

Sample Survey Questions & Tips

Feedback Made Easy

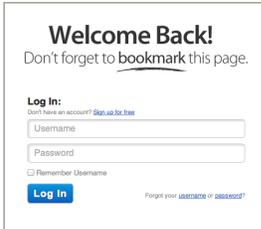
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Creating a Survey

This guide will help you create surveys that will give you the actionable feedback you need to enhance and grow your business. Here's how to have a well crafted survey in just 10 minutes!

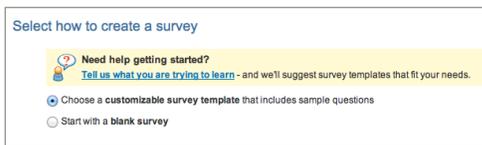
1 Login to your Constant Contact account



2 Click to Create a Survey



3 Select Start with a blank survey



4 Choose your goal from the list below and get started

Newsletter Satisfaction: Find out how satisfied your readers are with your newsletter, and what content and frequency will give you better results. **3**

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Have a different goal? Let us know...

Newsletter Satisfaction

Find out how satisfied your readers are with your newsletter, and what content and frequency will give you better results.

Questions to Ask	Suggested Question Type	Additional Suggestions
What is your overall satisfaction with the newsletter?	Single-select multiple choice	You might want to include a Comment box and answer choices such as: <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How often do you read our newsletter?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • Always • Frequently • Sometimes • Rarely • Never
Please rate your satisfaction with the following attributes of this newsletter.	Rate items on a scale	You might want to include a Comment box and rating scale with choices such as: <ul style="list-style-type: none"> • Very dissatisfied • Somewhat dissatisfied • Neutral • Somewhat satisfied • Very satisfied <p>You might ask readers to rate the following attributes of your newsletter:</p> <ul style="list-style-type: none"> • Length • Content • Layout • Images • Color
How relevant do you find the information in the newsletter?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • Very relevant • Somewhat relevant • Not at all relevant

Newsletter Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
Please rate your satisfaction with the following parts of our newsletter.	Rate items on a scale	<p>You may want to include a comment box and rating scale with choices such as:</p> <ul style="list-style-type: none"> • Very dissatisfied • Somewhat dissatisfied • Neutral • Somewhat satisfied • Very satisfied <p>Depending on what content you typically include in your newsletters, you might include choices such as:</p> <ul style="list-style-type: none"> • News • Tips and Tricks • Calendar of Events • Industry Trends • Featured Article • Quick Links
Please rank each part of the newsletter in order of importance to you.	Rank items numerically	<p>Include the same choices as the last question:</p> <ul style="list-style-type: none"> • News • Tips and Tricks • Calendar of Events • Industry Trends • Featured Article • Quick Links
What can we do to improve the newsletter?	Open-ended text	<p>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.</p>
Would you be interested in providing content for this newsletter? If yes, please include your contact information.	Collect Personal Information	<p>Collect contact information such as:</p> <ul style="list-style-type: none"> • First Name • Last Name • Email Address • Work Phone

Newsletter Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
When is the optimal day to receive this newsletter?	Single-select multiple choice	<ul style="list-style-type: none">• Monday• Tuesday• Wednesday• Thursday• Friday• Saturday• Sunday• No Preference
When is the optimal time of day to receive this newsletter?	Single-select multiple choice	<ul style="list-style-type: none">• 7-10 am• 10 am-12 pm• 12-1 pm• 1-3 pm• 3-5 pm• After 5 pm• No Preference
How often would you like to receive our newsletter?	Single-select multiple choice	<ul style="list-style-type: none">• Weekly• Bi-weekly• Monthly• Quarterly

Customer Interest

Use the results to segment your audience into groups with similar interests, target your emails or surveys to the right people and increase the response you get.

