



The Ultimate Guide to Online Survey Question Types

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1. How likely is it that you would recommend

0	1	2	
---	---	---	--

0 - NOT AT ALL LIKELY

2. Was there anything that particularly stood

3. Were you satisfied with how your problem

- ☐ No, it was dealt with very poorly
- ☐ No, it was unsatisfactory
- ☐ It was OK
- ☐ Yes, it was very good

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Introduction

We're often asked by our clients what kind of questions they should be using in their online surveys.

SmartSurvey includes 19 question types and choosing which one to use can be daunting, even for experienced survey professionals.

This eBook exists to help all our users make the best question choices for their surveys.

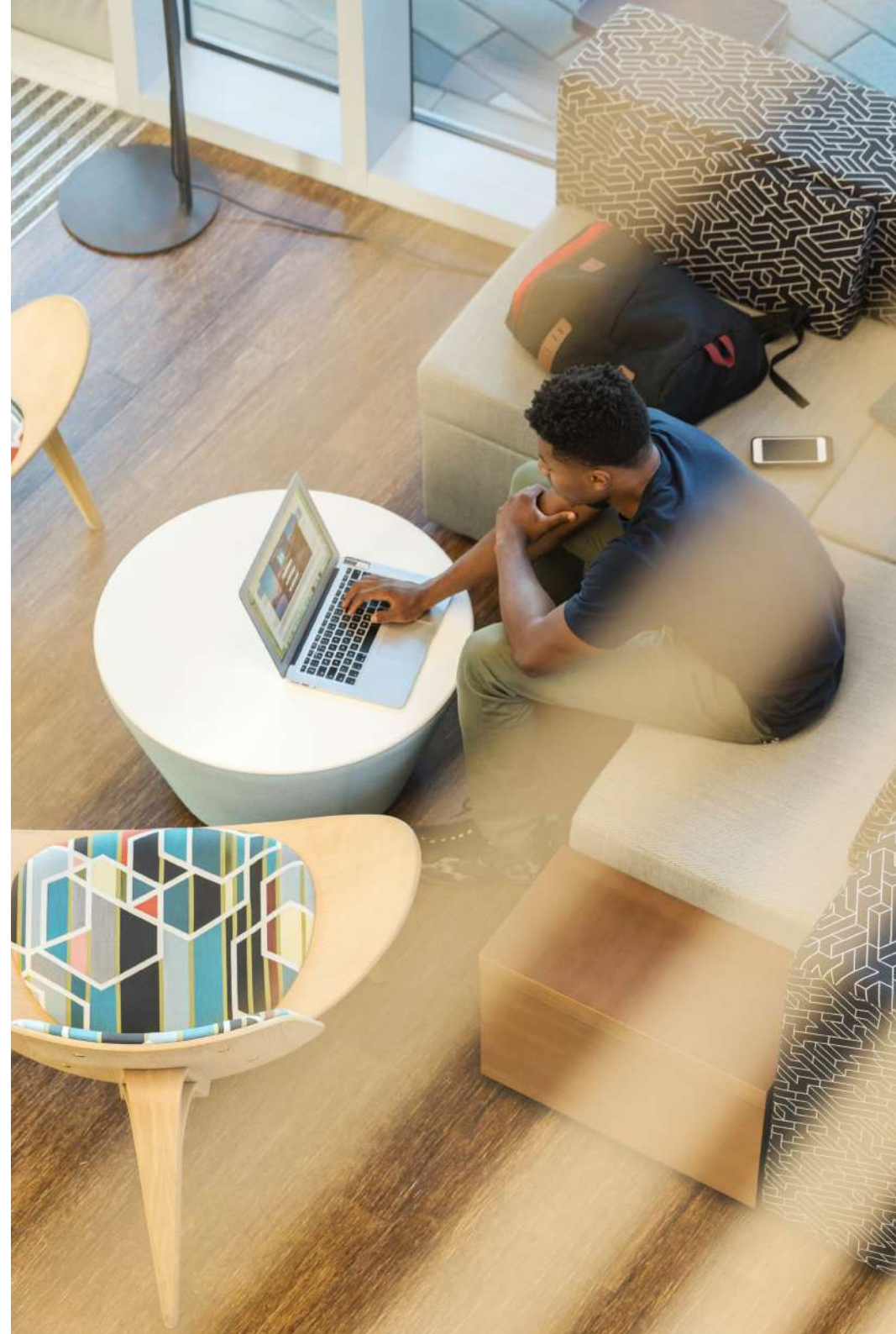
For each question type, you'll find an explanation of what it is, how it works, what options are available when using it, what the collected data will look like when it's reported, use cases and some examples of the question type in action.



Quick note on terminology – the word “user” always refers to someone using a SmartSurvey account to create, edit, and report on online surveys. The person interacting with and answering the survey is referred to as a “respondent”.

New edition – October 2020

This edition was revised in October 2020 to include two new question types and some changes to the offerings at different account levels.

