Programming Best Practices

Want to make sure the programming of your survey is seamless and efficient? Read on for our best practices to ensure your survey is programmed accurately and to your expectations, while minimizing delays and added cost.

Preferred Survey Formats

Sending surveys in Word or Excel is best; other formats are restrictive to use with our platform.

Final is Best

The closer the survey document is to final when submitted, the less costs are incurred.

Send Survey Prior to Kickoff Call

Ensuring the team has time to review the survey document before the call means questions can be answered without delays.

Review Expectations

Discussing the datafile expectations during the kick off call results in fewer delays for data delivery.

Changes to Numbering

Once programming has begun, changing question numbers or response codes will result in the need to reprogram.

Consistency

If multiple questions use the same or similar lists, keep answer codes consistent, and note where lists are the same.

New Survey Versions

Send a new version of the survey each time changes are made; the team will refer to the most recent document when programming and conducting quality checks.

Highlight Changes

With multiple revisions, un-highlight what has been done and highlight the new items. And highlighting affected questions ensures the team understands the change on subsequent questions.
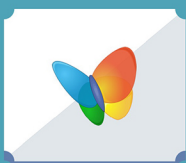
Finalized Images

If your survey images change, resend the updated and final image, rather than marking up the change and having programming manipulate the original image. PNG images are preferred.