Sample Survey Questions, Answers and Tips

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Contents

About these Sample Questions

These sample questions are provided to help you determine what you should ask in a survey as well as what question type . The following are some sample questions for inspiration.

Note:

Don't forget that as part of Constant Contact's Survey product, there are many professionally written and easily editable templates with many more suggestions for you.

Customer Satisfaction

Questions to Ask	Suggested Question Type	Additional Suggestions
How long have you used our products/service?	Single-select multiple choice	Answer choices might include: • Less than 6 months • 1 year to less than 3 years • 3 years to less than 5 years • 5 years or more
Which of our products/services do you use?	Multi-select multiple choice	The answer choices will vary based on the products you offer. - Be sure to include an "Other" choice.
How frequently do you purchase from us?	Single-select multiple choice	Answer choices might include: • Every day • Every week • Every 2 - 3 weeks • Every month • Every 2 - 3 months • Every 4 - 6 months • Once or twice a year
How would you rate your overall satisfaction with us?	Rate one item on a scale	Include a Comments area in the question to find out why respondents rated you as they did. You might want to include rating scale answer choices such as: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied

Questions to Ask	Suggested Question Type	Additional Suggestions
How likely is it that you would recommend us to a friend/colleague?	Rate one item on a scale	Include a Comments area to find out why respondents rated you as they did. Answer choices might include: • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
Please rate us on the following attributes:	Rate items on a scale	You might want to include rating scale answer choices such as: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied You might also ask readers to rate you on the following attributes: • Customer service • Professionalism • Quality of products/ser vices • Customers' needs • Sales staff • Price
How likely are you to continue doing business with us?	Rate one item on a scale	Include a Comments area in the question to find out why respondents rated you as they did. Answer choices might include: • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
Do you have any suggestions for improving our products/ services?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

Customer Satisfaction Continued...

Questions to Ask	Suggested Question Type	Additional Suggestions
Please indicate your gender.	Single-select multiple choice	Answer choices would include "Female" and "Male". It's also polite to include a "Prefer not to answer" choice.
Which range includes your age?	Single-select multiple choice	Make sure the age ranges don't overlap, which may cause confusion amongst your respondents. It's also polite to include a "Prefer not to answer" choice. Example answer choices might be: • Younger than 18 • 18 - 24 • 25 - 34 • 35 - 44 • 45 - 54 • 55 - 64 • 65 or older • Prefer not to answer

Customer Support / Service Call Follow-up

Questions to Ask	Suggested Question Type	Additional Suggestions
How satisfied are you overall with our customer support?	Single-select multiple choice	Answer choices might include: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How satisfied were you with how the support staff resolved your most recent problem?	Single-select multiple choice	Answer choices might include: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
If your problem was not resolved, did our staff offer to follow-up after the call?	Single-select multiple choice	Answers choices would include "Yes" and "No"

Questions to Ask	Suggested Question Type	Additional Suggestions
Please rate our customer service representative on the following attributes.	Rate items on a scale	You might want to include rating scale answer choices such as: • Very Poor • Poor • Fair • Good • Very Good You might ask readers to rate the following features of your newsletter: • Responsiveness • Professionalism • Politeness • Knowledge of the problem • Efficiency in solving the problem • Manner of handling follow-up questions
How long did you have to wait on the telephone before the customer support representative was available?	Single-select multiple choice	Answer choices might include: • Less than 1 minute • 1 to less than 3 minutes • 3 to less than 5 minutes • 5 to less than 10 minutes • 10 minutes or over
How long did it take for customer support to resolve your problem?	Single-select multiple choice	Answer choices might include: • Less than 5 minutes • 5 minutes to less than 10 minutes • 10 minutes to less than 20 minutes • 20 minutes to less than 30 minutes • 30 minutes or more • Next day • More than a day • Problem did not get resolved
How many times did you contact customer support before your problem was resolved?	Single-select multiple choice	Answer choices might include: • Once • Twice • Three times • More than three times • Problem is still unresolved

Questions to Ask	Suggested Question Type	Additional Suggestions
Do you have any suggestions for improvement?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

