Deepdive into making a question accessible

At Statistics Netherlands we are in development of a new, more accessible lay-out design for our questionnaires. We want to maximize the accessibility of our questionnaires with as little differences for the respondents filling in. This has some major consequences for design of complex questions, but also for a simple question, there are implications.

The first step is to make a question visual clear. Does the respondent know what is expected of him without any previous knowledge. Does he understand the difference between a single choice question and one where more answers are permitted. How can we aid respondents with giving the right answers. And does this work for edgy teens who are glued to their mobile phones and pensioners who tremble a little bit and who reading isn't what it used to be.
Then we have the category of people who need assistents and use tools to read out the questions. There are several tools to help them and your questionnaire should accommodate that.

After setting your baseline, you want to expand this to make this possible for all questions. With each new element you try to incorporate in your design new problems occur. Special answers look the same for respondents as normal answer options, but are for the data and for programming of the questionnaire very different. Also having a functionality for a short question can work great, until someone thinks of make a longer question and the functionality doesn't work as intended.