

How To Write A Good Survey Questionnaire

Activity 1: Work in group of 4-5 students. Discuss the features of a good survey questionnaire. Then compare your answers to the guidelines given.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Guidelines of how to write a survey questionnaire

1. Write a short questionnaire.
2. Use simple words.
3. Write questions that are easy to understand.
4. Start with interesting questions.
5. Don't write leading question.
6. Avoid double negatives.
7. Don't make the list of choices too long.
8. Avoid difficult concepts.
9. Avoid difficult recall questions.
10. Put your questions in a logical order.
11. Pre-test your survey.
12. Name your survey.

Guidelines of How to Write a Survey Questionnaire

☺ Write a short questionnaire.

Your questionnaire should be as short as possible. When drafting your questionnaire, make sure what is essential to know, what would be useful to know and what would be unnecessary.

☺ Use simple words.

For example, "What is the frequency of your automotive travel to your parents' residents in the last 30 days?" is better understood as, "About how many times in the last 30 days have you driven to your parent's home?"

☺ Write questions that is easy to understand.

Write questions that everyone will understand in the same way. Don't assume that everyone has the same understanding of the facts or a common basis of knowledge.

☺ Start with interesting questions

Start the survey with questions that are likely to sound interesting and attract the subjects' attention. Save the questions that might be difficult or threatening for later.

☺ Don't write leading questions

Leading questions demand a specific response. For example: the question "Which day of the month is best for the newly established company-wide monthly meeting?" leads respondents to pick a date without first determining if they even want another meeting.

☺ Avoid double negatives

Subjects can easily be confused deciphering the meaning of a question that uses two negative words.

☺ Don't make the list of choices too long

If the list of answer categories is long and unfamiliar, it is difficult for subjects to evaluate all of them. Keep the list of choices short.

☺ Avoid difficult concepts

Some questions involve concepts that are difficult for many people to understand.

☺ **Avoid difficult recall questions**

People's memories are increasingly unreliable if you ask them to recall events farther and farther back in time. For example, you will get more accurate information if you ask "About how many times in the last month have you gone out and seen a movie in a movie theater or drive-in?" rather than, "About how many times last year did you go out and see a movie in a movie theater or drive-in?"

☺ **Put your questions in a logic order**

It is good to ask a general question and then ask more specific questions.

☺ **Pre-test your survey**

Before sending a survey to a target audience, send it out as a test to a small number of people. After they have completed the survey, brainstorm with them to see if they had problems answering any questions. It would help if they explained what the question meant to them and whether it was valid to the questionnaire or not.

☺ **Name your survey**

You should consider other titles that will draw the interest of the subjects.