10 Tips for Creating Survey Items

Review your survey items with these 10 tips to keep the survey simple and accurate.

Anonymity

- ☐ **1** Demographic questions aren't so specific that they compromise anonymity.

Wording

- ☐ **2** Use plain language—avoid acronyms, jargon, and abbreviations.
- ☐ **3** Avoid ambiguous wording that may have multiple meanings.
- ☐ **4** Ensure each item addresses only one idea (no "double-barreled" items).

Negatives

- ☐ **5** Avoid double negatives.
- ☐ **6** Avoid items that reverse the scoring.

Scale

- ☐ **7** Match the phrasing with the response scale.
- ☐ **8** Ensure the response scale is balanced.

Length

- ☐ **9** Keep the items as short as possible while still aligned with the survey goal.
- ☐ **10** Keep the survey under 40 items, and able to be completed within 20 minutes.

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