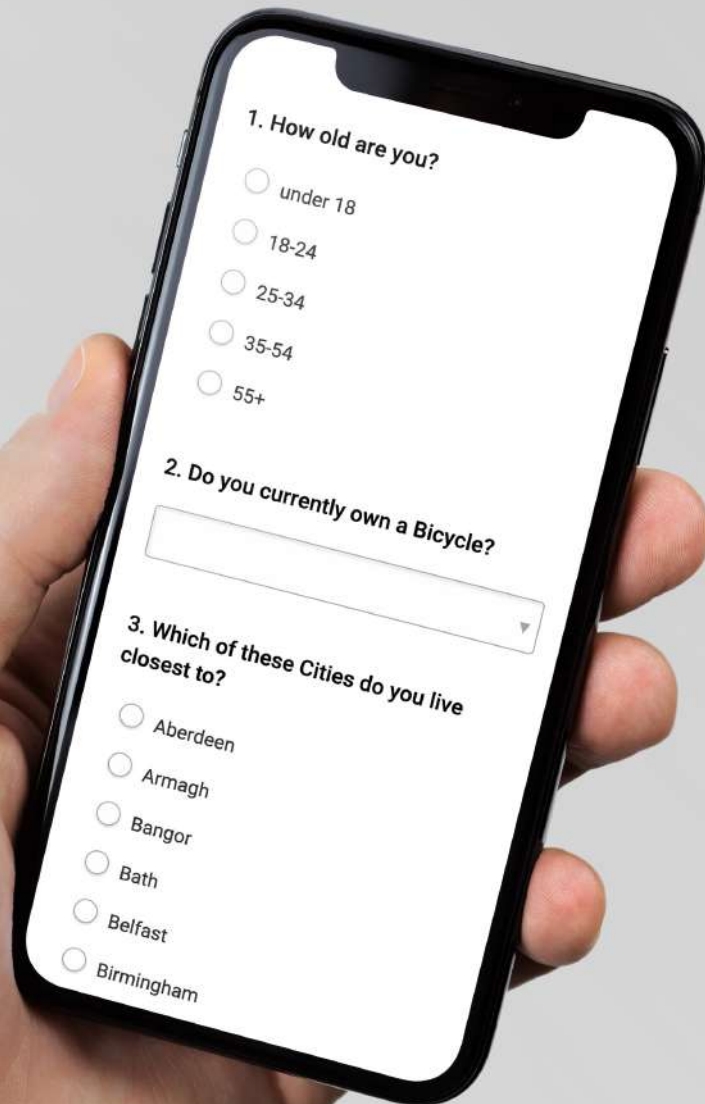


Basic Question Types

Multiple Choice and Numerical Questions



Multiple Choice – One Answer



This is by far the most commonly-used question type in online surveys. A list of options is presented to the respondent and the respondent can choose one (only) response.

Features and Options

You can choose to display the options to the user as a horizontal row, or using 1 to 4 columns, or as a drop-down menu. Which of these to use depends on the number of options being presented to the respondent, and aesthetic / space / accessibility considerations. You can also set this question up to include images as the answer options, and the order of answer options can be randomised.

1. How old are you?

☐ under 18

☐ 18-24

☐ 25-34

☐ 35-54

☐ 55+

1. How old are you?

☐ under 18

☐ 18-24

☐ 25-34

☐ 35-54

☐ 55+

Examples

The number of possible uses for this question type are almost infinite, covering everything from demographics and simple yes/no questions, all the way up to choosing from a thousand options (though, if your survey design includes a question with that many answer options, we'd strongly suggest splitting this up and using Skip Logic to pre-sort the answers into manageable sub-groupings).

1. Which of these Cities do you live closest to?

<input type="radio"/> Aberdeen	<input type="radio"/> Derby	<input type="radio"/> Liverpool	<input type="radio"/> Sheffield
<input type="radio"/> Armagh	<input type="radio"/> Dundee	<input type="radio"/> Londonderry	<input type="radio"/> Southampton
<input type="radio"/> Bangor	<input type="radio"/> Durham	<input type="radio"/> Manchester	<input type="radio"/> St Albans
<input type="radio"/> Bath	<input type="radio"/> Edinburgh	<input type="radio"/> Newcastle upon Tyne	<input type="radio"/> St Davids
<input type="radio"/> Belfast	<input type="radio"/> Ely	<input type="radio"/> Newport	<input type="radio"/> Stirling
<input type="radio"/> Birmingham	<input type="radio"/> Exeter	<input type="radio"/> Newry	<input type="radio"/> Stoke-on-Trent
<input type="radio"/> Bradford	<input type="radio"/> Glasgow	<input type="radio"/> Norwich	<input type="radio"/> Sunderland
<input type="radio"/> Brighton and Hove	<input type="radio"/> Gloucester	<input type="radio"/> Nottingham	<input type="radio"/> Swansea
<input type="radio"/> Bristol	<input type="radio"/> Hereford	<input type="radio"/> Oxford	<input type="radio"/> Truro
<input type="radio"/> Cambridge	<input type="radio"/> Inverness	<input type="radio"/> Peterborough	<input type="radio"/> Wakefield
<input type="radio"/> Canterbury	<input type="radio"/> Kingston upon Hull	<input type="radio"/> Plymouth	<input type="radio"/> Wells
<input type="radio"/> Cardiff	<input type="radio"/> Lancaster	<input type="radio"/> Portsmouth	<input type="radio"/> Westminster
<input type="radio"/> Carlisle	<input type="radio"/> Leeds	<input type="radio"/> Preston	<input type="radio"/> Winchester
<input type="radio"/> Chester	<input type="radio"/> Leicester	<input type="radio"/> Ripon	<input type="radio"/> Wolverhampton
<input type="radio"/> Chichester	<input type="radio"/> Lichfield	<input type="radio"/> Seaford	<input type="radio"/> Worcester
<input type="radio"/> City of London	<input type="radio"/> Lincoln	<input type="radio"/> Salisbury	<input type="radio"/> York

Subheadings can be added to break up the list into sections.

Multiple Choice – Multiple Answer

This offers the respondent a range of answer options from which they can choose one or more answers.

Features and Options

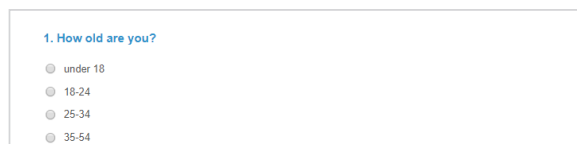
Using Answer Validation, the user can require the respondent to choose a set number of responses. Options can be displayed vertically or horizontally or in columns.



Which of these Online Survey brands have you heard of?

<input type="checkbox"/> SmartSurvey	<input type="checkbox"/> Enquiro	<input type="checkbox"/> KwestionKow
<input type="checkbox"/> QuestionApe	<input type="checkbox"/> Bang! Surveys	<input type="checkbox"/> FormFix
<input type="checkbox"/> PuppyForms	<input type="checkbox"/> Peachy Research	

Images can be used in the answer options, and the order of answer options can be randomised. Subheadings can be added to break up the list into sections.



