



Quantitative Question Guide

An excerpt from the SurveyGizmo Guide
to Great Survey Design

Qualitative Questions

Qualitative questions define a problem. They ask “WHY”.

If you are exploring a hypothesis, a qualitative survey can identify a problem and its nuances before conducting a quantitative survey.

Qualitative questions are open-ended. Text analysis is required to interpret results and are subject to interpretation bias.



Quantitative Questions

Quantitative questions ask “WHAT”, “WHEN”, or “HOW”.

These questions quantify a pre-defined problem so you can understand how prevalent a problem is.

Quantitative questions have closed answer options which makes them easier to measure the results.



Qualitative Question Types

Qualitative questions are open text questions. They come in many forms, including:

- Other Box – a word or two
- Comment Box – a few words
- Text Box – Sentence long
- Essay Box – Several sentences

The screenshot displays a survey form with several qualitative question types:

- Other:** A radio button followed by the text "Other".
- Comment Box:** A rounded rectangular text input field.
- Text Box:** A rounded rectangular text input field.
- Text Box List:** A section titled "Text Box List" with the instruction "Please provide 3 references below". It contains a table with three columns: "Name", "Email", and "Phone Number". There are three rows labeled "Reference 1", "Reference 2", and "Reference 3", each with a text input field in each column.
- Essay Box:** A large rounded rectangular text input field with the instruction "Describe a professional success you are proud of." above it.

Quantitative Question Types

These are the most commonly used quantitative survey questions, and your respondents will know how to deal with them. We'll tackle each one individually on the coming pages.

<h3>Radio Button</h3> <p>1. Are you a US citizen?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p>	<h3>Check Box</h3> <p>2. Please check the applications you are proficient in:</p> <p><input type="checkbox"/> Word</p> <p><input type="checkbox"/> Excel</p> <p><input type="checkbox"/> PowerPoint</p> <p><input type="checkbox"/> Photoshop</p> <p><input type="checkbox"/> Illustrator</p> <p><input type="checkbox"/> WordPress</p> <p><input type="checkbox"/> Google Analytics</p>
<h3>Drop Down</h3> <p>3. Which social media sites do you manage?</p> <p>-- Please Select --</p>	
<h3>Likert Scale</h3> <p>4. How satisfied are you with you current work/life balance?</p> <p>Very Dissatisfied Dissatisfied Neutral Satisfied Very Satisfied</p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>	

Avoiding Survey Fatigue

In the next few pages we'll be going over common survey question types, showing you examples, and giving each one a Fatigue Rating.

Remember, it's your job as a survey builder to reduce survey fatigue whenever possible while still gathering solid data that your team can act on.

Choose your question types carefully!

Survey Fatigue Ratings



Low Fatigue Rating

Safe to use as much as you like



Medium Fatigue Rating

Use when needed, but avoid if possible




High Fatigue Rating

Danger! Fatigue is imminent!

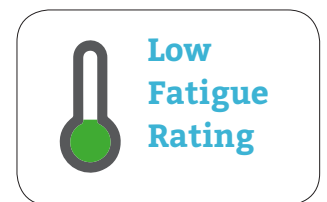
Question Type: Radio Buttons

Radio buttons are the most common quantitative question type. Use them when you want respondents to select a single answer option.

You can arrange them in a horizontal scale to indicate a ranking, or use a vertical arrangement for categories (as pictured).



A vertical arrangement of three radio buttons, each followed by a horizontal line representing a text input field. The bottom radio button is selected, indicated by a small grey dot inside the circle.



Survey Question Tip:

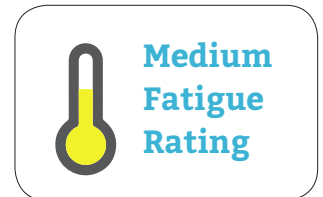
Never include an “All of the above” option in your radio button list. It will wreak havoc on your data analysis!

Question Type: Checkboxes

Like radio buttons, checkboxes typically appear in a list. The difference is that this question type allows for multiple responses.

Which locations have you visited?

- Downtown
- Midtown
- Uptown
- None of the above



Survey Question Tip:

Allowing respondents to choose more than one option has a BIG impact on statistical reporting!

