Writing Good Survey Questions
Tips & Advice
February 21, 2013

Step 1: Establish goals
Sept 2: Develop questions and responses
Step 3: Pilot test questions
Step 4: Re-evaluate each question

General Tips
A. Identify what you want to learn.
B. Remove “wouldn’t it be nice to know” questions. Only include questions that directly shed light on what you want to learn.
C. Know how you will use and present the information.
D. Remove questions for which a respondent will not have immediate access to the information needed to answer the question (or tell the respondent beforehand what is needed).
E. Remove questions that a respondent may not be willing to answer.

Wording Questions
F. Use clear wording without abbreviations or jargon.
G. One issue, skill, ability per question. Split “double-barreled” questions into two questions
   - **Problematic:** I am confident in my ability to write a cover letter and resume.
   - **Better:** I am confident in my ability to write a letter.
   - **Better:** I am confident in my ability to write a resume.
H. Avoid double negatives
   - **Problematic:** I am not competent when I am part of a multi-disciplinary team.
     a) Strongly Disagree  b) Disagree  c) Neutral  d) Agree  e) Strong Agree
   - **Better:** I am competent when I am part of a multi-disciplinary team.
     a) Strongly Disagree  b) Disagree  c) Neutral  d) Agree  e) Strong Agree
I. Avoid leading questions
   - **Problematic:** Would you be willing to attend a weekend job fair if it increases your chances of getting a job interview?
   - **Better:** Would you attend a weekend job fair if it were available?
   - **Problematic:** To what extent do you agree that opportunities for community service are important to you?
   - **Better:** To what extent do you agree or disagree that opportunities for community service are important to you?
J. Make questions as specific and concrete as possible
   - **Problematic:** I am confident in my ability to communicate effectively.
   - **Better:** I am confident in my ability to present my research findings at a conference.
Wording Responses

K. Response alternatives should be exhaustive and mutually exclusive
   • **Problematic:** How many conferences did you attend this semester?
     a) 1        b) 2        b) 3        c) 3 or more
   • **Better:** How many conferences did you attend this semester?
     a) 0        b) 1        b) 2        c) 3 or more

L. Use balanced scales (i.e., equal number of positive and negative response options)
   • **Problematic:** How would you rate on-campus apartment housing?
     a) Satisfactory
     b) Good
     c) Excellent
   • **Better:** How would you rate on-campus apartment housing?
     a) Poor
     b) Fair
     c) Good
     d) Excellent

M. Be careful where you place "No Opinion" or "Unsure" usual they should be placed at the end of a scale
   • **Problematic:** To what extent do you agree or disagree with this statement: “Our campus is a safe place to work”?
     a) Strongly Disagree
     b) Disagree
     c) Unsure/No Opinion
     d) Agree
     e) Strongly Agree
   • **Better:** To what extent do you agree or disagree with this statement: “Our campus is a safe place to work”?
     a) Strongly Disagree
     b) Disagree
     c) Agree
     d) Strongly Agree
     e) Unsure
   • **Better:** To what extent do you agree or disagree with this statement: “Our campus is a safe place to work”?
     a) Strongly Disagree
     b) Disagree
     c) Neither Agree or Disagree
     d) Agree
     e) Strongly Agree
## Writing Good Survey Questions

### Useful Answer Categories

If you want to know how often something occurs, ask for the exact number of times or ask, "how often..." and choose from the following categories:

<table>
<thead>
<tr>
<th>Never</th>
<th>Almost Never</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely</td>
<td>Occasionally</td>
<td>Almost Never</td>
</tr>
<tr>
<td>Occasionally</td>
<td>Sometimes</td>
<td>Sometimes</td>
</tr>
<tr>
<td>Regularly</td>
<td>Often</td>
<td>Fairly Often</td>
</tr>
<tr>
<td>Don't Know</td>
<td>Don't Know</td>
<td>Very Often</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Never</th>
<th>Hardly Ever</th>
<th>Not At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely</td>
<td>Rarely</td>
<td>Occasionally</td>
</tr>
<tr>
<td>Sometimes</td>
<td>Sometimes</td>
<td>Frequently</td>
</tr>
<tr>
<td>Most of the Time</td>
<td>Often</td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>Very Often</td>
<td></td>
</tr>
</tbody>
</table>

If you want to find out the degree of people's feelings, their attitude, or belief, ask "to what extent..." and choose from the following categories:

<table>
<thead>
<tr>
<th>Not Very Effective</th>
<th>Not Very Prepared</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat Effective</td>
<td>Somewhat Prepared</td>
<td>Dissatisfied</td>
</tr>
<tr>
<td>Moderately Effective</td>
<td>Moderately Prepared</td>
<td>Neutral</td>
</tr>
<tr>
<td>Very Effective</td>
<td>Well Prepared</td>
<td>Satisfied</td>
</tr>
<tr>
<td>Not Sure</td>
<td>Uncertain</td>
<td>Very Satisfied</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Very Poor</th>
<th>Needs Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Poor</td>
<td>Good</td>
</tr>
<tr>
<td>Neither Agree or Disagree</td>
<td>Fair</td>
<td>Excellent</td>
</tr>
<tr>
<td>Agree</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>Very Good</td>
<td></td>
</tr>
</tbody>
</table>

If you want to find out people's intentions or aspirations ask, “do you expect to...” and ask them to choose from the following categories:

<table>
<thead>
<tr>
<th>Definitely No</th>
<th>No Chance</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>Very Little Chance</td>
</tr>
<tr>
<td>Uncertain</td>
<td>Unsure</td>
</tr>
<tr>
<td>Yes</td>
<td>Some Chance</td>
</tr>
<tr>
<td>Definitely Yes</td>
<td>Very Good Chance</td>
</tr>
</tbody>
</table>

Sources:

How can the following survey questions be improved? On your own, read and evaluate the survey questions. With a partner, discuss and revise the questions. Be prepared to share your revisions.

1) The student is an effective team leader, charismatic, able to communicate with excellent speaking and presentation skills.

<table>
<thead>
<tr>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Poor</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

2) The online resources are well organized.

   - | - | - | - | - |
   | Strongly Agree | Strongly Disagree |

3) Do you feel more comfortable talking in this seminar than in other seminars you’ve taken?

   - | - | - |
   | Yes | No | No Difference |

4) How satisfied are you with the hours and location of our office?

   - | - | - |
   | Dissatisfied | Satisfied | Very Satisfied |

5) How often do you access TritonLink?

   - | - | - |
   | Daily | Weekly | Monthly |

6) This year’s state of the art online conference registration system is an improvement over last year’s system.

   - | - | - |
   | Strong Agree | Agree | Disagree |

7) If you have employed Fox Paw University graduates, what are their areas of specialization, how would you rate their performance, and how many do you employ?

   ____________________________
   ____________________________
   ____________________________
8) How helpful was the Career Services Center in helping you find your job after your time at ACME University?
   ☐ Very satisfied
   ☐ Satisfied
   ☐ Unsatisfied
   ☐ Very unsatisfied
   ☐ I never used Career Services Center
   ☐ N/A

9) Improving _____ would best improve my social life at ACME University
   ☐ Team sports
   ☐ School spirit
   ☐ School events
   ☐ Party scene and Greek life

10) What is your major? _________________________

11) During an average week in the quarter, what amount of time, in hours, do you spend surfing the net, emailing, texting, using Facebook, or on Twitter?