

SURVEY RESEARCH

DESIGN ICEBERG COMPANION / Record evidence and assumptions separately. Name the decision and date your version.

DECISION & POPULATION

Who should the result describe, and why?

RECRUITMENT & COVERAGE

Invitation route and people it may exclude.

QUESTION & RECALL PERIOD

Exact wording; one concept and a clear period.

RESPONSE OPTIONS & ROUTING

Include relevant alternatives and nonapplicability.

PRETEST & PILOT

How did people interpret and answer the question?

ANALYSIS & DENOMINATOR

Comparisons, missing responses and limits of the claim.

BELOW THE SURFACE

Review the interpretation before acting. Preserve the evidence, uncertainty and reasoning behind the next decision.

INTENDED POPULATION

Who should the findings describe?

INVITED & REACHABLE

Who could receive and complete the survey?

RESPONDENTS & QUESTION BASE

Who answered this particular question?

MISSINGNESS & EXCLUSIONS

What may be systematically absent?

SUPPORTED CLAIM

Write the finding with its denominator and limits.

DECISION & FOLLOW UP

What further evidence is needed?