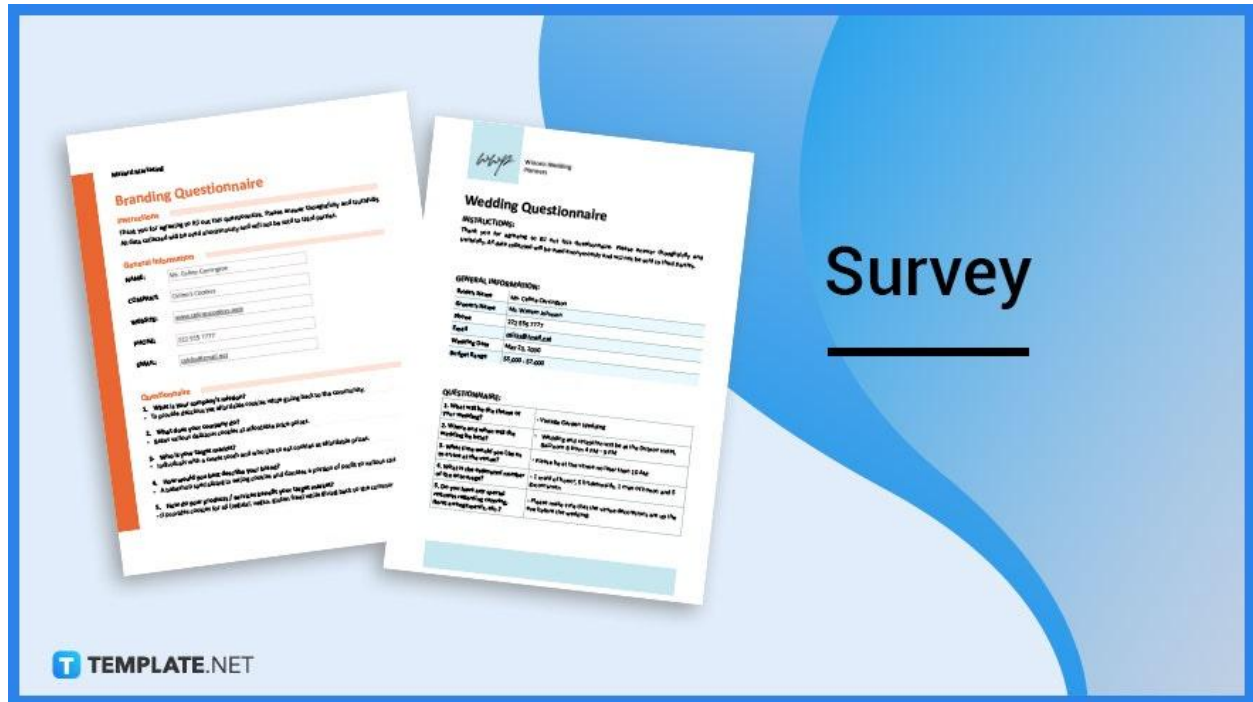


# Survey

Surveys are conducted for research and development. Just like a questionnaire, a survey offers researchers a chance to gather insight and information for their investigation and study of a particular subject.



## Survey Definition & Example

A survey is a method of collecting data from a group of people using relevant questions.

This helps researchers understand different perspectives on the various topics of interest.

## What Is a Survey?

A survey is administered by researchers or investigators as a means to gather information that may help with the study of a particular subject. Businesses often use surveys for market and product research that helps the organization make informed and sound decisions. It is also the approach used by scientists to aid their scientific research.

## 10 Types of Surveys

# Satisfaction Survey

A [satisfaction survey](#) is used to gauge the satisfaction level and gather feedback from an employee or a customer. This helps companies understand what they need to change, address issues and encourage active participation. This type of survey is conducted after a customer has availed of a product or has attended an event, or employees are expected to complete this survey by the end of the year.

## CUSTOMER SATISFACTION SURVEY

Hello, Dear customer!

[SPECIFY THE NAME OF CUSTOMER] (Optional) [SPECIFY THE DATE]

Thank you for dining with us at [SPECIFY YOUR RESTAURANT NAME]. In hoping to maintain and improve the level of service we provide to our customers, we have come up with this questionnaire. Please help us by completing this short survey.