Questions to Ask	Suggested Question Type	Additional Suggestions
How long have you been a customer?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • 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 offerings are you interested in? (Select all that apply.)	Multi-select multiple choice	Answer choices will vary based on the products/services/events you offer. Be sure to include an "Other" choice.
How important are each of the following attributes in your decision to purchase our product/service?	Rate items on a scale	<p>You might want to include rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Not important • Somewhat important • Neutral • Somewhat important • Very important <p>You might ask readers to rate the following attributes:</p> <ul style="list-style-type: none"> • Pricing • Ease of use • Quality of products/services • Customer service • Store location
How do you typically purchase our services/products?	Single-select multiple choice	<ul style="list-style-type: none"> • In-store • Online • Both
What city do you live in?	Single-select multiple choice	Include cities you typically service and an "Other" choice so you can capture data from people who do not live in one of the cities you list.

Customer Interest/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 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: <ul style="list-style-type: none">• Younger than 18• 18-24• 25-34• 35-44• 45-54• 55-64• 65 or older• Prefer not to answer

Customer/Client Satisfaction

Find out how satisfied your customers/clients are with your business, how you can better meet their needs, and where to focus improvements for efficient growth.

Questions to Ask	Suggested Question Type	Additional Suggestions
How would you rate your overall satisfaction with us?	Single-select multiple choice	<p>Include a Comments area in the question to find out why respondents responded as they did. You might want to include rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How likely is it that you would recommend us to a friend/colleague?	Single-select multiple choice	<p>Include a Comments area to find out why respondents rated you as they did. Answer choices might include:</p> <ul style="list-style-type: none"> • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
Please rate your satisfaction with the following attributes of our business.	Rate items on a scale	<p>You may want to include a Comment box and rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Well below average • Below average • Average • Above average • Well above average <p>You might also ask customers to rate you on the following attributes:</p> <ul style="list-style-type: none"> • Customer service • Meeting your needs • Quality of products/services • Variety • Sales staff • Price

Customer/Client Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
Please rank the importance of the following attributes when choosing to do business with us.	Rank items numerically	<p>Include the same answer options as your rating question above, such as:</p> <ul style="list-style-type: none"> • Customer service • Meeting your needs • Quality of products/services • Variety • Sales staff • Price
Which of our products/services do you use? (Select all that apply)	Multi-select multiple choice	The answer choices will vary based on the products/services you offer. Be sure to include an "Other" choice.
How likely are you to continue doing business with us?	Single-select multiple choice	<p>Include a Comments area to find out why respondents answered as they did. Answer choices might include:</p> <ul style="list-style-type: none"> • Very likely • Somewhat likely • Neutral • Somewhat likely • Very likely
What suggestions do you have so that we can better meet your needs?	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

Find out how satisfied your members are with their membership, how you can better meet their needs, and where to focus your efforts for efficient member growth.

Questions to Ask	Suggested Question Type	Additional Suggestions
Overall, how satisfied are you with your membership?	Single-select multiple choice	<p>Be sure to include a Comments area. You might want to include answer choices such as:</p> <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How likely are you to recommend our membership program to friends/colleagues?	Single-select multiple choice	<p>Include a Comments area to find out why respondents answered as they did:</p> <ul style="list-style-type: none"> • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
How often do you use the following benefits?	Rate items on a scale	<p>The rating scale might include:</p> <ul style="list-style-type: none"> • Do not use • Was not aware of • Very infrequently • Infrequently • Frequently • Very frequently <p>The benefits to ask about will vary according to your organization but might include:</p> <ul style="list-style-type: none"> • Newsletter • Discounts to events • Access to research • Access to member directory • Opportunity to speak at events

Membership Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
What is your level of satisfaction with the following benefits?	Rate items on a scale	<p>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.</p> <p>The rating scale might include:</p> <ul style="list-style-type: none">• Have not used• Very dissatisfied• Somewhat dissatisfied• Neutral• Somewhat satisfied• Very satisfied
What suggestions do you have for improving your membership experience?	Open-ended text	<p>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.</p>

Website Satisfaction

Understand the underlying attitudes of your web visitors so you can accurately identify what improvements will get visitors to click more deeply into your website and come back.

