Survey Question Types, Results & Tips

Constant Contact®

Contents

Want help creating **good survey questions?**

If you are wondering which question type will provide the results you are looking for, the results are in!

Choose a question type from the list below to see:

1) A sample of what the *results* of the question type will look like

2) The *pros and cons* the question type offers

3) The *tips* you need to get the most out of using the question type
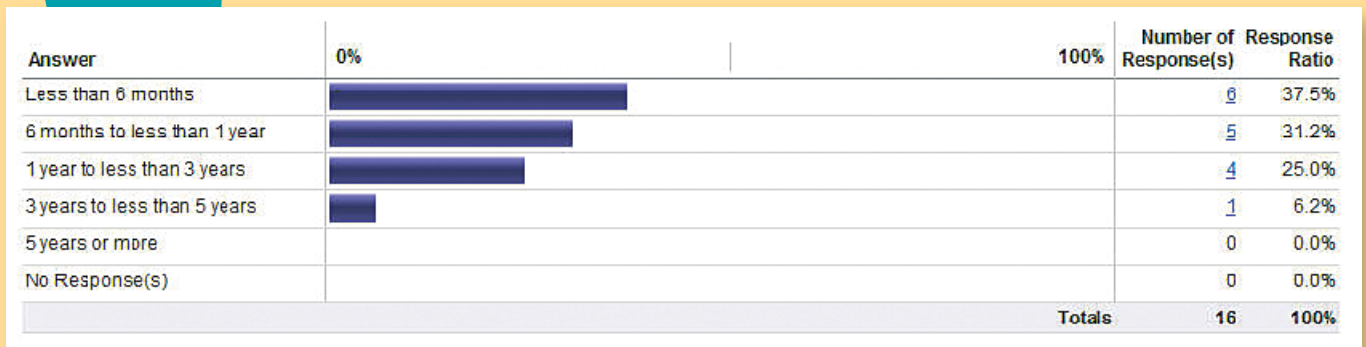
Single-Select Multiple Choice

Include answer options with your question and let respondents pick just one answer.

Question: How long have you been a customer?

Answers: Less than 6 months, 6 months – 1 year, 1 year – less than 3 years, 3 years – less than 5 years, 5 years or more

Results:

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 6 months			6	37.5%
6 months to less than 1 year			5	31.2%
1 year to less than 3 years			4	25.0%
3 years to less than 5 years			1	6.2%
5 years or more			0	0.0%
No Response(s)			0	0.0%
		Totals	16	100%

Pros:

- Easy for your respondent. They just have to check off the appropriate answer.
- Easy for you to use the survey results. Answers are automatically tallied for you like in the chart above. You can quickly gain insights and make smart business decisions in real time.
- You can apply **skip logic** to any and all answers. (With all other question types you can only apply skip logic to the entire question.)

Cons:

- Deciding what the answer options should be. Take a stab and then include "other" as an answer option. You will be able to see instant results for the answers you came up with and can trend the "other" results to know what your answer options should be the next time you include this question.

Tips:

- Include a text box for respondents to add a comment if it will be helpful to get an understanding of why people answered the way they did.
- Include a "Not applicable" option if the question won't apply to everyone.
- Include a "Prefer not to answer" if asking for personal information such as age.
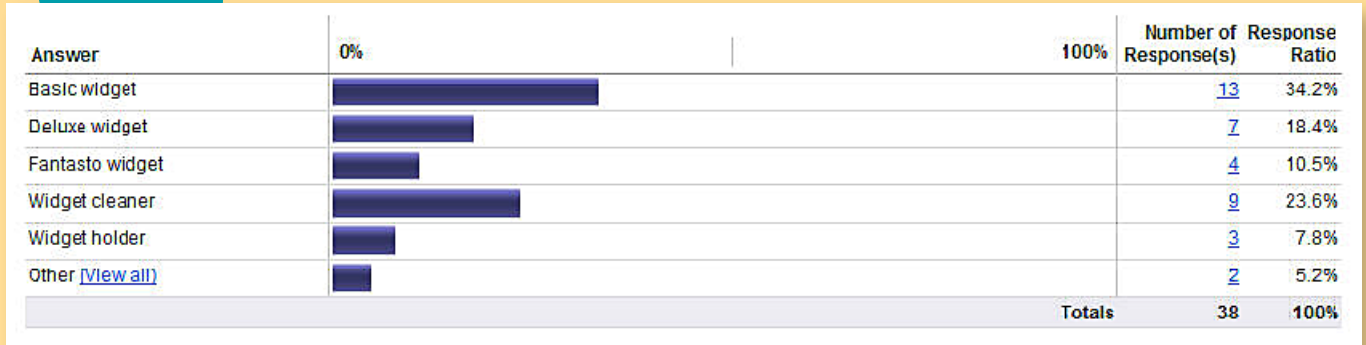
Multi-Select Multiple Choice