On a scale of 1 - 5 (1-Strongly Agree, 2-Agree, 3-Neutral, 4-Disagree, 5-Strongly Disagree), indicate your level of agreement or disagreement with us. (Kindly tick the number that corresponds to your response.)

**OUR FOOD**

The food was served piping hot and fresh	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The menu had various excellent items to choose from	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The menu was easy to read and understand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The quality of food was excellent	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The food was very palatable and mouth-watering	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Sauces, utensils, napkins, etc., were readily available	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

**OUR SERVICE**

They presented the bill with no mistake	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The waiter was calm upon giving the bill	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The waiter converse with clarity	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The waiter was pleasant and courteous	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The waiter was attentive and available when needed	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The server was knowledgeable and able to answer the questions asked	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
The prices of the food were correct	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

[4412 Roosevelt Street, San Francisco, CA 94114]  
[+1 415 359 1127 | hello@gourmet.com]  
[gourmet.com]

**Gourmet**  
RESTAURANT



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# Cleaning Services Survey

A [cleaning services survey](#) is a survey that helps cleaning companies gather feedback and reviews from their clients. With this, they are able to check if there are any loopholes with the services they are offering or if they need to add or change anything. This works best when a rating scale type of survey that uses close questions is applied.




Handy Fam Cleaning

CLEANING SERVICE SURVEY

Date: June 12, 2030  
Filled Out By: James Ingrassia

Instructions: Please rate from 1-3, where 1 = "Very Satisfactory" and 3 = "Very Dissatisfied."

QUESTION	1	2	3
How satisfied are you with the overall cleaning service?	✓		
Were all the cleaning tasks completed?	✓		
Were the tasks completed on time?		✓	
Are you satisfied with the amount of time spent cleaning?		✓	
Were the cleaners knowledgeable and efficient?	✓		
Were the cleaners approachable and professional?	✓		
Were proper attires used?	✓		
Were your requests for cleaning materials and tools fulfilled?	✓		
Were the cleaning chemicals safe and eco-friendly?	✓		
Did the cleaners follow sanitation measures?	✓		
Were the cleaners timely during arrival and departure?	✓		
Convenience of setting an appointment	✓		
Was open-line communication maintained the whole time?	✓		
Were the provided instructions sufficient and clear?		✓	
Was the company easy to find?	✓		
Are the company's services recommendable?	✓		
Tally	12	4	0



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# HR Survey

A human resource or [HR survey](#) is a type of survey that is conducted within the company. Its questions focus on the different internal issues the management is facing that require opinions and feedback from the employees. Internal surveys such as this often reflect how a company values its employee's welfare and their engagement within the company.





[COMPANY LOGO]

[COMPANY NAME]  
[COMPANY ADDRESS]  
[CITY/STATE]  
[ZIP CODE]  
[PHONE/FAX]  
[EMAIL ADDRESS]

Management Performance Survey

Directions: Evaluate the performance of the management by using the scales below. Check the box which you think is best.

DESCRIPTION	STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
<b>A. Manager</b>					
1. The manager displays favoritism.					
2. The manager displays leadership.					
3. The manager is approachable and friendly.					
4. The manager provides security towards his/her employees.					
5. The manager ensures that each employee is provided with company benefits.					
6. [Insert your description here]					
7. [Insert your description here]					
8. [Insert your description here]					
9. [Insert your description here]					
10. [Insert your description here]					
<b>B. Administration</b>					
1. The administrative staff are friendly and approachable.					



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# Restaurant Survey

Restaurants are establishments that strive to offer the best food and service to their customers. And the best way to fully understand a client and determine how well the restaurant is currently doing is by conducting a [restaurant survey](#). Surveys of this kind are either emailed or given after the customer has finished the meal.

### RESTAURANT EVALUATION SURVEY

[SPECIFY YOUR RESTAURANT NAME] is proud to provide you with the utmost excellence of quality, service, cleanliness and worth in the industry of restaurant business. Sharing us with your opinion and comment would greatly help us in assessing our business and in order to better serve you in the future.

Please answer the following survey concerning your dining experience at [SPECIFY YOUR RESTAURANT NAME].

Date Visited: [SPECIFY DATE]  
NAME (Optional): [SPECIFY NAME]  
AGE: [SPECIFY AGE]  
EMAIL ADDRESS: [SPECIFY EMAIL ADDRESS]  
Dine In/ Take Out: [SPECIFY: DINE IN OR TAKE OUT]

Please check the box which matches to your level of satisfaction regarding the statements being presented.

