

# Tips for Survey Scripts

Client surveys provide valuable information on who enrolls in your program, their service needs, and what their lives are like at the beginning and end of services. So, it is important to get clients to complete each survey! Survey scripts are an important tool for encouraging clients to complete the surveys so you can collect high-quality, consistent data. This tip sheet provides 10 tips for survey scripts and an example script you can adapt for your program. Be sure to include your own scripts in your data capacity and CQI plan and train your staff on how and when to use them.

## Tips

- 1 Thank clients in advance for completing the survey.
- 2 Introduce surveys as a chance for clients to share their experiences, so that the program can identify services to help them and others like them.
- 3 Call the surveys “surveys.” Never call them tests, exams, assessments, or evaluations.
- 4 Describe how all answers will be kept private, explain any consent information required by your Institutional Review Board (IRB), and provide the [Privacy Act Statement](#).
- 5 Tell clients that they may skip any or all questions but encourage them to answer all the questions.
- 6 Show clients how to use the tablet, computer, or cell phone and how to listen to the questions with earbuds.
- 7 Tailor scripts and the level of instructions to your target population.
- 8 Remind clients to submit their survey on the final screen.
- 9 Ask clients if they have any questions before they begin the survey.
- 10 If you are administering surveys to clients in a group, plan a quiet activity to occupy clients as they finish their surveys.

## Example Script

*Thank you for helping us by taking this survey! This survey is a chance for you to share your experiences so that we can identify services to help you and others like you.*

*The survey will take about 20 minutes or less. You may skip any questions in the survey that you do not feel comfortable answering, but we hope you will answer all the questions.*

*All information you provide will be kept confidential. {PROVIDE ANY IRB CONSENT LANGUAGE AS REQUIRED}*

*In addition, the Privacy Act establishes practices to help ensure confidentiality. Here is a copy of the Privacy Act. {PROVIDE THE [PRIVACY ACT STATEMENT](#) TO CLIENTS EITHER VERBALLY OR IN WRITING}*

*You will complete the survey on this tablet. On each page of the survey, you may choose to listen to audio of the questions being read to you. Use the earbuds and tap the play button on each page to listen to the audio. {HAND THE TABLET WITH EARBUDS TO THE CLIENT} When you finish the survey, please make sure you select the “Yes, submit my survey” option on the last page.*

*Thank you again for taking this survey! Do you have any questions before you begin?*

*If you have any questions during the survey, please raise your hand and we will help you.*



Contact the data capacity and CQI help desk with any questions by emailing [nFORMCQITA@mathematica-mpr.com](mailto:nFORMCQITA@mathematica-mpr.com). We are happy to help!