



Questions for Questionnaires

Examples of Good Survey Questions

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

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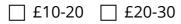
2. Please rank the following factors in the order of importance to you when making a buying decision for this service

(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 fort his product/service? (two choice)

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



6. Which of the following services would you like to see offered? Choose one. (multiple choice)

🗌 loans program	mentoring	counselling	🗌 research	🗌 other
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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?

□ loans □ mentoring □ business counselling □ information referral

(This question should have an "other" category)

What beverages do you drink?

🗌 milk	🗌 coke	non-cola drink	coffee	🗌 tea	🗌 juice
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(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?)