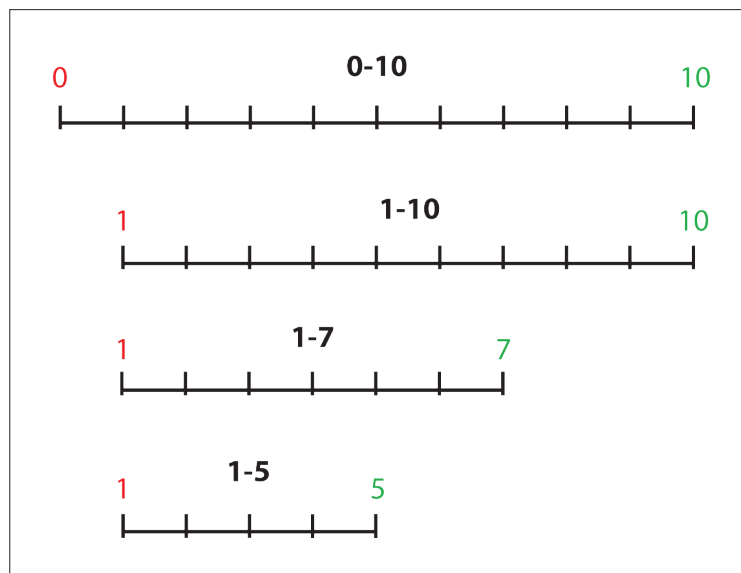
Question Type: Rating Scales

Scales come in many shapes and sizes 1-5, 1-7, 1-10 are common. When measuring customer loyalty, a scale of 0-10 is standard.

Keep in mind that only odd numbered scales allow for a neutral response.

Scales can appear as sliders, which let respondents move them across a spectrum of responses:

Or as a series of horizontal radio buttons that let respondents choose a single option:



Low
Fatigue
Rating

Question Type: Multi-Text

Unlike radio buttons, sliders, or check boxes, multi-text questions collect qualitative data. These exploratory, unguided responses can be used to create lists or rankings.

Please type in the names of survey software companies with which you are familiar. *

- 1
- 2
- 3
- 4
- 5



High
Fatigue
Rating

Survey Question Tip:

Consider using autocomplete so it's easier to analyze the data. It will minimize data clean up.

Question Type: Essays

This is a way to gather unaided, unfiltered responses for your survey.

Reporting on Essay Questions can be challenging. Some tools will help you by creating word clouds of common terms or performing open text analysis, but long form questions really need to be read individually.

3. What is your favorite thing about SurveyGizmo? *



High
Fatigue
Rating

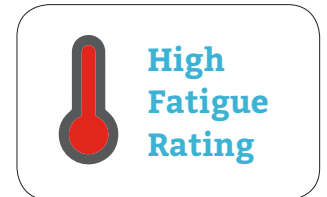
Question Type: Tables

Tables can be a great way to group your survey questions, but they can also become black holes that suck the energy out of your respondents.

Here's the difference:

2. Please list how important the following things are to you in the workplace.

	Extremely important	Important	Neutral	Unimportant	Extremely Unimportant
How your manager treats you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much you get paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much you like your co-workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How much you care about your company's vision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How profitable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

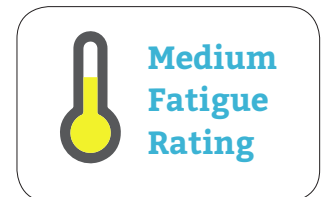


The differences between this table and the one on the previous page are obvious. This one offers only four statements for the respondent to process, all of which are related to the same topic.

If you need to use several tables to gather data, make sure you split them up into topic-driven sections. Separating them with other less fatiguing questions can also help maintain engagement and data integrity.

Please comment on each of the following statements.

	Disagree	Neutral	Agree	Not Applicable
I was greeted with a smile.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The bellman promptly opened the door.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My reservation was correct.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The check-in process was quick.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



General Question Guidelines

Avoid overlapping answer options. Selecting one choice should completely exclude all the others.

✓ **Choices do not overlap**

How long have you been a member?

1-10 years

11-20 years

21 - 30 years

31+ years

✗ **Choices do overlap**

How long have you been a member?

1-10 years

10-20 years

20-30 years

30+ years

Refrain from using double-barreled questions. These combine multiple questions into one which adds confusion and skews your data.

