

The Fantastic Five Checklist for Improving Survey Reliability

Writing Better Questions

The “Fantastic Five” checklist includes five questions to ask about any survey question you have written. An answer of no for any single question below suggests that the survey question you have written may not be one that respondents can reliably answer and thus may need rewriting.

The five questions:

1. Can the question be consistently understood?
2. Does the question communicate what constitutes a good answer?
3. Do all respondents have access to the information needed to answer the question?
4. Is the question one which all respondents will be willing to answer?
5. Can the question be consistently communicated to respondents?