SURVEY QUESTION DESIGN CHECKLIST

- ☐ Use plain language
- ☐ Avoid leading questions
- ☐ Align with research goals
- ☐ Avoid double-barreled questions
- ☐ Be specific and focused
- ☐ Provide balanced response options
- ☐ Ensure cultural sensitaivity
- ☐ Keep question formats consistent
- ☐ Pre-test with a small group
- ☐ Optimize for mobile
- ☐ Use skip logic where necessary
- ☐ Keep the survey short