STATEMENT	STRONGLY AGREE	AGREE	NEITHER AGREE OR DISAGREE	DISAGREE	STRONGLY DISAGREE
The food is appetizing and delicious.					
The food served is fresh and hot.					
The menu presented different types of food items.					
The quality of food is remarkable.					
The food I ordered was correct.					

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[gourmet.com]

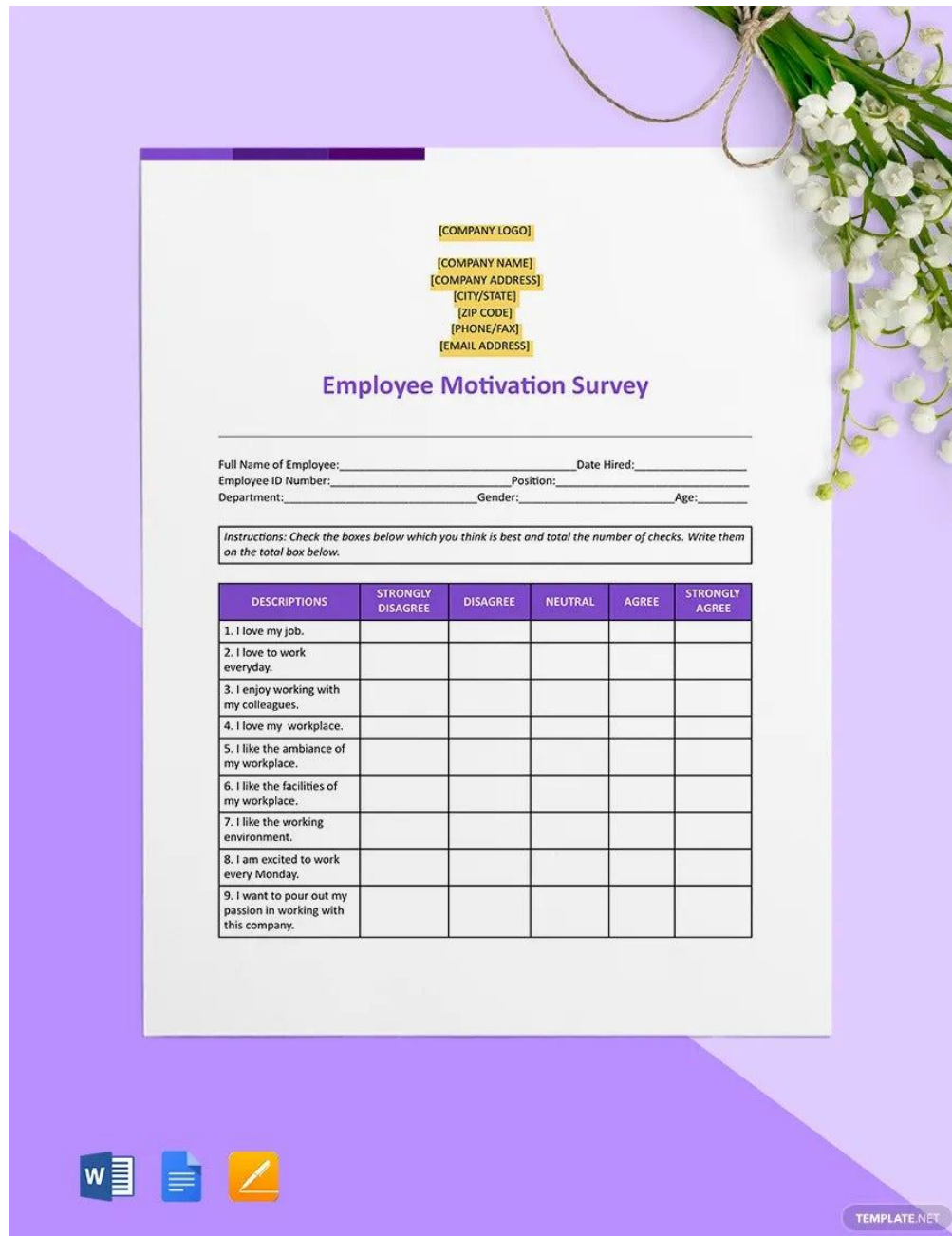
**Gourmet**  
RESTAURANT



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# Employee Survey

An [employee survey](#) is a more specific business survey that is conducted for its employees and designed for employee management. Employees are an asset to a company and to prevent a high turnover rate, it is essential to keep employees satisfied by addressing different areas of concern. Not only that surveys can also help measure performance and how motivated they are when it comes to working.