Questions to Ask	Suggested Question Type	Additional Suggestions
How satisfied are you with our website?	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none">• 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. Answer choices might include: <ul style="list-style-type: none">• Newspaper or magazine article• Friend/colleague• Company employee• Company materials• Internet search• Social media
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: <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• Daily• Weekly• Monthly• Quarterly• Annually

Website Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
Please rate the following attributes of our website.	Rate items on a scale	<p>Include a Comment box and rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Very dissatisfied • Somewhat dissatisfied • Neutral • Somewhat satisfied • Very satisfied <p>You might ask visitors to rate the following features of your web site:</p> <ul style="list-style-type: none"> • Ease of navigation • Freshness of content • Accuracy of information • Quality of content • Quantity of content • Layout/design • Meeting your needs
How likely are you to visit our website again?	Single-select multiple choice	<p>Include a Comments area to find out why respondents answered as they did:</p> <ul style="list-style-type: none"> • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
On the basis of our website, how comfortable are you doing business with our company?	Single-select multiple choice	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Very comfortable • Somewhat comfortable • Neutral • Somewhat uncomfortable • Very uncomfortable

Website Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
How does our website compare to the website of companies offering similar products or services?	Single-select multiple choice	Include a Comment box and answer choices that might include: <ul style="list-style-type: none">• Well above average• Above average• Average• Below average• Well below average• Don't know
What suggestions do you have for improving our website to better meet your needs?	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.

Event Satisfaction

Find out how satisfied your attendees are with your event and how you can make your next event even more successful.

Questions to Ask	Suggested Question Type	Additional Suggestions
How satisfied were you with the event?	Single-select multiple choice	<p>Include a Comments area to find out why respondents answered as they did. Your rating scale might be:</p> <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied
How likely are you to recommend this event to a friend or colleague?	Single-select multiple choice	<p>Include a Comments area in the question to find out why respondents rated the event as they did. Also include choices such as:</p> <ul style="list-style-type: none"> • Very likely • Somewhat likely • Neutral • Somewhat unlikely • Very unlikely
Please rate your satisfaction with the following parts of the event.	Rate items on a scale	<p>Include a Comment box and rating scale such as:</p> <ul style="list-style-type: none"> • Very dissatisfied • Somewhat dissatisfied • Neutral • Somewhat satisfied • Very satisfied <p>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:</p> <ul style="list-style-type: none"> • Location • Venue • Knowledge gained • Speakers • Profile of other attendees • Networking opportunities

Event Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
Was the duration of the event:	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • Much too long • A little long • Just right • A little short • Much too short
Was the price for the value of the event:	Single-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • Very expensive • Somewhat expensive • Priced right • Somewhat inexpensive • Very inexpensive
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: <ul style="list-style-type: none"> • For networking • Interest in event topic • Interest in speaker • To support the organization • Required by my company
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: <ul style="list-style-type: none"> • Word of mouth • Website • Direct mail • Email invite • My company newsletter

Event Satisfaction/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
What were your greatest lessons or take-aways from the event?	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.
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.

Event Planning

Find out what event details will drive the most attendance and satisfaction including ideal days, times, topics, and location.

Questions to Ask	Suggested Question Type	Additional Suggestions
What days do you prefer to attend an event? Select all that apply.	Multi-select multiple choice	Include the days that are possible for your schedule.
To help us pick a convenient location, please tell us your zip code.	Single-select multiple choice	Include an "Other" option and the top 5 zip codes of your customers.
How far are you willing to travel?	Single-select multiple choice	Answer choices may include: <ul style="list-style-type: none"> • Up to 10 miles • 11-20 miles • 21-30 miles • 31-40 miles • Over 40 miles
Rank what is most important to you in attending an event.	Rank items numerically	Include a Comment box and depending on your event planning needs, you might include answer choices such as: <ul style="list-style-type: none"> • Convenient location • Cost • Convenient time • Speakers • Topic • Networking opportunities
When do you prefer to network? Select all that apply.	Multi-select multiple choice	Answer choices might include: <ul style="list-style-type: none"> • Before the event • During the event • After the event

