

Survey Design

Business & Management

Writing questions that produce usable answers.

The errors that make a survey unusable.

Avoid

Leading questions

Double-barrelled questions

Jargon and ambiguity

Unbalanced scales

Assuming knowledge or behaviour

Do

One idea per question

Balanced response options

Neutral wording

Randomise option order

Pilot it first

Watch

Response bias — who chooses to reply

Acquiescence — agreeing by default

Social desirability

Order effects

NPS asks one question and is widely used; it is also widely criticised for discarding most of the information in the scale.