1. How old are you?

☐ under 18

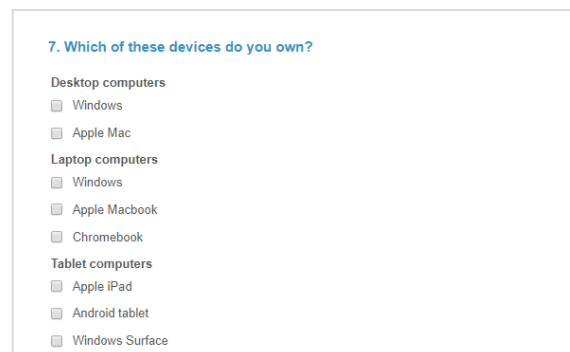
☐ 18-24

☐ 25-34

☐ 35-54

Examples

This type of question is commonly used as a filtering tool or measuring awareness. For example, listing a large number of brands and then asking the respondent to select the ones they've heard of, or their top three options out of a wider selection.



7. Which of these devices do you own?

Desktop computers

- ☐ Windows
- ☐ Apple Mac

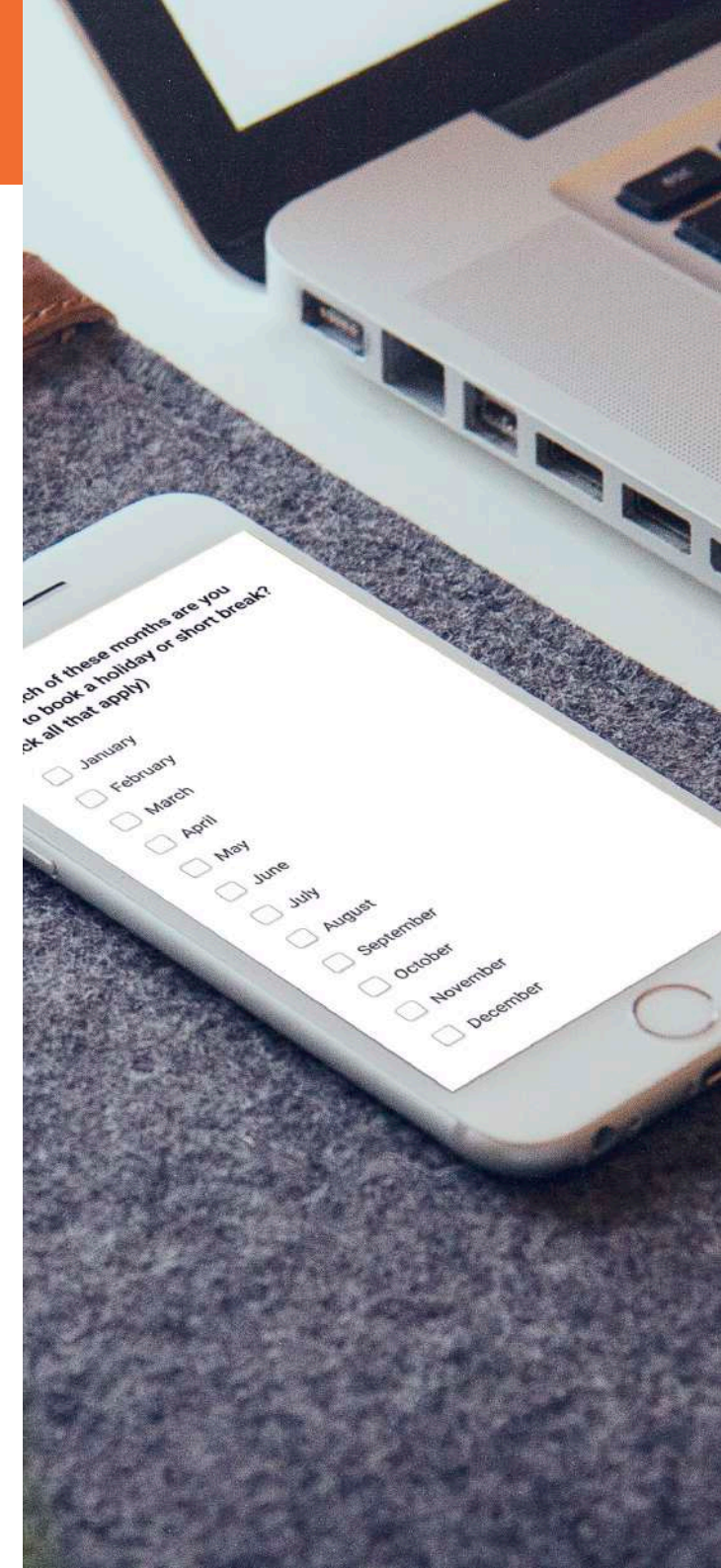
Laptop computers

- ☐ Windows
- ☐ Apple MacBook
- ☐ Chromebook

Tablet computers

- ☐ Apple iPad
- ☐ Android tablet
- ☐ Windows Surface

Other examples could be choosing leisure activities that the respondent takes part in, or preferred entertainment genres. Basically, anything where the field of possible answers can be narrowed down to a finite list but where allowing only a single answer is likely to be inadequate.



Matrix of choices, one answer per row

An array of possible responses is displayed to the respondent in a grid, where only one response can be selected for each row of the grid. Usually this is used for where a single multiple-choice question applies to several related topics.

Features and Options

The number of rows and choices can be set by the user. The order of rows can be randomised. The user can also allow only a single answer choice per column, as well as per row. A comment box can be added.

