

RESOURCE 1: WHAT MAKES A GOOD SURVEY QUESTION?

BINOSES			
		Bad example	Better Example
B	Balanced <i>Do your answer choice scales have equal amounts of positive and negative responses?</i>	<i>How satisfied are you with our service?</i> Answer choices: Dissatisfied, Neutral, Satisfied, Very Satisfied.	<i>How satisfied are you with our service?</i> Answer choices: Very Dissatisfied, Dissatisfied, Neutral, Satisfied, Very Satisfied.
I	Individual <i>Are you asking a single question, or many questions in one?</i>	<i>Which is the fastest and most reliable operating system?</i>	<i>Which is the fastest operating system?</i>
N	Neutral <i>Do your questions contain any bias?</i>	<i>Our bakery products have been the best in the city for 5 years in a row. On a scale of 1 - 10, with 10 being the best, how would you rate our bakery products?</i>	<i>On a scale of 1 - 10, with 10 being the best, how would you rate our bakery products?</i>
O	Optional <i>Do you allow respondents to pass on questions that may require sensitive information that they are unwilling to provide?</i>		
S	Simple <i>Is your question easy to understand?</i>	<i>Of all the colours in the spectrum shown below, which of the following do you identify with the most?</i>	<i>What is your favourite colour?</i>
E	Exhaustive <i>Do you give the respondents all possible choices for the question?</i>	<i>What do you like best about your computer?</i> Answer choices: A. Size, B. Colour, C. Speed, D. Reliability	<i>What do you like best about your computer?</i> Answer choices: A. Size, B. Colour, C. Speed, D. Reliability, E. Other (with text entry box)
S	Specific <i>Does the respondent know exactly what you are asking?</i>	<i>Do you like the new orange juice?</i>	<i>Do you like the texture of the new orange juice?</i>