

Survey Question Criteria

The Survey Playbook: How to Create the Perfect Survey, by Matthew V. Champagne, Ph.D.

Survey Question Criteria	Good	Needs Improvement	Comments
1. Is the questionnaire asking questions that you do not intend to change?			
2. Are any of the questions asking for information you already know?			
3. Are any of the questions double-barreled? (Check for words like “and” and “or”)			
4. Are there any bad questions (ambiguous, awkward, unanswerable)			
5. Are the questions too global providing too little specifics to be useful?			
6. Are the questions useful to addressing an outcome that stakeholders would care about?			
7. Are there any “stale” out-of-date questions?			
8. Are there opportunities for respondents to make an open comment? (Additional questions they may have, why they responded in a particular way, etc.)			
9. Are there any questions missing choices? (e.g., a dropdown missing DC as a location)			

10. Have all possible choices been considered that may predicate skip or conditional logic?			
11. Are questions mismatched with the response scale?			
12. Is there any unnecessary use of the neutral or opt-out options? (e.g., N/A , Not Sure, neutral...neither this or that)			
13. Have ordinal or interval data been asked for when a specific value will provide more specific information?			
14. Have meaningful categories been used in the responses? (e.g. number of years of experience)			
15. Are the questions grammatically, correct?			
16. Are questions free from bias?			