[COMPANY LOGO]

[COMPANY NAME]  
[COMPANY ADDRESS]  
[CITY/STATE]  
[ZIP CODE]  
[PHONE/FAX]  
[EMAIL ADDRESS]

### Employee Motivation Survey

Full Name of Employee: \_\_\_\_\_ Date Hired: \_\_\_\_\_  
Employee ID Number: \_\_\_\_\_ Position: \_\_\_\_\_  
Department: \_\_\_\_\_ Gender: \_\_\_\_\_ Age: \_\_\_\_\_

*Instructions: Check the boxes below which you think is best and total the number of checks. Write them on the total box below.*

DESCRIPTIONS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1. I love my job.					
2. I love to work everyday.					
3. I enjoy working with my colleagues.					
4. I love my workplace.					
5. I like the ambiance of my workplace.					
6. I like the facilities of my workplace.					
7. I like the working environment.					
8. I am excited to work every Monday.					
9. I want to pour out my passion in working with this company.					

W

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# Training Survey

To measure the effectiveness of a training course, a [training survey](#) is administered to its participants. Information gathered from these surveys will help training organizers find out if there are any issues in their system or problems that need to be addressed. This can contribute to changing certain aspects of the training course to ensure its efficiency and competency.

**TRAINING SURVEY**

[INSERT NAME OF YOUR TRAINING CENTER]  
[INSERT ADDRESS OF YOUR TRAINING CENTER]  
[INSERT CONTACT NUMBER/S]  
[INSERT EMAIL ADDRESS OF YOUR TRAINING CENTER]

Training Evaluation Survey For

This training evaluation survey is produced by [INSERT NAME OF YOUR TRAINING CENTER] in order to [INSERT THE REASON/S FOR PROCURING THIS TRAINING SURVEY]. [INSERT NAME OF YOUR TRAINING CENTER] is [INSERT A SHORT DESCRIPTION OF YOUR TRAINING CENTER]. [INSERT ADD INFORMATION OF YOUR CREDIBILITY AND WHAT YOU ARE KNOWN FOR].

Dear Trainee:

Please answer the next pages with honesty and sincerity. Take note that there are no right or wrong answers for this survey. The purpose of this survey is to [INSERT YOUR PURPOSE OF THIS TRAINING SURVEY]. We assure you that we will keep your answers with the strictest confidentiality and will only be utilized for the purposes set by [INSERT NAME OF YOUR TRAINING CENTER] as aforementioned.

Thank you for being a part of our growing family here at [INSERT NAME OF YOUR TRAINING CENTER]. You will aid us greatly in becoming a better training facility for aspiring individuals like you.

[INSERT NAME OF YOUR TRAINING CENTER] team

Please fill out the spaces provided with regards to the following information about yourself:

W

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# Motivation Survey

Performance is often affected whenever an individual lacks motivation. And this affects office staff and students. An assessment could be conducted through a [motivation survey](#), which will help management or a school's faculty for that matter understand and find ways to increase motivation.


### EMPLOYEE MOTIVATION SURVEY

Learning how to effectively motivate your employees will play a key role in the success of a business. Nowadays, multiple businesses ought to be able to prioritize just what it is exactly that drives their employees to work harder. With the employees taking so much time and effort to assist the company that they work for, it is only fair that the company appraise them for their efforts and motivate them even further to do more. By doing so, businesses can focus more on current plans to develop the business rather than worry about possible future losses for the company in terms of its employees.

Provided below is an example of an employee motivation survey which you may utilize to further evaluate just what it is that drives your employees. You may modify it according to you needs.

