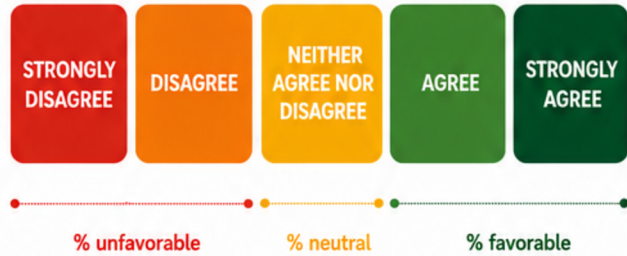


SURVEY DESIGN BEST PRACTICES

How to create surveys that are easy to complete and produce meaningful, actionable data.

5-POINT RESPONSE SCALE (RECOMMENDED)



1

USE THE 5-POINT AGREEMENT SCALE

Use the same 5-point agreement scale (Strongly Disagree–Strongly Agree) whenever possible. This improves interpretability, allows easier comparisons across surveys, and enables use of Qualtrics benchmarks when available.

2

MATCH THE QUESTION WORDING TO THE SCALE

Ensure the response options logically fit the question being asked. For example, agreement scales (Strongly Disagree–Strongly Agree) should measure statements, while frequency scales (Never–Always) should measure behaviors.

3

ASK ONE THING AT A TIME

AVOID: My manager communicates clearly and provides helpful feedback.

BETTER: My manager communicates clearly.
My manager provides helpful feedback.

4

USE SIMPLE, FAMILIAR LANGUAGE

Avoid jargon, acronyms, and technical language whenever possible. Write so employees can understand each question quickly.

5

KEEP QUESTIONS NEUTRAL

AVOID: Leadership always communicates effectively.

BETTER: Leadership communicates effectively.

Avoid leading language and absolutes like “always” or “everyone”.

6

KEEP SURVEYS FOCUSED AND CONCISE

Help employees complete surveys quickly and confidently.

- Group similar topics together
- Eliminate repetitive questions
- Avoid collecting information you already have
- Only ask questions you plan to act on

7

USE OPEN-ENDED QUESTIONS INTENTIONALLY

Limit to 1–3 meaningful open-ended questions and place them near the end. Ask questions that invite actionable feedback.

8

ASK ABOUT EMPLOYEES' SPECIFIC EXPERIENCES

Whenever possible, ask about employees' specific experiences rather than broad opinions.

AVOID: Leadership communicates well.

BETTER: Leadership does a good job of communicating the reasons behind important changes that are made.

QUICK CHECKLIST BEFORE LAUNCH



Every question is necessary.



Each question measures one idea.



Response scales are clear and consistent.



Results will inform a decision or action.



The survey can be completed in a reasonable amount of time.



REMEMBER:

A shorter survey with high-quality questions leads to higher completion rates and more reliable data than a longer survey with unnecessary items.