

Questions for Questionnaires

Examples of Good Survey Questions

1. How do you rate the convenience of our location? (ranking)

poor good very good excellent

2. Please rank the following factors in the order of importance to you when making a buying decision for this service

(1 being most important, 5 being least important) (multiple choice & ranking).

price referral location availability guarantee other

3. Are there any other services you would like to see offered? (open-ended)

4. Do you believe that our competitors' prices are too high? (two-choice).....

Yes No

5. What price would you be willing to pay for this product/service? (two choice)

Note: This is an important question to ask because the answer will affect one's sales revenue projections.

£10-20 £20-30

6. Which of the following services would you like to see offered?

Choose one. (multiple choice)

loans program mentoring counselling research other

Examples of Poor Survey Questions

Do you like this hotel?

(This does not give any valuable information, but it could be re-worded, "What do you like about this hotel, what don't you like about this hotel?")

How do you rate the service received?

poor fair good very good excellent

(This should have an even number of choices)

Which of these services would you be interested in?

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(This question should have an "other" category)

What beverages do you drink?

milk coke non-cola drink coffee tea juice

(This question is too broad. Most of us will have drunk some of these at some time. Is the respondent to tick a number of boxes or only one?)