**Survey Checklist**

*Once you’ve drafted your survey, review each survey question against the checklist below to be sure you’re following best practices.*

* Do you have an “introductory statement” with all pieces that seem appropriate (name of organization, relationship to participant, goals and objectives of survey, significance of results to respondent, basis of inclusion in sample selection, participation is valued, there are no correct or incorrect answers, all answers are anonymous, if applicable, name and position of interviewer)?
* Are the first questions on your survey easy/factual?
* Are sensitive questions near the end of the survey?
* Are reflexive response questions minimized, or is the respondent sensitized (have you emphasized subtle differences by underlining or italicizing)?
* Have you clarified multiple v. single choice responses?
* Are you using closed- v. open-ended responses appropriately? Do you have "other" open-ended responses where needed?
* Have you done away with all acronyms/abbreviations?
* Have you avoided jargon?
* Are there any ambiguously worded questions?
* Could wording be simplified, is it confusing?
* Are there any double-barreled questions?
* Have you accidentally included manipulative language? If you want to know the outcome of using manipulative language, have you first asked a straightforward question followed by one with manipulative information?
* Are response options ordered in a logical way? If there is no logical way, are they alphabetized or randomized, whichever makes the most sense?
* Are interval scale categories equal in size (if it makes sense for them to be so), do they overlap, have you provided an unbounded final category?
* Have you provided appropriate response choices where needed, such as “N/A” or “Unsure”?