General Guidelines

Professional – appearance or presentation or administration

Brief and concise

Simple language – as appropriate

Identify the need for every question

Clear instructions

Place personal questions at the end

Leave room for comments – toward the end

Ask complete questions.

EDITING GUIDELINES

Read the questions aloud

Knowledgeable others review the survey

Scan items for the following words: and, or, but, with, except

Ask only what participants should reasonably be expected to know.

Consider sensitivity review

Pilot questionnaire

* Little variance in response
* Too many “other”
* Too many “I don’t know”
* Misinterpretation of constructed-response questions

QUESTION ORDER

1. Most salient questions are first
2. Initial set of questions must meet the claims you make in your invitation letter
3. The more objectionable or sensitive questions appear later in the survey
4. There should be a logical progression of questions
5. Questions with similar answer/response categories should be organized together

FIRST QUESTION

1. Apply to everyone.
2. Simple and easy to answer
3. Interesting
4. On topic