

4 PRINCIPLES FOR DESIGNING SURVEY QUESTIONS



1. Questions must help answer your research question

Example:

Research Question: Do you think smoking is healthy?

Q: Do you smoke? *(This is a relevant question)*

Q: What cigarettes do you like? *(This is NOT a relevant question)*

Tip: Ask yourself “Will the answer help answer my main research question?”

2. Put questions in the proper logical order

Example:

#1. Where do you buy coffee?

#2. Do you buy coffee?

Tip: Read *all* the questions and see if the order makes sense.

3. Use clear wording

Example:

Q: How much do you spend on coffee?

...a day? ... a week?...how much time? ...how much money?

Tip: Think of all the wrong ways someone can answer!

4. Provide good options

Example:

Q: Why do you like to drink coffee?

Because I'm from China

Because I wear blue hats

Other: _____

Tip: Make sure you have all possible options.