



## CHECKLIST

# Writing Survey Questions

### Overall

- ❑ All items align to the goals of the survey.
- ❑ All items are consistent with each other (e.g., they use the same level of complexity, similar grammar, similar language).
- ❑ All items use simple, straightforward language without acronyms or convoluted vocabulary.
- ❑ The survey has been proofread.
- ❑ The survey uses clear and appropriate fonts.
- ❑ Items are free of unnecessary bolding and italicizing

### Writing the Stem/Question

- ❑ Questions can be used for multiple survey administrations.
- ❑ The questions apply to all respondents.
  - TIP:** If not, consider asking a qualifying question instead and using branching to show the conditional questions only when necessary.
- ❑ All stems ask a single question.

### Writing the Response Choices

- ❑ All choices logically answer the question.
- ❑ All response choices are grammatically consistent with the question.
- ❑ Response options in ranges do not overlap (e.g., use 100–90, 89–80, etc.).
- ❑ Response options do not influence choices (e.g., they do not telegraph a “correct” answer).
- ❑ Range labels are reasonable (e.g., the middle choice is an average or neutral option such as “good” or “neither agree nor disagree”).

### Accessibility

***“The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”***

The Center for Universal Design, 1997



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