

<b>Criterion</b>	<b>Poor</b>	<b>Effective</b>
B—Brief	“Are you now or have you ever been the possessor of a firearm?”	“Have you ever owned a gun?”
R—Relevant	“What is your sexual orientation?”	Do not include this item unless it is clearly relevant to the research.
U—Unambiguous	“Are you a gun person?”	“Do you currently own a gun?”
S—Specific	“How much have you read about the new gun control measure and sales tax?”	“How much have you read about the new sales tax?”
O—Objective	“How much do you support the new gun control measure?”	“What is your view of the new gun control measure?”