**Survey Question Guidelines**

1. No double barreled questions
   1. NO: Was your room clean and pleasant smelling on your arrival?
   2. YES: Was your room clean on your arrival?
2. Use common Language
   1. NO: Did you experience a contusion at the area of impact?
   2. YES: Did you experience a bruise where you were hit?
3. Provide comprehensive response options
   1. NO: Did you attend the opening keynote? Yes/No
   2. YES: Did you attend the opening keynote? Yes/No/I Can’t remember
4. Keep language simple and questions short
   1. NO: Please take a moment to share with us your opinion about your experience when you spoke with the receptionist upon your arrival today at the clinic. Did the receptionist greet you by name?
   2. YES: When you saw the receptionist, did she greet you by name?
5. Avoid jargon, abbreviations and acronyms
   1. NO: Are you a member of AEA’s Health TIG?
   2. YES: Are you a member of the American Evaluation Association’s Health Topical Interest Group?
6. Avoid extremes of language
   1. NO: Do you always brush your teeth?
   2. YES: Did you brush your teeth yesterday?
   3. NO: Should we increase spending on life-saving body armor?
   4. YES: Should we increase spending on body armor?
7. Define ambiguous words
   1. NO: When did you last exercise?
   2. YES: Which of these activities have you done in the past week?
8. Balance scales
   1. NO: Strongly Disagree, Disagree, Sometimes Agree, Always Agree
   2. YES: Strongly Disagree, Disagree, Agree, Strongly Agree
9. Beware the yes/no question
   1. NO: Do you have questions that remain after your visit today?
   2. YES: What questions, if any, do you have after your visit today?
10. Ensure that you need to know the answer