Service Delivered Follow-Up

Questions to Ask	Suggested Question Type	Additional Suggestions
Please complete the following. The service...	Single-select multiple choice	Be sure to include a "Comments" area. Answer choices might include: • Was better than expected • Matched expectations • Was worse than expected
Please indicate your level of satisfaction with the following attributes of our service.	Rate items on a scale	Be sure to include a "Comments" area. The rating scale might be: • Very Dissatisfied • Somewhat Dissatisfied • Neutral • Somewhat Satisfied • Very Satisfied Items to rate might include: • Delivery of service • Quality of training provided to your staff • Methods of communication • Quality of support • Quality of proposals created • Price • Post-service follow-up • Knowledge of our staff
Do you have any suggestions for improvement?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

Service Cancellation Follow-Up

Questions to Ask	Suggested Question Type	Additional Suggestions
How long did you use our service before you cancelled it?	Single-select multiple choice	Answer choices might include: • Less than 6 months • 6 months to less than 1 year • 1 year to less than 3 years • 3 years to less than 5 years • 5 years or more
Why did you cancel our service? Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice. Answer choices might include • Did not need it anymore • Service was inconvenient to use • Unhappy with customer service • High cost of service • Unhappy with payment plan
If you switched to another service provider, please indicate your reasons for doing so. Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice. Answer choices might include: • Better quality of service • Service is easier to use • Better access to service • Better customer service • Better price • Better payment plan

Event Planning

Questions to Ask	Suggested Question Type	Additional Suggestions
Rank what is most important to you in attending an event.	Rank items numerically	Depending on your event planning needs, you might include answer choices such as: • Convenience of event location • Cost • Availability of parking • My interest in the scheduled speakers • Topics covered are useful to me • Timing of event fit into my schedule • Availability of networking time

Questions to Ask	Suggested Question Type	Additional Suggestions
What day/time do you prefer to attend an event?	Single-select multiple choice *OR* Multi-select multiple choice	If you want respondents to choose their top choice for a day/time, make the question a single-select question. If you want to know all of the days/times that they would be able to attend the event, make the question a multi-select question.
To help us pick a convenient location, please enter your zip code.	Open-ended text	
How far are you willing to travel?	Single-select multiple choice	
Do you prefer networking before, during or after an event?	Single-select multiple choice *OR* Multi-select multiple choice	
Rate your preference of an event on the following topics.		
Do you have any suggestions for topics? If so, what?	Single-select multiple choice	Use "Yes" and "No" for the answer choices, then include a Comments area to capture the suggested topics.
Do you have any suggestions for speakers? If so, what?	Single-select multiple choice	Use "Yes" and "No" for the answer choices, then include a Comments area to capture the suggested speakers.

Event Satisfaction (Post Event)

Questions to Ask	Suggested Question Type	Additional Suggestions
How satisfied are you with the event?	Rate one item on a scale	Include a Comments area to find out why respondents rated the event as they did. Your rating scale might be: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied

Questions to Ask	Suggested Question Type	Additional Suggestions
Please rate your satisfaction with the following parts of the event.	Rate items on a scale	You might want to include rating scale answer choices such as: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied You might list sessions and/or speakers from your agenda or you might ask readers to rate the following more general attributes of your events: • Cost • Location • Exhibits/sessions • Ease of transportation or parking • Length of event • Topic/theme • Profile of other attendees • Food and beverages provided at breaks
How likely are you to recommend this event to a friend or colleague?	Single-select multiple choice	Include a Comments area in the question to find out why respondents rated the event as they did.
Why did you attend our event? Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice. Answer choices might include: • For networking • Interest in event topic • To support the organization • You know the organizers or participants
How did you learn of our event? Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice. Answer choices might include: • In the media (newspaper, magazine, trade journal, billboards, etc) • Business network • Membership announcement • Through a friend • On the internet • While passing the event location

Questions to Ask	Suggested Question Type	Additional Suggestions
How did you learn of our event?	Single-select multiple choice	Include an "Other" choice so you can capture data from people who learned of the event from a source you did not anticipate. Answer choices might include: • Word of mouth • Website • Direct mail • Email message • Flyer
What were your greatest take-aways from the event?	Open-ended text	
Was the duration of the event:	Single-select multiple choice	Answer choices might include: • Much too long • A little long • Just right • A little short • Much too short
Was the price of the event:	Single-select multiple choice	Answer choices might include: • Very expensive • Somewhat expensive • Priced right • Somewhat inexpensive • Very inexpensive
Which of our other events are you aware of?	Multi-select multiple choice	
Please provide suggestions for improving our future events	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