Include answer options with your question and let respondents pick as many answers as apply to them.

Sample

Question: Which of our offerings do you use? (Select all that apply)

Answers: List the products, services, or programs you offer

Results:

Answer	0%	100%	Number of Response(s)	Response Ratio
Basic widget			13	34.2%
Deluxe widget			7	18.4%
Fantasto widget			4	10.5%
Widget cleaner			9	23.6%
Widget holder			3	7.8%
Other [View all]			2	5.2%
		Totals	38	100%

Pros:
- Easy for your respondent. They just have to check off the appropriate answers.
- Easy for you to use the survey results. Answers are automatically tallied for you like in the chart above. You can quickly gain insights and make smart business decisions in real time.

Cons:
- Deciding what the answer options should be. Take a stab and then include "other" as an answer option. You will be able to see instant results for the answers you came up with and can trend the "other" results to know what your answer options should be the next time you include this question.

Tip:
- Include "Select all that apply" at the end of the question so it's clear to respondents they can pick more than one answer.

Open-Ended Text

No answer options are included with your question. Respondents type their answer into a blank box.

Sample

Question: What suggestions do you have for improving our offerings?

Answers: None

Results:

12 Response(s)	▶ ▶ 10 per page ⌄ Update
Answer	**Respondent**
You're the only place that can build the type of custom widgets we need and the support folks on the phone are great. I would like to see a customer loyalty price break though, at least for the off the shelf products.	tjones@abc.com
While you're customer service staff is extremely responsive, in comparing your products to another vendor, I don't think your products are as good. I'm planning on moving all my business to the other company.	mlee@funfashions.com
Nothing really wrong, you just don't do anything special. I might be able to get the same type of products elsewhere, maybe for a cheaper price, if I had the time to look.	swebber@profservices.com
Since your product quality isn't above average, if I can get a better deal from one of your competitors, I'll be changing vendors.	wanda@resellersinc.com
Offer more color choices	Anonymous
None so far	Anonymous
Your product quality isn't as good as it was when I first started ordering from you.	

Pros:
- You don't have to think of answer options.
- You get to hear the voice of your customers/members in their words.
- You can pick up on trends you were unaware of.
- You can gain testimonials and quotes for your website and/or promotional emails.

Cons:
- Your respondents have to take the time to think about their answer and type it out.
- You have to take the time to read through all of the written responses and trend them to get useful insights.

Tip:
- Don't use too many of these or people are not likely to complete your whole survey.

Rate Items on a Scale

A list of items and a scale are included with your question. Respondents tell you how they feel about the different items with a scale.

Question: How do we rate on the following attributes?