9. How do you usually travel to work on each day of the week?

	Car	Bicycle	Bus
Monday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

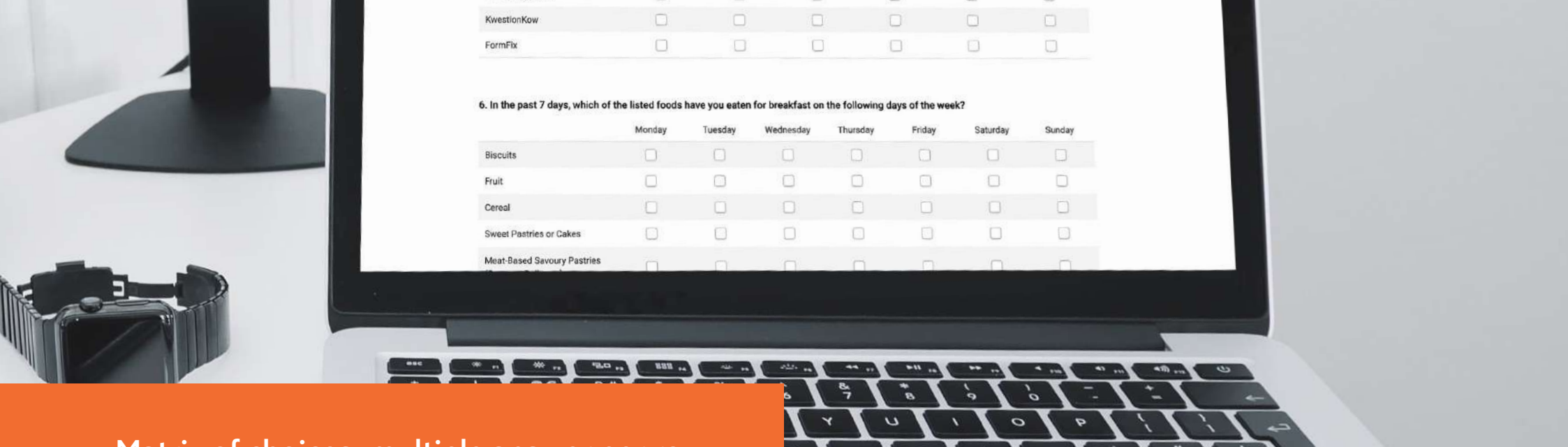
Examples

This question type works well for situations where you're asking the same question over and over again, but about different topics. For instance, a satisfaction survey may ask how satisfied the respondent was, on a scale of 1-10 with various aspects of a hotel visit. The rows could be "location", "cleanliness", "quality of food", "experience with staff". Alternatively a survey might ask about modes of transport used by the respondent to commute on specific days of the week.

8. Please rate the quality of your recent stay for each of these criteria on a scale of 1 to 10, with 10 being the best.

	1	2	3	4	5	6	7
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

With the "One answer per column" option added as well, this question type can be used to do rankings. For example, a survey could be asking for votes towards an industry or sporting award. A list of names form the rows, and the respondent is asked to choose a first and second preference (but no more).



Matrix of choices, multiple answer per row

This gives an array of answers to the respondent, and the respondent can click multiple answers on each row.

Features and Options

The number of rows and choices for each row can be chosen. The order of rows can be randomised. A comment box can be added.

Examples

Just as the “Matrix of choices, single answer per row” question works well to combine multiple connected “Multiple choice, single answer” questions together, this question type works well to combine many “Multiple choice, multiple answer” questions in the same way.

Examples of usage include food surveys (asking which foods the respondent ate on particular days of the week, associating particular qualities to a list of brands or products).

12. In the past 7 days, which of the listed foods have you eaten for breakfast on the following days of the week?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Biscuits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cereal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sweet Pastries or Cakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat-Based Savoury Pastries (Sausage Rolls, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetarian or Vegan Savoury Pastries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pancakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. In the past 7 days, which of the listed foods have you eaten for breakfast on the following days of the week?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Biscuits	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cereal	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sweet Pastries or Cakes	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat-Based Savoury Pastries (Sausage Rolls, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetarian or Vegan Savoury Pastries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pancakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Matrix of Drop-Down Menus

This gives an array of answers to the respondent, and the respondent can click multiple answers on each row.

This presents respondents with several drop-down menus arranged in a grid. Respondents answer by choosing options from the drop-down menus.

Features and Options

The number of rows and columns can be set by the user. The contents of the drop-downs are the same throughout the question. A comment box can be added and the order of rows randomised.

13. Please enter your timesheet for the last week by selecting the projects you worked on:

	Monday	Tuesday	Wednesday	Thursday
Morning				
9-11AM	Project Z	Project Y		
11-1PM	Project Z	Project Y		
Afternoon				
2-4PM	Project X	Project V		
4-5.30PM				

Examples

While this question type is quite specialised it has a number of uses. You could use this to make a feedback survey that covers several subjects and topics. The rows might be brands or products, the columns might be qualities of those products, and the drop-downs the degree to which the respondent feels the products match, or not, those qualities.

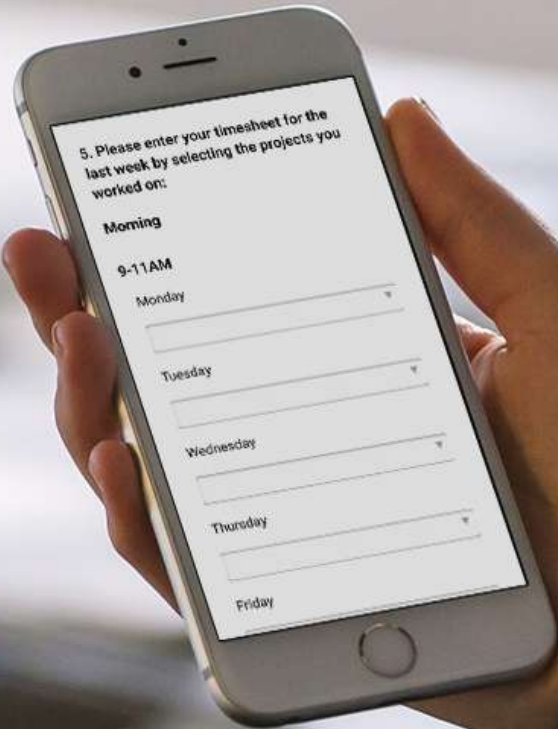
14. To what extent do the following brands fulfil the listed qualities?