EMPLOYEE MOTIVATION SURVEY FOR [COMPANY'S NAME]			
Filled Out By: [LAST NAME], [FIRST NAME] [MIDDLE NAME]		Date Filled Out: [DATE]	
Employee Number: [NUMBER]	Title: [SPECIFY HERE]	Department: [SPECIFY HERE]	
Contact Number: [CONTACT NUMBER]	Email Address: [EMAIL ADDRESS]		
Signature: [AUTHORIZED SIGNATURE]			
Immediate Head: [LAST NAME], [FIRST NAME] [MIDDLE NAME]			
Contact Number: [CONTACT NUMBER]	Email Address: [EMAIL ADDRESS]		

**INSTRUCTIONS:** Read the questions provided. Encircle the number that corresponds to your personal rating. If you wish to add any additional comments or suggestions, feel free to use the space provided after each question.



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# Product Survey

When a company is engaged in product development it is important to know how the public will respond if a new product is to be launched. To do so, a [product survey](#) is handed out to a group of respondents, and the information collected may affect the product's design, features, and presentation. This will serve as a basis to make all the necessary changes to ensure that the product remains competitive in the market.

**PRODUCT SURVEY TEMPLATE**

1. Is this your first time using **[PRODUCT/SERVICE]**? If no, skip question 2.

☐ Yes  
☐ No

2. Where did you get the information about **[PRODUCT/SERVICE]**?

☐ TV Commercial Ads  
☐ Radio Advertisement  
☐ Classified Ads on a Newspaper  
☐ Magazines  
☐ Posters and Flyers  
☐ Recommendation of a friend/relative  
☐ Online Advertisements  
☐ Others, Please specify:

3. How long have you used **[PRODUCT/SERVICE]**?

☐ Less than a month  
☐ Less than six months  
☐ Less than a year  
☐ One to Two years  
☐ Two to three years  
☐ More than three years

4. How often do you make use of **[PRODUCT/SERVICE]**?

☐ Everyday  
☐ Once a week  
☐ Two weeks  
☐ Once a Month  
☐ Every six months  
☐ Yearly

5. Where do you often buy **[PRODUCT/SERVICE]**?

☐ Convenience Store  
☐ Department Store  
☐ Supermarket  
☐ Online Stores  
☐ Malls  
☐ Others, Please specify:

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# Market Survey

The study and analysis of a consumer's buying behavior are often supported by the data gathered from a [market survey](#). To remain competitive and to fully understand their target market, companies need to find out what their clients want, their budget, and what motivates them. This kind of survey may be conducted online or through an interview.




Speedy Cleaners Co

CLEANING SERVICE MARKET SURVEY

Date: October 15, 2030  
Filled Out By: James Baker

Instructions: Please rate from 1-3, where 1 = "Very Essential" and 3 = "Not Essential."

QUESTION	1	2	3
What do you think about residential cleaning companies?	✓		
Pest control and fumigation services	✓		
Window cleaning and fly trap installation			✓
Debris removal and disposal	✓		
Floor carpet cleaning; deep cleaning		✓	
Pressurized wall/driveway washing		✓	
Furniture organization/home rearrangement services			✓
Residential disinfecting and sanitizing services	✓		
Kitchen/Bathroom deep cleaning	✓		
Upholstery cleaning services	✓		
Grease trap cleaning services	✓		
Steam cleaning	✓		
Electric floor polishing		✓	
General Cleaning Services		✓	
Closet detail and organizing			✓
Use of eco-friendly chemicals/materials/tools		✓	
Use of safety uniforms/uniforms			✓
Tally	21	5	4



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# Business Survey

A [business survey](#) is a general type of survey that is implemented by a company either to its employees or to the general public. The survey is made up of a set of structured questions that help you to gather information about industry culture and dynamics, market preferences, competition, and other important business variables. Information that is collected will help the company in its decision-making and maximize its full potential.

[INSERT SURVEYING ENTITY LOGO]

## BUSINESS SURVEY

[INSERT NAME OF SURVEYING ENTITY]

[INSERT SURVEYING ENTITY ADDRESS]  
[INSERT SURVEYING ENTITY CONTACT DETAILS]

To our business clients:

We at [INSERT NAME OF SURVEYING ENTITY] are currently working on producing a new technology which will aid you in transacting with us even if you are not within our premises.

This business survey is designed to know more about your thoughts regarding this technology since our company values your welfare and that of your business, first assured that your answers will be kept confidential and will be used only for the purposes set for this survey.

**Management**

1) In which industry within the community does your company belong to?

- ☐ Agribusiness
- ☐ Professional Practice
- ☐ Banking and Finance
- ☐ Car Dealing
- ☐ Construction
- ☐ Manufacturing
- ☐ Hotel and Restaurant
- ☐ Tourism
- ☐ [INSERT OTHER DETAILS]

2) How long has your company been in business?

