



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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