Membership Satisfaction

Questions to Ask	Suggested Question Type	Additional Suggestions
How long have you been a member?	Single-select multiple choice	Answer choices might include: • Less than 6 months • 6 months to less than 1 year • 1 year to less than 3 years • 3 years to less than 5 years • 5 years or more
Why did you become a member? Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice. Answer choices might include: • Wanted the membership benefits • Interest in member only events • Networking opportunities • You were given the membership • Needed to join for business reasons
Overall, how satisfied are you with your membership?	Single-select multiple choice	Be sure to include a "Comments" area. You might want to include rating scale answer choices such as: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How likely are you to recommend our membership program?	Single-select multiple choice	Answer choices might include: • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely

Questions to Ask	Suggested Question Type	Additional Suggestions
How often do you use the following benefits?	Rate items on a scale	The rating scale might include: • Very infrequently • Infrequently • Frequently • Very frequently • Do not use • Was not aware of The benefits to ask about will vary according to your organization but might include: • Newsletter • Discounts to events • Access to research • Access to member directory • Opportunity to speak at events
What is your level of satisfaction with the following benefits?	Rate items on a scale	The benefits will vary according to your organization but would be the same as those in the "How often do you use the following benefits?" question above. The rating scale might include: • Very Unsatisfied • Somewhat Unsatisfied • Neutral • Somewhat Satisfied • Very Satisfied
Please rank, in order of importance from most important to least important, the following reasons for becoming a member of our organization.	Rank items	The reasons to rank will vary depending on your organization.
Do you have any suggestions for improving the overall membership experience?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

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Newsletter Satisfaction

Questions to Ask	Suggested Question Type	Additional Suggestions
What is your overall satisfaction with the newsletter?	Rate one item on a scale	You might want to include rating scale answer choices such as: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How often do you read our newsletter?	Single-select multiple choice	Answer choices might include: • Always • Frequently • Sometimes • Rarely • Never
Rate your satisfaction with the following features of this newsletter.	Rate items on a scale	You might want to include rating scale answer choices such as: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied You might ask readers to rate the following features of your newsletter: • Length • Content • Layout • Images • Color
How relevant do you find the information in the newsletter?	Rate one item on a scale	Answer choices might include: • Very relevant • Somewhat relevant • Not at all relevant

Newsletter Satisfaction Continued...

Questions to Ask	Suggested Question Type	Additional Suggestions
Please rank each part of the newsletter in order of importance to you.	Rank items numerically	Depending on what content you typically include in your newsletters, you might include choices such as: • News • Tips and Tricks • Calendar of Events • Industry Trends • Featured Article • Quick Links
What can we do to improve?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.
Would you be interested in providing content for this newsletter?	Single-select multiple choice	Use "Yes" and "No" for the answer choices, then include a Comments area to capture the respondent's ideas.
When is the optimal day to receive this newsletter?	Single-select multiple choice	
When is the optimal time of day to receive this newsletter?	Single-select multiple choice	
How often would you like to receive this newsletter?	Single-select multiple choice	

Website Satisfaction

Questions to Ask	Suggested Question Type	Additional Suggestions
How satisfied are you with our website?	Rate a single item	Answer choices might include: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How did you learn of our website? Select all that apply.	Multi-select multiple choice	Be sure to include an "Other" choice and a Comments area. Answer choices might include: • Newspaper or magazine article • Friend/colleague • (Your company name) employee • Company materials • Google search • Yahoo search • Another search engine (please put the name in the Comments area below) • Surfing the web
On your last visit, what was your primary reason for visiting our website?	Single-select multiple choice	Be sure to include an "Other choice. Answer choices might include: • Seeking company information • Seeking product information • Seeking contact information • Product purchase • To find calendar/schedule • Seeking store hours • Seeking store location/directions
How often do you visit our website?	Single-select multiple choice	Answer choices might include: • Daily • Weekly • Monthly • Quarterly • Annually

Questions to Ask	Suggested Question Type	Additional Suggestions
Please rate the following attributes of our website.	Rate items on a scale	You might want to include rating scale answer choices such as: • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied You might ask visitors to rate the following features of your web site: • Ease of navigation • Freshness of content • Accuracy of information • Quality of content • Quantity of content • Layout/design • Customer support Meeting your needs
How likely are you to visit our website again?	Single-select multiple choice	Answer choices might include: • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
Do you have any suggestions for improvement?	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