	Reliability	Ease of Use	Value	Powerful
SmartSurvey	Extremely			
QuestionApe	Not at all			
PuppyFurms	Not at all			

Another example in the HR field is that it can be used for timesheet submissions, with days of the week as the columns, subdivisions of the day as rows, and projects or work types as the drop-downs.

13. Please enter your timesheet for the last week by selecting the projects you worked on:

	Monday	Tuesday	Wednesday
Morning			
9-11AM	Project V	Project V	Project V
11-1PM	Project V	Project Y	Project V
Afternoon			
2-4PM	Project V	Project Y	Project V



Ranking



This question type shows the respondent a question and list of answer options they are then asked to place in a ranked order. The respondent can answer by choosing a rank number from a drop-down or dragging and dropping.

Features and Options

The key thing to point out is that the respondent can answer this question in two ways, via drag-and-drop or by choosing numbers from the drop-downs. It can be a good idea to mention this in the question text you use, as some respondents may not realise this.

15. Please Rank the following brands in order of preference:

▼	SmartSurvey
▼	QuestionApe
▼	PuppyForms

This question doesn't have a huge number of options, just the addition of a comment box and to randomise the initial positioning of the question.

Examples

There are a vast number of applications for this question type. Asking a respondent to rank things in order of preference is simple for respondents to understand and also relates to some of the key issues that online surveys are created to resolve.

For example a question could ask a respondent to rank their favourite brands for a particular class of product.

Or, a company might be looking to gauge customer preference for new products or services or future improvements.

1	Features - Adding new internal capabilities
2	Reliability - Removing bugs
3	Ease of Use - Making existing features easier to use

On a slightly more personal scale, a workplace might use a question like this to ask when a social event might take place.

17. When should the next office social event take place?
We have a shortlist of available dates, please rank them in order of preference.

▼	June 1st
▼	June 4th
▼	June 15th

Date/Time box

Asks the respondent a question where the answer is a date, a time of day, or both. If the question asks for a date, the respondent can either type the answer directly or choose it from a calendar pop-up.

Features and Options

The question can be set to ask for a date, a time of day, or both. The date can be set to be DD/MM/YYYY or MM/DD/YYYY, and will be automatically validated to ensure it conforms to the format.

18. Please enter your date of birth
DD/MM/YYYY

19. What time of day was your booking?
HH MM

Examples

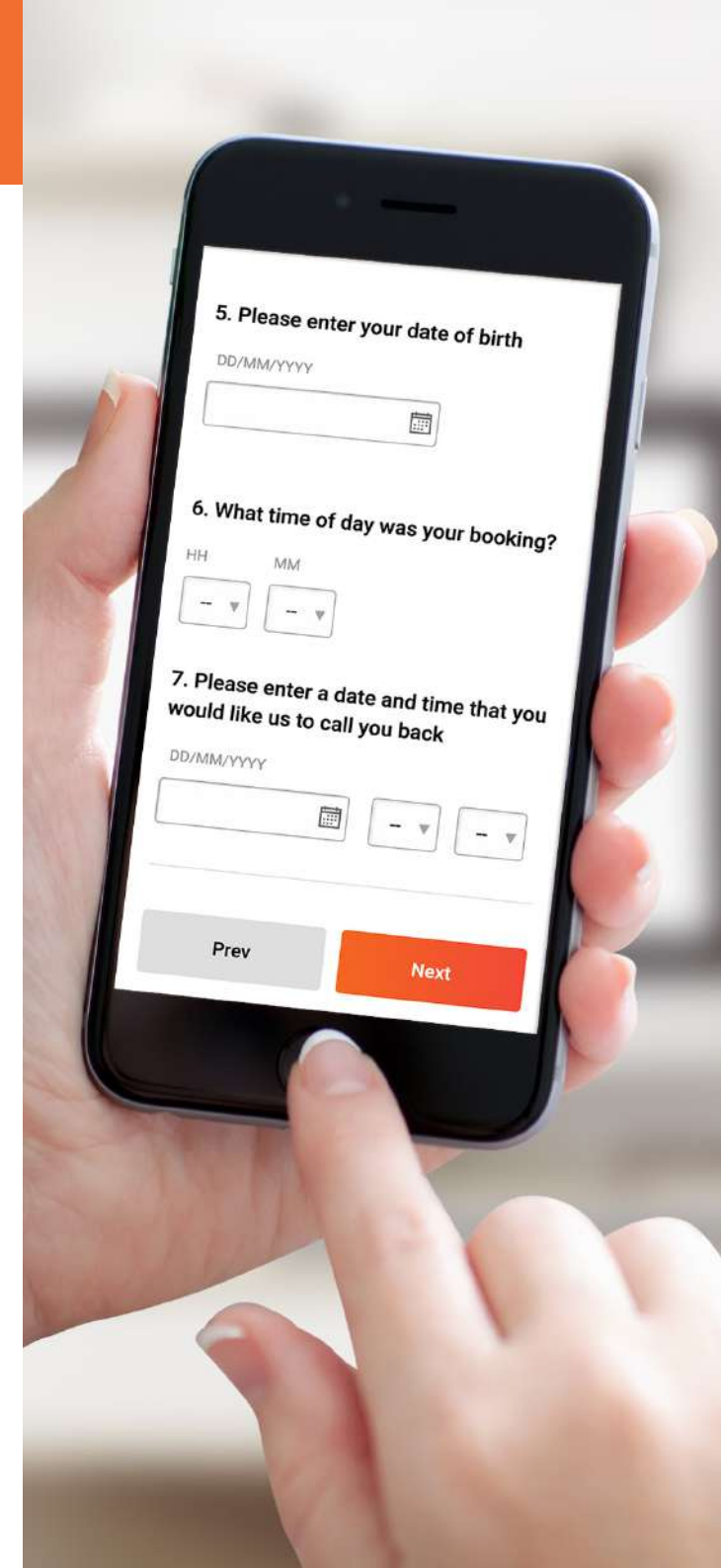
There are lots of situations where you may need to ask for a date or a time.

