12 Types of Common Errors to Avoid

Based on the How to Develop, Execute, and Analyze Surveys and Questionnaires seminar presentation

1. Not reaching your target population
2. Not asking accurate, targeted questions
3. Outdated or incorrect mailing list, phone list, emails etc.
4. Wrong type of survey (method) for target audience
   a. (mail, phone, email, web one-on-one)
5. Wrong survey at the wrong time of year
6. Inability to reach everyone in your target population (not listed, no web access)
7. Poorly written questions
8. Inconsistent or bad interviewing
9. Respondent fatigue/boredom (long survey, different questions asking same thing)
10. Poor or inappropriate analysis
11. Poor or inappropriate reporting
12. Over surveying/surveying fatigue (sending to many surveys in a short amount of time)