Survey question fixer

Read each question out loud, then check it against every row. If a row matches, use the fix. Ten minutes here saves you from a survey full of answers you cannot use.

Wording mistakes that bend answers

Mistake	How to spot it	The fix	Before	After
1. Leading words	Praise or blame sits inside the question: great, amazing, annoying.	Take the opinion out and let the scale carry it.	How much did you love our new menu?	How would you rate our new menu?
2. A built-in assumption	The question takes something for granted that is not true for everyone.	Ask first, then show the follow-up only to people it fits.	How often do you use our mobile app?	Do you use our mobile app? (Yes shows: How often do you use it?)
3. Two questions in one	An and or an or joins two topics.	Split it into two questions.	How happy are you with our prices and quality?	How happy are you with our prices? How happy are you with our quality?
4. Jargon	Words your team uses that customers do not: acronyms, product names, UX terms.	Use the words a customer would say out loud.	How intuitive was the UX of the CTA?	How easy was it to find the Book now button?
5. Vague time words	Regularly, often, recently, lately, with no time frame.	Give a time frame and ask for a count.	Do you exercise regularly?	In the past seven days, on how many days did you exercise?
6. Absolutes	Always, never, every, all. Almost nobody can say yes honestly.	Ask how often, with a frequency scale.	Do you always read the instructions?	How often do you read the instructions? Never, Rarely, Sometimes, Often, Always
7. Agree or disagree statements	A statement followed by Agree and Disagree.	Ask the question directly, with labels that name the answer.	The checkout was easy. Agree or disagree?	How easy or hard was the checkout? Very hard to Very easy

Answer option mistakes

Mistake	How to spot it	The fix	Before	After
8. Overlapping ranges	A number appears in two options.	Make every range stop before the next one starts.	18 to 25; 25 to 34	18 to 24; 25 to 34
9. No way out	Some people have no true answer to pick.	Add Other, None of these or Does not apply.	Which tool do you use? Excel; Google Sheets	Which tool do you use? Excel; Google Sheets; Other; I do not use one
10. A lopsided scale	More good options than bad ones.	Give both sides the same number of steps.	Poor; Good; Very good; Excellent	Very poor; Poor; Fair; Good; Very good

Before you send

[ ] Every question feeds the decision the survey is for.

[ ] Easy questions come first; personal ones come last and stay optional.

[ ] Scales point the same way all through the survey and label both ends.

[ ] Five people took it, and you watched where they slowed down.

Made with HornetForms, https://hornetforms.com/blog/how-to-write-survey-questions