A feedback survey for a restaurant, theme park, or other entertainment visit might ask for the date of the visit.

It can also be used for online forms to book appointments, and many other situations where the user needs to know a date from a respondent.

19. What time of day was your booking?
HH MM

20. Please enter a date and time that you would like us to call you back
DD/MM/YYYY



Basic Question Types

Free Text Questions





Single Textbox

This allows the user to ask a question where the response is a short string of text, usually no more than a few words.

Features and Options

The text box can be set with a variable character width for display purposes though this option alone doesn't restrict the length of the submitted responses. This is done via the validation options. This allows you to require that the answer is a number, is made up of a certain number of characters, a certain number of words, or is an email address.

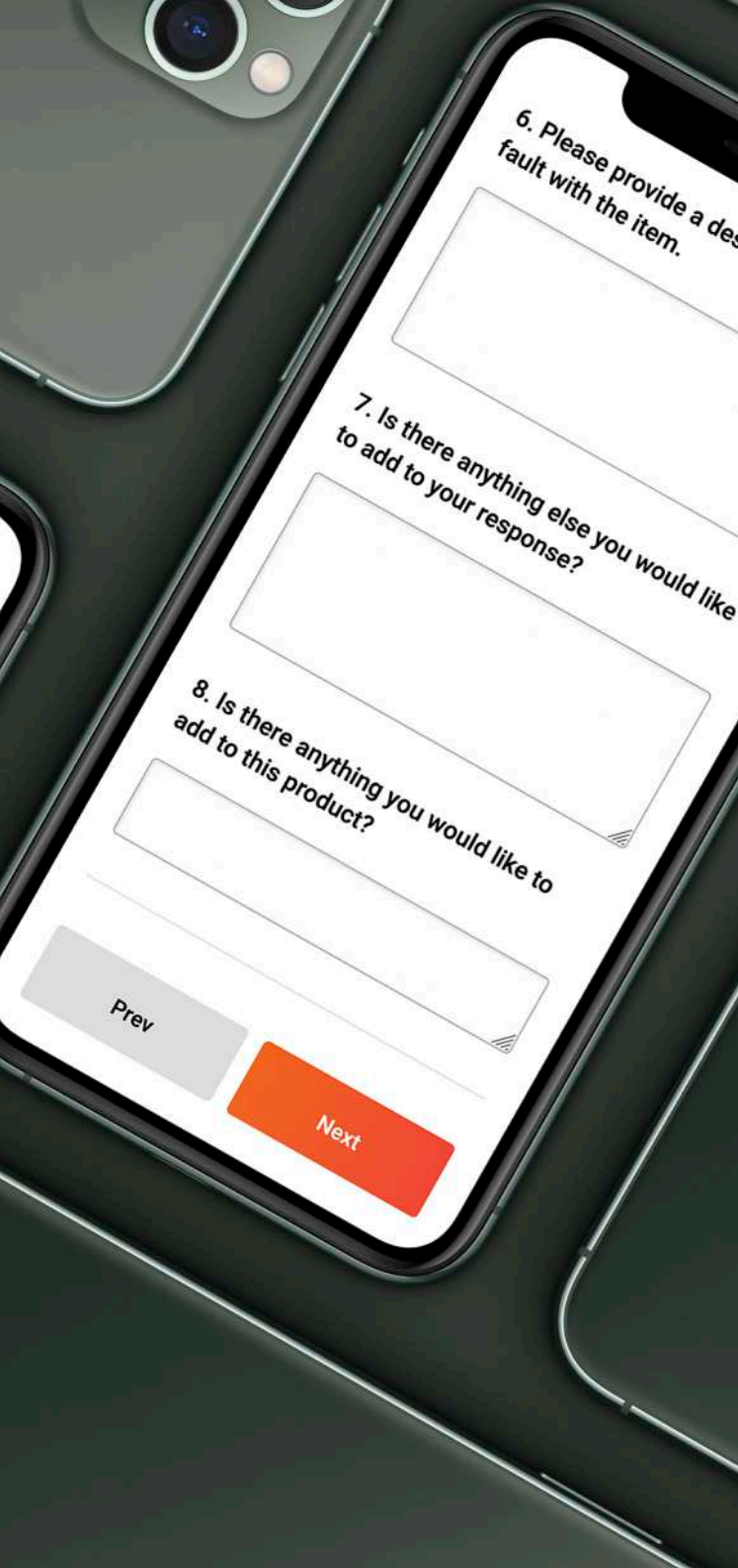
Examples

This is a hugely flexible question type, with far too many uses to provide an exhaustive list. The most frequent uses are naturally for data collection rather than as part of survey responses – Comment or Essay Box questions are better suited for surveys that are asking for opinions.

Email Addresses, Names, Phone numbers are obvious examples of this.

That's not to say that there aren't other use cases, such as free entry of numbers, but for many of these there are better options.

Comment or Essay Box



This question type provides the respondent with a large box in which to write an answer to the question with a relatively large amount of text.

Features and Options

The width and depth of the answer box can be adjusted to make anything from a box for a short sentence or to one for several paragraphs. The same validation options (number, words, characters, email address) as the single textbox question types are available.

Examples

Any situation where you want to give respondents the answer to respond freely and at length to a question.

The classic use is asking, at the end of a survey, if a respondent has any extra comments or thoughts that they would like to add to their survey response.