- ☐ 5 years or less
- ☐ 6 to 15 years
- ☐ 16 to 25 years
- ☐ 26 to 35 years

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# Meeting Survey

A [meeting survey](#) will help measure the effectiveness of the meeting and if attendees are able to grasp what it was all about. It is a form of evaluation to see if the topic was clear and if everyone understood what was being discussed. This survey is given to the attendees right after the meeting has ended and managers usually use data to finalize their reports.

[INSERT COMPANY NAME]  
[INSERT COMPLETE LOCATION OF THE COMPANY]  
[INSERT COMPLETE CONTACT DETAILS OF THE COMPANY]  
[INSERT THE COMPANY'S WEBSITE]

[INSERT COMPANY NAME]

## MEETING SURVEY

[INSERT RECIPIENT NAME]  
[INSERT JOB TITLE/POSITION]  
[INSERT ADDRESS OF RECIPIENT]

[INSERT DATE]

Dear [INSERT SALUTATION]:

We belong to the same company. We are from the [INSERT DEPARTMENT] department, tasked to perform this meeting survey related to the last [INSERT DATE OF MEETING] meeting. We are writing because we wish for you to become one of our participants in this survey.

The survey will greatly help the company make improvements and adjustments to future meetings.

There are some parts of the survey that are optional, you can leave those fields blank, but for the rest, we request that you complete all survey questions as they are essential to our study.

If you do have questions, you may drop by our office located at [INSERT COMPLETE LOCATION OF THE DEPARTMENT], and look for [INSERT NAME OF PERSON]. You may also contact [INSERT CONTACT NUMBER].

We hope to get your favorable response very soon!

All the best,

[INSERT SIGNATURE OF PERSON]  
[INSERT PERSON'S NAME]

W P

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# **Survey Uses, Purposes, Importance**

## **Research**

There are several ways to gather information and conducting a survey is a widely used method for research and investigation. Survey questions are designed to aid researchers with their study. In a way, they may find answers that will help support their claim or give them a better understanding of their research.

## **Data Collection**

The main purpose of surveys is for data collection and analysis. A specific group of people is selected to take part in a survey which helps researchers gather all sorts of information from different perspectives. The data collected is then analyzed and is up for evaluation.

## **Gain Knowledge**

Surveys are used to gather or gain knowledge in fields such as social research and demography. This also aids companies in their service and product development. Information from surveys is considered to be valuable often contributing to the changes and features during the development process.

## **Make a Difference**

Surveys create a significant impact on the research. Data that has been collected often give researchers ideas and ways to understand what they are studying. In this way, it helps them decide on important matters concerning the study. In some cases, the input taken from surveys can help solve underlying issues.

## **Validation**

Surveys also help validates theories. Although a 100% accuracy cannot be truly achieved a certain percentage is considered. This is why it is important that surveys should be designed in a way it helps achieve their purpose and choosing the right group of respondents should be considered as well.

# **What's In a Survey? Parts?**

## **Title**

A title should indicate what the survey is all about. This helps respondents identify what they are about to engage in.

## **Introduction**

A survey's introduction should be brief yet informative to the reader. It should be able to explain the survey's objectives and instructions on how to answer the survey.