Items: Customer service, Professionalism, Quality of products, Understanding customer needs, Sales staff, Price

Scale: Well below average, Below average, Average, Above average, Well above average

Results:

Answer	1 (Well Below Average)	2 (Below Average)	3 (Average)	4 (Above Average)	5 (Well Above Average)	Number of Response(s)	Rating Score*
Customer service						16	4.1
Professionalism						16	3.8
Quality of products						16	3.5
Understanding customers' needs						16	3.3
Sales staff						16	4.1
Price						16	3.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

▶ Show Details

Details

Answer	1 (Well Below Average)	2 (Below Average)	3 (Average)	4 (Above Average)	5 (Well Above Average)
Customer service	0 (0%)	0 (0%)	3 (19%)	9 (56%)	4 (25%)
Professionalism	0 (0%)	1 (6%)	5 (31%)	6 (38%)	4 (25%)
Quality of products	0 (0%)	3 (19%)	7 (44%)	1 (6%)	5 (31%)
Understanding customers' needs	1 (6%)	4 (25%)	4 (25%)	3 (19%)	4 (25%)
Sales staff	0 (0%)	0 (0%)	5 (31%)	4 (25%)	7 (44%)
Price	0 (0%)	0 (0%)	8 (50%)	7 (44%)	1 (6%)

■ 1 (Well Below Average) ■ 2 (Below Average) ■ 3 (Average) ■ 4 (Above Average) ■ 5 (Well Above Average)
Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Response(s)	Rating Score*
Customer service	19% 56% 25%	16	4.1
Professionalism	6% 31% 38% 25%	16	3.8
Quality of products	19% 44% 6% 31%	16	3.5
Understanding customers' needs	6% 25% 25% 19% 25%	16	3.3
Sales staff	31% 25% 44%	16	4.1
Price	50% 44% 6%	16	3.6

Pros:
- Lets you get feedback about several items in one question.
- Easy for you to use the results because answers are automatically tallied for you like the charts above.

Cons:
- Coming up with good scales to include. Here are a few:
  - Very dissatisfied, Somewhat dissatisfied, Neutral, Somewhat satisfied, Very satisfied
  - Never, Rarely, Sometimes, Frequently, Always
  - Not at all important, Somewhat unimportant, Neutral, Somewhat important, Very important
  - Not at all interested, Somewhat uninterested, Neutral, Somewhat interested, Very interested
  - Very unlikely, Somewhat unlikely, Neutral, Somewhat likely, Very likely
  - Well below average, Below average, Average, Above average, Well above average

Tips:
- Order the scale so it starts with the least favorable answer and ends with the most favorable answer like in the scale above.

- Include a "Not applicable" option on the scale if the item won't apply to everyone responding.

- Keep the items related. For example, have one rating question about items related to the product or event you offer, and then one rating question about items related to purchasing the product or registering for the event.

Rate One Item on a Scale

Your question asks respondents about one item and includes a scale for them to tell you how they feel.

Sample

Question: How would you rate your level of satisfaction with us?

Scale: Highly dissatisfied, Somewhat dissatisfied, Neutral, Somewhat satisfied, Highly satisfied

Results:

1 (Highly satisfied)	2 (Somewhat satisfied)	3 (Neutral)	4 (Somewhat dissatisfied)	5 (Highly dissatisfied)	Number of Response(s)	Rating Score*
					16	2.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

View comments (8)

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Details

1 (Highly satisfied)	2 (Somewhat satisfied)	3 (Neutral)	4 (Somewhat dissatisfied)	5 (Highly dissatisfied)
5 (31%)	4 (25%)	3 (19%)	4 (25%)	0 (0%)

■ 1 (Highly satisfied) ■ 2 (Somewhat satisfied) ■ 3 (Neutral) ■ 4 (Somewhat dissatisfied) ■ 5 (Highly dissatisfied)
Hold the mouse over each color of the bar to see the number of respondents.

	Number of Response(s)	Rating Score*
31.2% 25.0% 18.7% 25.0%	16	2.4

Pros:
- With the answers going horizontal, it minimizes the amount of scrolling respondents have to do (your survey looks shorter).
- Easy for you to use the results because answers are automatically tallied for you like the charts above.

