

Survey Question Checklist:

Use this handy checklist to ensure you are developing the best questions you can to gather the necessary data from your clients.

Constructing Questions

- Start with a welcoming message.
- Keep the questionnaire as short as possible.
- Design the questions to fit the medium.
- Use simple, straightforward language. Avoid jargon.
- Write short questions to ensure reader understanding.
- Allow a “don’t know” or “no opinion” response when appropriate.
- Try to make sure that the wording does not favor one choice over another.
- Use three types of questions:
 - Multiple choice
 - Numeric open-ended
 - Text open-ended
- Treat rating scales and agreement scales as multiple-choice questions.

Rating scale examples:

 - How would you rate XYZ feature? (Excellent, Good, Fair, Poor, No Opinion)
 - On a scale of 1 to 10, where 10 means the greatest interest, how would you rate your interest in the following topics?

Agreement scale example:

 - How much do you agree with the following statements? (Strongly Agree, Agree, Disagree, Strongly Disagree, No Opinion)

Sequencing Questions

- Vary the format of the questions to keep people interested.
- Place easy and pleasant-to-answer questions early.
- Group questions on the same topic.
- Present response choices in random order when appropriate.
- For responses with scales, present answer choices from positive to negative.

Pre-Test

- Test the survey on a small portion of the target audience.