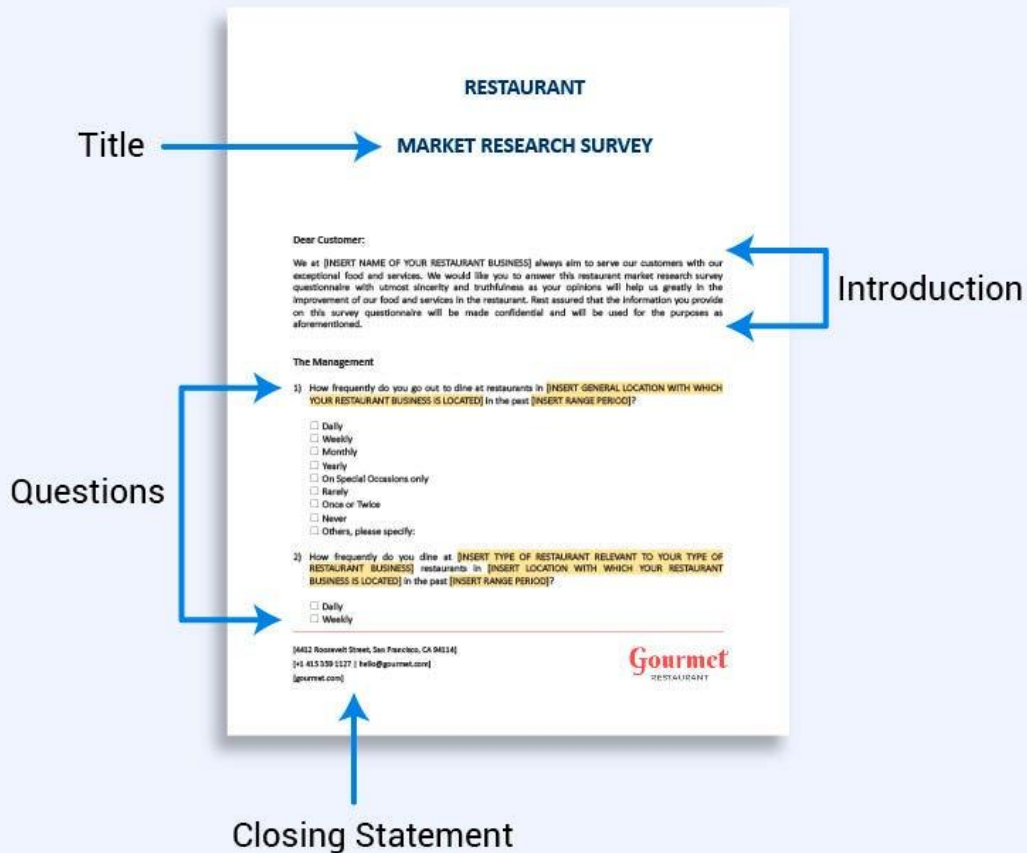
## **Questions**

The most essential section of a survey is its questions. These questions could take on a whole page or more depending on the research topic.

## **Closing Statement**

At the end of the survey, you will find the conclusion or a closing statement. In some cases, you can find the contact information of the researchers.

# Survey Anatomy



# How to Design a Survey?

1. Choose your [survey size](#).
2. Identify the purpose of the survey.
3. Select a [survey template](#).
4. Write down the content including the list of questions.
5. Add any images, icons or clipart then double-check your work.
6. Finalize and download.

You can check out this reference for more information if you need to create a survey using a different application.

- [How to Create a Survey in Google Docs](#)



# How to Design a Survey?

---

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## **Survey vs Questionnaires**

A survey is one of the many methods to collect data and information from respondents.

A questionnaire on the other hand is the instrument used to conduct a survey, as these are set of questions included in the document to be presented to its respondents.

