analyses such as T-tests and correlations
- Display the data via reports, graphs, dashboards, etc.