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** ................................................................. 3
- **Multi-Select Multiple Choice** ................................................................ 4
- **Open-Ended Text** .................................................................................. 5
- **Rate Items on a Scale** ........................................................................... 6
- **Rate One Item on a Scale** ..................................................................... 8
- **Rank Items Numerically** ......................................................................... 9
- **Collect Personal Information** ................................................................. 10
**Sample Question Types, Results & Tips | Page 3**

**Single-Select Multiple Choice**

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

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**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:**

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 6 months</td>
<td></td>
<td></td>
<td>6</td>
<td>37.5%</td>
</tr>
<tr>
<td>6 months to less than 1 year</td>
<td></td>
<td></td>
<td>5</td>
<td>31.2%</td>
</tr>
<tr>
<td>1 year to less than 3 years</td>
<td></td>
<td></td>
<td>4</td>
<td>25.0%</td>
</tr>
<tr>
<td>3 years to less than 5 years</td>
<td></td>
<td></td>
<td>1</td>
<td>6.2%</td>
</tr>
<tr>
<td>5 years or more</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>No response</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**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.

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Multi-Select Multiple Choice

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

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

Results:

<table>
<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic widget</td>
<td>13</td>
<td>34.2%</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Deluxe widget</td>
<td>7</td>
<td>18.4%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Fantastic widget</td>
<td>4</td>
<td>10.5%</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Widget cleaner</td>
<td>9</td>
<td>23.6%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Widget holder</td>
<td>3</td>
<td>7.8%</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Other [New Text]</td>
<td></td>
<td>5.2%</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>100%</td>
<td>38</td>
<td></td>
</tr>
</tbody>
</table>

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:

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:**

<table>
<thead>
<tr>
<th>Answer</th>
<th>1 (Well Below Average)</th>
<th>2 (Below Average)</th>
<th>3 (Average)</th>
<th>4 (Above Average)</th>
<th>5 (Well Above Average)</th>
<th>Number of Response(s)</th>
<th>Rating Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer service</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>8</td>
<td>6</td>
<td>16</td>
<td>4.1</td>
</tr>
<tr>
<td>Professionalism</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>16</td>
<td>3.9</td>
</tr>
<tr>
<td>Quality of products</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>16</td>
<td>3.9</td>
</tr>
<tr>
<td>Understanding customers' needs</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>6</td>
<td>16</td>
<td>3.5</td>
</tr>
<tr>
<td>Sales staff</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>16</td>
<td>4.1</td>
</tr>
<tr>
<td>Price</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>16</td>
<td>3.6</td>
</tr>
</tbody>
</table>

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

**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.

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

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

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

**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.
- 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.

*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)

Show Details

<table>
<thead>
<tr>
<th>1 (Highly satisfied)</th>
<th>2 (Somewhat satisfied)</th>
<th>3 (Neutral)</th>
<th>4 (Somewhat dissatisfied)</th>
<th>5 (Highly dissatisfied)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Response(s)</td>
<td>Rating Score</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>2.4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Details**

<table>
<thead>
<tr>
<th>1 (Highly satisfied)</th>
<th>2 (Somewhat satisfied)</th>
<th>3 (Neutral)</th>
<th>4 (Somewhat dissatisfied)</th>
<th>5 (Highly dissatisfied)</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>25%</td>
<td>18.7%</td>
<td>25%</td>
<td>(0%)</td>
</tr>
</tbody>
</table>

Hold the mouse over each color of the bar to see the number of respondents.
Rank Items Numerically

Sample Question Types, Results & Tips | Page 9

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Collect Personal Information

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

Sample

**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:**

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

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

Was this guide helpful? Provide feedback here.