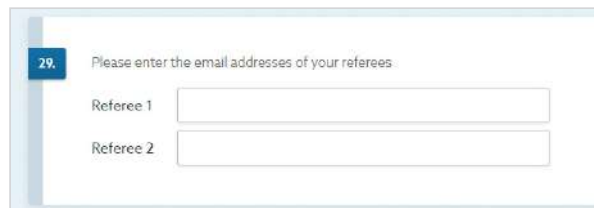
This could be at the end of a satisfaction survey, for a product or service, or just as easily on a market or product research survey.

Multiple Textboxes

This question type asks the respondent to fill in several self-contained pieces of text.

Features and Options

The user can set up the question text and a variable number of rows for responses. The width of the text boxes can be edited. Validation options are available, with the same validation applied to all rows, if all the rows are asking for an email address, or all asking for a phone number, this is fine, but if you want to collect information of different types, you should use separate questions or not use validation.



29. Please enter the email addresses of your referees

Referee 1

Referee 2

Examples

One of the most frequently-used applications of this question is to receive a multiple-line address for collecting contact information.



28. Please Enter Your Address

Number, Building, and Street

District

Town

The other main example is almost any situation where you might ask for a list. That might be names, emails, numbers, purchased items, and so on.



30. Please provide a list of the items purchased

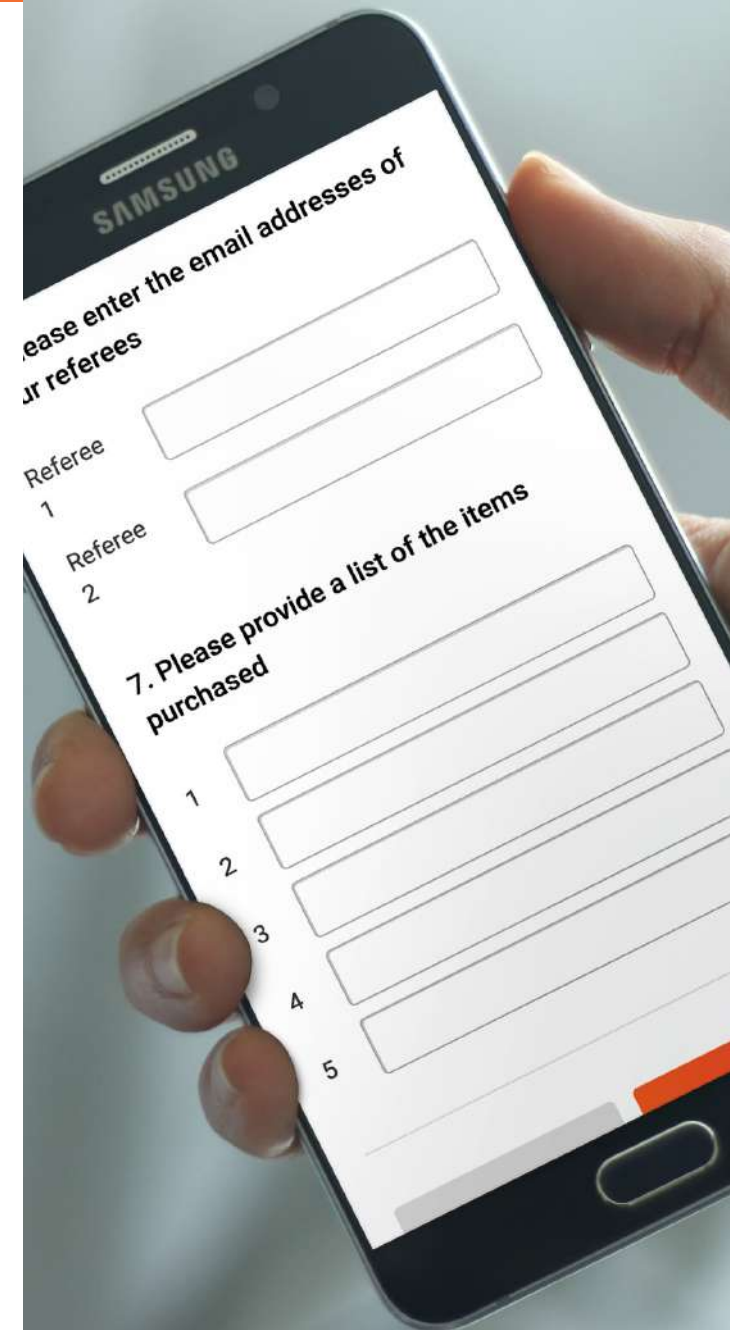
1

2

3

4

5



Matrix of Text Boxes

5. How much (to the nearest pound) do you spend on the following across an average week?

Hot drinks

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Soft drinks

Monday

Tuesday

If the "Multiple text boxes" question type just isn't enough, the "Matrix of text boxes" allows the user to present a grid of text boxes for respondents to enter information.

Main Contact	
Name	<input type="text"/>
Email	<input type="text"/>
Telephone	<input type="text"/>
Mobile	<input type="text"/>

31. How much (to the nearest pound) do you spend on the following across an average week?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Hot drinks	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Soft drinks	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Alcoholic drinks	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sweets	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Features and Options

The user can create any number of rows and columns, and also set the width of the text boxes. Because of the high level of customisation, care needs to be taken as it's possible to create questions that are too big to display.

Examples

This question type is best suited for collecting short text strings or numbers. An example might be asking for daily, weekly, or monthly budgets. Another could be contact information in bulk.

Descriptive Text

This type of question isn't a question at all, but simply allows you to add a content block to a survey that doesn't require any interaction.

Features and Options

The main feature of the question type is the WYSIWYG editor, which is the same as used on the other questions. This editor allows you to create and style text and image content into the survey. The thing that makes this unique is that there's no question attached.

Examples

The most frequently-deployed use of this question type is for introductory or preamble text in a survey. Adding this as its own element allows it to be kept separate from question text. It's especially useful when a survey has several sections that are separated by their own introductory pages.

This is the start of the Digital Security section.

Previous Page

Next Page

Thanks for taking part in this survey.

All your responses to this survey are anonymous, so please be assured that you can be totally honest in your answers.