Questions to Ask	Suggested Question Type	Additional Suggestions
<p>Rate your interest in the following topics.</p>	<p>Rate items on a scale</p>	<p>Include a Comment box for additional topic ideas. Scale:</p> <ul style="list-style-type: none"> • Very uninterested • Somewhat uninterested • Neutral • Somewhat interested • Very interested <p>List your ideas for topics:</p> <ul style="list-style-type: none"> • Topic 1 • Topic 2 • Topic 3 • Topic 4 • Topic 5
<p>Do you have any suggestions for topics or speakers? If so, what?</p>	<p>Open ended text</p>	<p>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.</p>

Competitive Advantage

Learn from your customers' or donors' perspective what makes you different from the competition, and use the results to better position yourself to prospects.

Questions to Ask	Suggested Question Type	Additional Suggestions
When is the last time you purchased our products/services?	Single-select multiple choice	Answer choices could be: <ul style="list-style-type: none"> • Less than one month • One month to one year • Over a year
When you hear our organization name, what main idea comes to your 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 are the top reason(s) you come to us instead of a competitor?	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.
What do you see as our business' specialty?	Open-ended text OR Single-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 could be: <ul style="list-style-type: none"> • Much worse than competitors • Somewhat worse than competitors • The same as competitors • Somewhat better than competitors • Much better than competitors
If we aren't much better than our competitors, who is and why?	Open-ended text OR Single-select multiple choice	Depends if you have identified competitors. See previous suggestion.

Competitive Advantage/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
What do you want or need most from businesses in this specialty?	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.
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.

Ratings & Reviews

Use this survey to get ratings and reviews from your past purchasers. Then increase sales by making the ratings and reviews visible to prospects in email promotions and/or on your website.

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 could be: <ul style="list-style-type: none">• 1 star• 2 stars• 3 stars• 4 stars• 5 stars
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.
Please provide the information you would like us to display with your review.	Collect personal information	Add credibility to your ratings & reviews by requesting: <ul style="list-style-type: none">• First name• Last name• City• State• Company name (if business to business)

Social Media Strategy

Figure out if social media makes sense for your business or nonprofit organization and what path you should take to get started.

Questions to Ask	Suggested Question Type	Additional Suggestions
Do you currently participate in social media? (i.e., Facebook, Twitter, MySpace, LinkedIn, etc.)	Single-select multiple choice	Answer choices: Yes, No Tip: You can easily apply skip logic so that anyone who answers No to this question automatically skips over the next question to keep the survey relevant.
Please indicate your use of the following social media sites in an average week.	Rate items on a scale	Include a Comment box and a rating scale with options such as: <ul style="list-style-type: none"> • Never • Under an hour • 1-2 hours • 3-5 hours • More than 5 hours Include sites such as: Facebook, Twitter, LinkedIn, MySpace, YouTube, Flickr, Other Tip: You may want to remove or add sites for your audience or industry. Don't worry about listing all social media sites because the "other" option will cover you.
If we were to participate in social media, what would your reason be for visiting our page(s)? Select all that apply.	Multi-select multiple choice	Possible answer options: <ul style="list-style-type: none"> • Connect with other customers • Get product or service updates • Get product or service tips • Participate in contests • Make new connections • Share links to content • Connect with like-minded people • Entertainment/diversion • Learn more about the business/organization • Other

Social Media Strategy/continued

Questions to Ask	Suggested Question Type	Additional Suggestions
Would you recommend our business/organization to your friends/colleagues via social media sites?	Single-select multiple choice	Include a Comment box and answer options: <ul style="list-style-type: none">• Very likely• Somewhat likely• Neutral• Somewhat unlikely• Very unlikely
Would you like to see us participate in social media?	Single-select multiple choice	Answer options: <ul style="list-style-type: none">• Yes• No• No preference <p>Tip: Apply skip logic so that anyone who answers No or No preference skips over the next question to keep the survey relevant.</p>
Which sites would you like to see us participate in? Select all that apply.	Multi-select multiple choice	Possible answer options: <ul style="list-style-type: none">• Facebook• Twitter• LinkedIn• YouTube• Other <p>Tip: You may want to remove or add options as appropriate for your audience or industry.</p>