1. **Define the purpose of the survey. It should be specific and measurable.**
   1. For example: *You want to know if employees would be open to a higher deductible or copay to save on premium out of their paycheck.*
2. **Make every question count.** 
   1. Sometimes it’s useful to identify the data you need to collect and then write the questions.
   2. Incorporate multiple choice questions to get a range of responses that may provide more information than just a yes or no.
   3. Perhaps add an open-ended question to give employees more space to share their thoughts.
3. **Keep it short and simple.**
   1. You want people to stay engaged until the end of the survey.
   2. Make sure the questions follow a logical order, so it is not confusing.
4. **Ask direct questions.**
   1. Be specific and don’t use vaguely worded questions.