An example of a double-barreled question:

How satisfied are you with our buffet food and drink options?

Provide inclusive answer options for required questions. A forced answer that doesn't apply will taint results.

Validation

Validation is the process of checking your survey to ensure it meets specifications and fulfills its intended purpose.

Validation requires a detailed review of answer options, logic, reporting values, and reporting data to verify that you are collecting quality data.

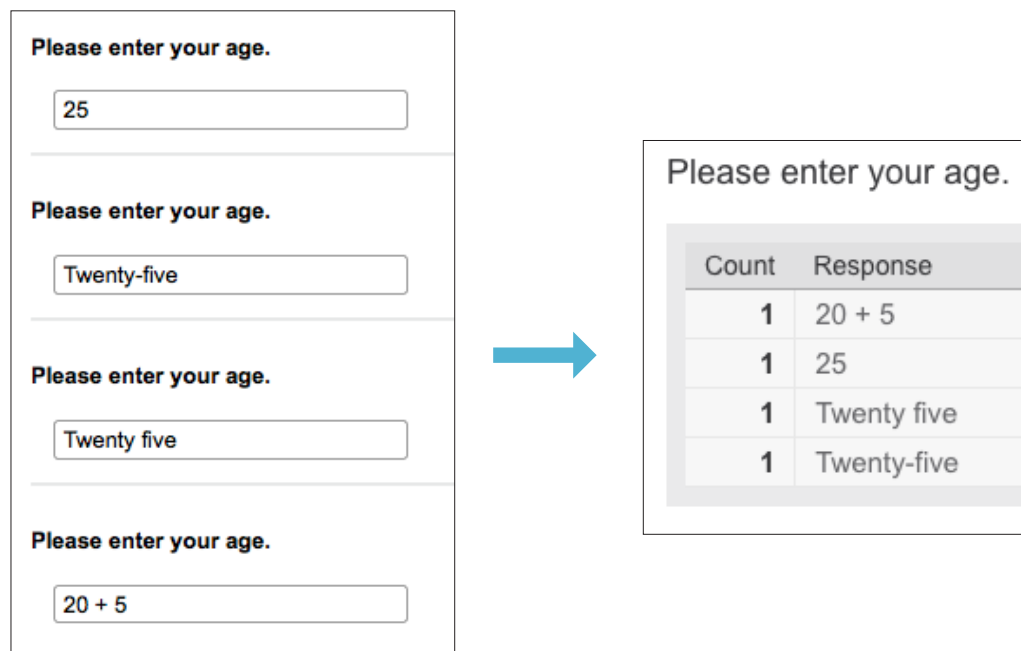
It can be time-consuming, but the benefits you'll see in your data quality make it more than worth the effort!

Validating Your Survey

Validation is a key component of great survey design, but it's often overlooked as people skip straight to testing.

Testing can uncover some problems with a survey, but validation is a more rigorous review process.

Here's an example of how validation can uncover issues with missing answer logic:



Testing Your Survey

Testing your survey entails taking your survey on the different devices that your respondents will be using to ensure it displays and flows correctly.

Advanced survey tools provide a testing feature that quickly generate test data so that you can look at the results to see if it reports as you expected.

Still, you should have stakeholders, colleagues, and friends take your survey for thorough testing.

Run a few reports on the data, then ask yourself these burning survey questions:

- Are your questions reporting the way you expect?
- Are you able to create the reports you need using the data you're collecting?
- Is the data in the format you need?

The Power Of Survey Logic

Logic is a set of conditions that you can apply to a question, answer, or even an entire page of your survey that affects how it performs.

For example, you might ask if your respondents had an appetizer last time they were at your restaurant. If they answer "No," you could use logic to skip them past all the questions about appetizers.

Survey logic is extremely powerful, and its benefits come in two flavors:

Fatigue Fighting

Keeps respondent engaged by showing them only questions relevant to them.

- Page-jumping
- Show-when logic
- Percent branching
- Piping (aka repeating)

Bias Fighting

Avoids any bias that might come from your question content or order.

- Randomization
- Disqualifiers
- Survey timing
- Vote protection

Ready to put your new survey knowledge into action?

Try SurveyGizmo free for 7 days

TRY BUILDING A SURVEY