## **What's the Difference Between Survey, Forms, and Feedback?**

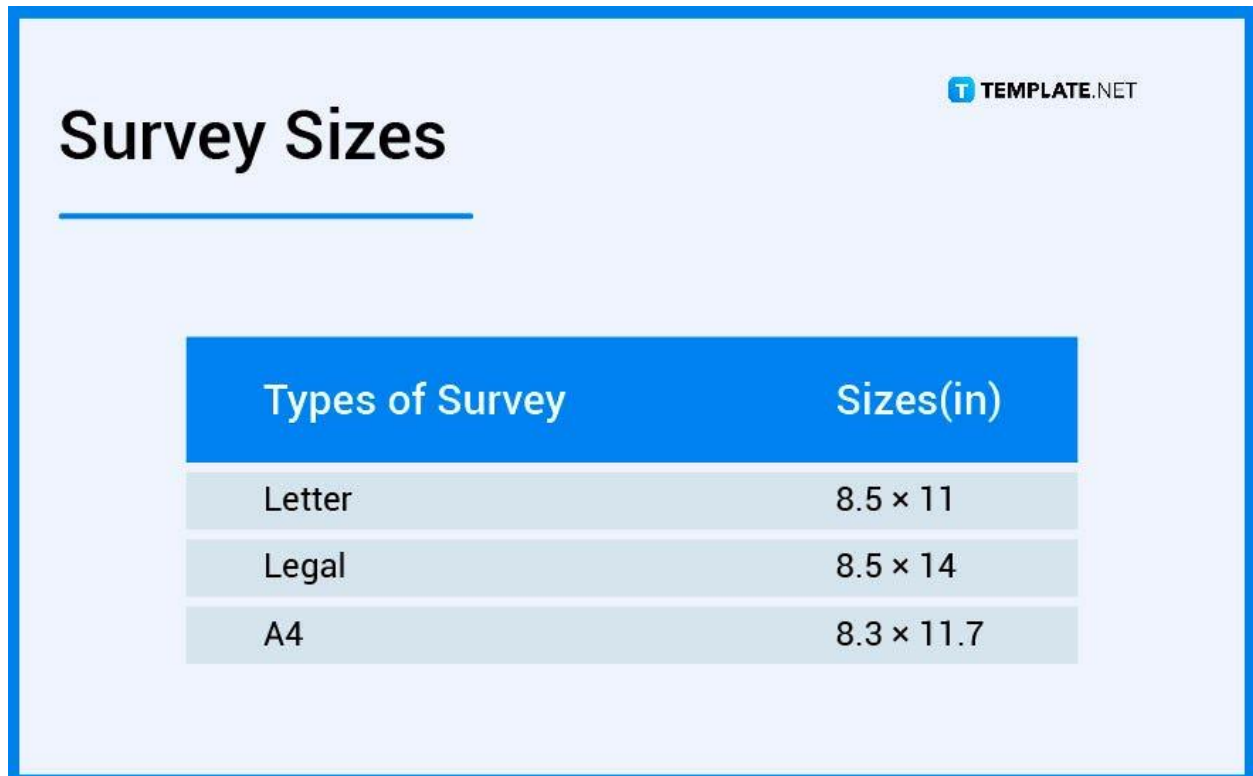
A survey is one way to collect valuable information used in research and examination of a particular topic.

Forms are used to fill up the information for whatever purpose it may serve.

Feedback is a statement of a personal opinion that is given to improve a product, performance, or process.

## Survey Sizes

There are different kinds of survey sizes you can use to print out your survey. Here are the frequently used size standards for this document.



Types of Survey	Sizes(in)
Letter	8.5 × 11
Legal	8.5 × 14
A4	8.3 × 11.7

## Survey Ideas and Examples

Surveys are created differently, depending on their purpose and the manner in which their serve. To help you identify what kind of survey you should be using, we've got a list of [survey ideas](#) and examples that you can choose from.

- Survey Ideas and Examples
- Onboarding Survey Ideas and Examples
- Website Survey Pop-up Ideas and Examples
- Patient Satisfaction Survey Ideas and Examples
- Exit Interview Survey Ideas and Examples
- Real Estate Client Survey Ideas and Examples
- Job Survey Ideas and Examples
- Parent Survey Ideas and Examples

- Coronavirus Survey Ideas and Examples
- Workplace Survey Ideas and Examples
- Safety Survey Ideas and Examples

## **FAQs**

### **What should be included in the survey?**

A survey should include instructions and questions.

### **What is meant by survey in research?**

A survey is a means that offers feedback, validity, and reference whenever research or investigation on a particular subject is conducted.

### **What type of study is a survey?**

A survey is used in the field of research which is the study of materials and sources in order to establish facts and statistics and reach new conclusions.

### **How do you write a survey report?**

A survey report includes a title page, table of contents, executive summary, background and objectives, methodology, results, conclusion and recommendations, and appendices.

### **What are the qualities of a good survey?**

A good survey should be understandable and concise so that the respondents are able to answer them correctly and precisely.

## **What makes a effective survey?**

An effective survey must be able to collect a good amount of information from its respondents, for example, the use of quantitative questions makes them easier and faster to answer.

## **Why is online survey convenient to respondents?**

Online surveys are much preferred by respondents because these are custom-made to be convenient and easy to complete rather than sending these documents via mail.

## **Which method is the survey method?**

A survey method is a technique you can use to gather data by asking questions to a predefined group of respondents.

## **What is survey phishing and how to avoid it?**

Survey phishing which has been reported on the news is a fraudulent method of gathering data such as passwords, credit card numbers, and other sensitive information; and to avoid it respondents must never indulge personal information to suspicious links or individuals that may compromise their finances and software.

## **Why create surveys using a survey tool?**

There are various survey tools and software found on the internet that can be helpful, affordable, and simply easy to use by its creator.