Product Reviews

Questions to Ask	Suggested Question Type	Additional Suggestions
Have you used this product?	Single-select multiple choice	Use "Yes" and "No" for the answer choices.
How do you rate this item on a scale of 1 to 5, with 1 being Extremely Dissatisfied and 5 being Extremely Satisfied.	Rate a single item	Your answer options would be: • 1 • 2 • 3 • 4 • 5 The text of the question tells respondents the meaning of that scale.
Please type your review in the space below.	Open-ended text	When creating the open-ended text question, you may wish to give respondents as much room as possible for their suggestions, choosing "10 Lines of Text/500 Characters" for the "Limit answers to" option.

Understanding the Varied Interests of your Audience

(Segmenting- use the survey results to break your contacts into lists with similar interests so you can target your communications.)

Questions to Ask	Suggested Question Type	Additional Suggestions
How long have you been a customer?	Single-select multiple choice	Answer choices might include: • Less than 6 months • 6 months to less than 1 year • 1 year to less than 3 years • 3 years to less than 5 years • 5 years or more
What products / services of ours do you use?	Multi-select multiple choice	Answer choices will vary based on the products/services you offer. Be sure to include an "Other" choice.
How frequently do you use our products/services?	Single-select multiple choice	Answer choices might include: • Every day • Every week • Every 2 - 3 weeks • Every month • Every 2 - 3 months • Every 4 - 6 months • Once or twice a year

Questions to Ask	Suggested Question Type	Additional Suggestions
How important were each of the following attributes in your decision to purchase our product/service?	Rate items on a scale	You might want to include rating scale answer choices such as: • Very important • Somewhat important • Neutral • Somewhat important • Very important You might ask readers to rate the following attributes: • Pricing • Ease of use • Quality of products/services • Responsiveness of support staff • Store location
Do you purchase mainly in the physical retail store or online?	Single-select multiple choice	
What city do you live in?	Single-select multiple choice	Include an "Other" choice so you can capture data from people who do not live in one of the cities you list.
Please indicate your gender.	Single-select multiple choice	Answer choices would include "Female" and "Male". It's also polite to include a "Prefer not to answer" choice.
Which range includes your age?	Single-select multiple choice	Make sure the age ranges in your choices don't overlap, which may cause confusion amongst your respondents. It's also polite to include a "prefer not to answer choice". Example answer choices might be: • Younger than 18 • 18 - 24 • 25 - 34 • 35 - 44 • 45 - 54 • 55 - 64 • 65 or older • Prefer not to answer

Understanding your Brand

Questions to Ask	Suggested Question Type	Additional Suggestions
Have you purchased or used our products/services within the past year?	Single-select multiple choice	Answer choices would be "Yes" and "No".
When you hear our businesses name, what main idea comes to mind (something we stand for)?	Open-ended text OR Single-select multiple choice	Which question type you select depends upon whether you already have ideas you have tried to convey through your marketing or advertising as well as the number of survey responses you expect to receive. If you expect many responses, you may wish to use a multiple choice question for ease of analyzing the data; otherwise, an open-ended question may lead you to find unexpected trends in responses. If you use multiple choice, include an "Other" choice.
What do we do that makes us unique from competitors?	Open-ended text *OR* Multi-select multiple choice	Depends if you already have competitive differences you've tried to message. See previous suggestion.
What is our business' specialty?	Open-ended text *OR* Multi-select multiple choice	Depends if you already have specialties you have tried to convey. See previous suggestion.
Compared with competitors, where do we rank in this specialty?	Rate one item on a scale	Answer choices might include: • Much better than competitors • Somewhat better than competitors • The same as competitors • Somewhat worse than competitors • Much worse than competitors
If we aren't #1, who is and why?	Open-ended text *OR* Multi-select multiple choice	Depends if you have identified competitors. See previous suggestion.
What do you want or need most from businesses in this specialty?	Open-ended text	
Is there an unaddressed need that we should focus on? If Yes, what is it?	Single-select multiple choice	Use "Yes" and "No" for the answer choices, then include a Comments area to capture the need.