Cons:
- Coming up with good scales to include. Here are a few:
  - Very dissatisfied, Somewhat dissatisfied, Neutral, Somewhat satisfied, Very satisfied
  - Never, Rarely, Sometimes, Frequently, Always
  - Not at all important, Somewhat unimportant, Neutral, Somewhat important, Very important
  - Not at all interested, Somewhat uninterested, Neutral, Somewhat interested, Very interested
  - Very unlikely, Somewhat unlikely, Neutral, Somewhat likely, Very likely
  - Well below average, Below average, Average, Above average, Well above average

Tips:
- Order the scale so it starts with the least favorable answer and ends with the most favorable answer.
- Include a "Not applicable" option on the scale if the item won't apply to everyone responding.

Rank Items Numerically

A list of items are included with your question as well as a dropdown of numbers for respondents to rank the items in order of importance.

Question: How important are the following attributes of our offerings to you?

Items: Quality of products, Customer service, Price, Shipment time

Dropdown Scale: 1 = Least important

-- ▼	Quality of products
--	Customer service
1	Price
2	Shipment time
3	
4	

Results:

Answer	1 (Least Important)		3	4	Number of Response(s)	Ranking Score*
Quality of products					16	1.6
Customer service					16	2.4
Price					16	2.4
Shipment time					16	3.6

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

▶ Show Details

Details

Answer	1 (Least Important)	2	3	4
Quality of products	8 (50%)	7 (44%)	1 (6%)	0 (0%)
Customer service	3 (19%)	5 (31%)	7 (44%)	1 (6%)
Price	4 (25%)	4 (25%)	5 (31%)	3 (19%)
Shipment time	1 (6%)	0 (0%)	3 (19%)	12 (75%)

■ 1 (Least Important) ■ 2 ■ 3 ■ 4
Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Response(s)	Ranking Score*
Quality of products	50% / 44% / 6%	16	1.6
Customer service	19% / 31% / 44% / 6%	16	2.4
Price	25% / 25% / 31% / 19%	16	2.4
Shipment time	6% / 19% / 75%	16	3.6

Pros:
- Easy for you to use the results because answers are automatically tallied for you like the charts above.
- Lets you know the value your respondents place on one item over another so you know what is most important to them.

Cons:
- Doesn't tell you respondents satisfaction with the items to know which items need to be improved.

Tips:
- Pair this question type with a rating question type listing the same items so you not only know what items are most important to them, but you also know what they think needs improvement so you can prioritize the actions you take from your survey results.
- Have #1 in the dropdown scale be the least favorable answer.

Collect Personal Information

Your question provides specific open text areas to collect contact information.

Question: If you do not currently receive our monthly email newsletter and would like to, please enter the information indicated below.

Answers: Choose from Name, Job title, Company name, Home phone, Work phone, Email address, and Postal address.

Results:

Answer	Number of Response(s)
First Name	3
Last Name	3
Job Title	3
Company Name	3
Email Address	3
City	3
State/Province (US/Canada)	3

View answers

Add these responses to my contacts

First Name:	Jane Doe
Job Title:	President
Company Name:	ABC Company
Email Address:	jdoe@abccompany.com
Address:	Boston, MA

First Name:	Simon Jones
Job Title:	Senior buyer
Company Name:	123 Company
Email Address:	sjones@123company.com
Address:	Dallas, TX

First Name:	Maria Hernandez
Job Title:	Owner
Company Name:	XYZ Company
Email Address:	mhernandez@xyzcompany.com
Address:	Seattle, WA

Pros:
- Allows you to easily update and grow your list.
  - Get updated and new information on existing contacts
  - Get prospect's contact information
  - By clicking "Add these responses to my contacts" link in your results, your existing contacts will be updated and new contacts will be added to your list

Cons:
- Some people do not like to give their personal information.

Tips:
- Put this question at the end so people answer the rest of your survey even if they don't want to answer this one.
- Including an incentive for their information such as a newsletter, whitepaper, or survey results can increase the number of responses you get to this question type.

Want more on survey question types? Check out the in-product tutorial here.

Was this guide helpful? Provide feedback here.