

## Selecting an Online Survey System – Talking Points

I. Type of Online Surveys; Online service, fully hosted, home-grown

II. Considerations when selecting

A. Cost

B. Support - Stability

C. Design/Flexibility

1. CSS to control standardized visual appearance

2. Fixed width or proportional tables

3. Response review

4. Closed access after termination

5. Allow re-entry before termination

6. Client side and server side script

7. Cookies

D. Usability

E. Data

F. Access Control

1. Coverage Error

2. Embedded IDs vs Access codes (PINs)

3. Postal vs Email contact

G. Security

1. Who's Hosting?

2. Privacy Policy

3. Who has Access to data?