

Survey Question Checklist

This checklist is designed to assist individuals to write survey questions by acting as a reminder to address key concept areas. Part A should be completed before survey writing begins. Part B can be repeated for every question within a survey.

Part A: Before Writing a Survey, Can you identify the following?

Your Program or Service: _____

Your Target Group: _____

Outcome Statement to Address: _____

How will the Outcome be Measured: How will you measure the outcome; what is the Measurement tool? Choose one of...then describe it...

- Needs Assessment...
- Goal Attainment...
- Standardized Test...
- Other Pre-Made Measurement Tools

If one of these four items is chosen, then it may indicate that a survey writing process is not required and a survey or test might already exist to monitor outcomes.

- Survey...
- Survey Question Item...

If one of these two items is chosen, then it may indicate that a survey writing process is required. This checklist can be used to assist in the development of question items.

Part B: Survey Items or Questions: What change in Knowledge, Behaviour, Feelings, Thoughts/Attitude, Acquisition, and change in Characteristics are you trying to measure. Choose one of...then describe it...

- Knowledge,
- Behaviour,
- Feelings,
- Thoughts/Attitude,
- Acquisition of Resources, or
- Characteristics.

What question will match the collection of this information?

How will the target group respond?

- Yes/No,
- Count,
- Multi-Pick: Number of points: _____,
- Likert Scale: Number of points: _____,
- Open Ended or Qualitative Response.

Describe the Response type?

Does the question and response:

- Provide Clear, Simple, & Descriptive Language?
- Encourage 1 Response per Question?
- Place no Value or Judgment on Any Concept?
- Allow for Comfort of Sensitive Issues?

What are the Instructions to the question or to how to choose a response?

What are the usage Guidelines, design requirements, and analyses guidelines for the question?