[You can download a copy of the supporting documents by clicking this link.](#)

This survey is made up of 5 main sections:

1. Physical Security Questions
2. Digital Security Questions
3. Human Resources Policies
4. Financial Policies
5. Product Capabilities

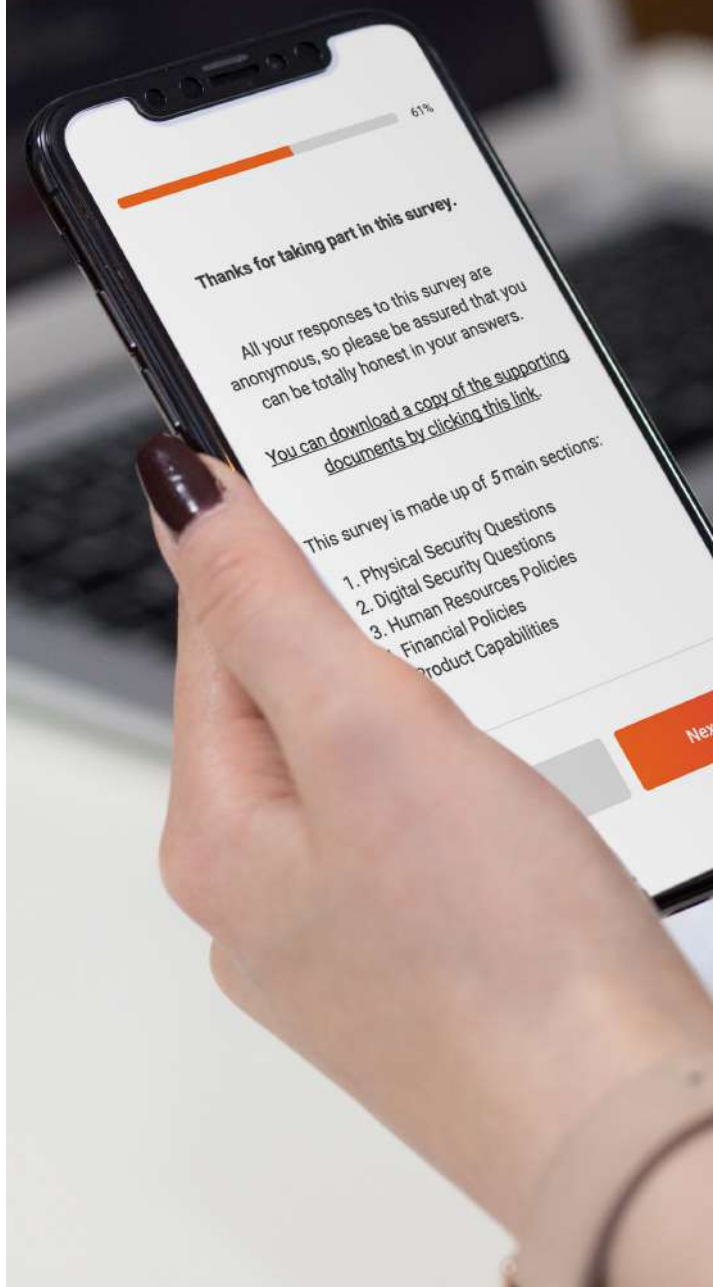
Thanks for taking part in this survey.

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This survey is made up of 5 main sections:

1. Physical Security Questions
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Advanced Questions

Available on Pro
Account or Higher



Continuous Sum

Continuous Sum questions give the respondent a number of text boxes, into which they enter numerical values. These values are summed to give a total in a separate calculated field.

Features and Options

This question has a lot of options. In addition to the usual question text and row labels, a prefix or a suffix (such as "£", "%" or "hours") can be defined to display to the respondent. The totalled sum can be set to display or not to the respondent. This total can be given its own label. Validation can also be applied, requiring the entered numbers to be decimal or whole numbers. Validation can also be applied to require that the total of all answers comes to a defined value.

33. How much time on a normal working day do you spend doing the following?

Sleeping	<input type="text"/>
Cooking	<input type="text"/>
Working	<input type="text"/>
Housework	<input type="text"/>
Travelling to or from work	<input type="text"/>
Leisure	<input type="text"/>
Total:	<input type="text" value="0"/>

6. How many miles do you drive in an average week for the following purposes?

Commuting to Work	<input type="text"/>
Taking children to school	<input type="text"/>

Examples

This question type has a lot of uses. The first is when the user wants to ask respondents how they split a known quantity of a resource (money, time) among several competing elements. A question might ask what percentage of their household budget they spend on particular costs and require that the answers all add up to one hundred.

A survey could ask how the respondent spends time during a typical day and ask for the total to be 24 hours.

33. How much time on a normal working day do you spend doing the following?

Sleeping	<input type="text"/>
Cooking	<input type="text"/>
Working	<input type="text"/>
Housework	<input type="text"/>
Travelling to or from work	<input type="text"/>
Leisure	<input type="text"/>
Total:	<input type="text" value="0"/>

Outside of time and money, another example could be asking how many miles a driver does for business, commuting, leisure or shopping. This example is one where no pre-defined sum would be required.

Slider Scale

Gives the respondent an interactive slider that they can use to submit a numerical value. This question can be a faster and easier way for respondents to answer numerical questions.

10. What would you consider to be a fair price for a cup of coffee made by a Barista?

Price: £2

11. On a scale of 0-10, how satisfied were you with our service?

Score: 5

37. On a scale of 0-10, how satisfied were you with our service?

Score: 5

Features and Options

Multiple sliders can be added to the same question. The function of the sliders is highly customisable with the user being able to set a lower value, an upper value, the increment the slider uses, and the point on the scale that the slider is at when the survey page loads.

36. What would you consider to be a fair price for a cup of coffee made by a Barista?

Price: £2

37. On a scale of 0-10, how satisfied were you with our service?

Score: 5

38. How many times have you visited our resort in the last 10 years?

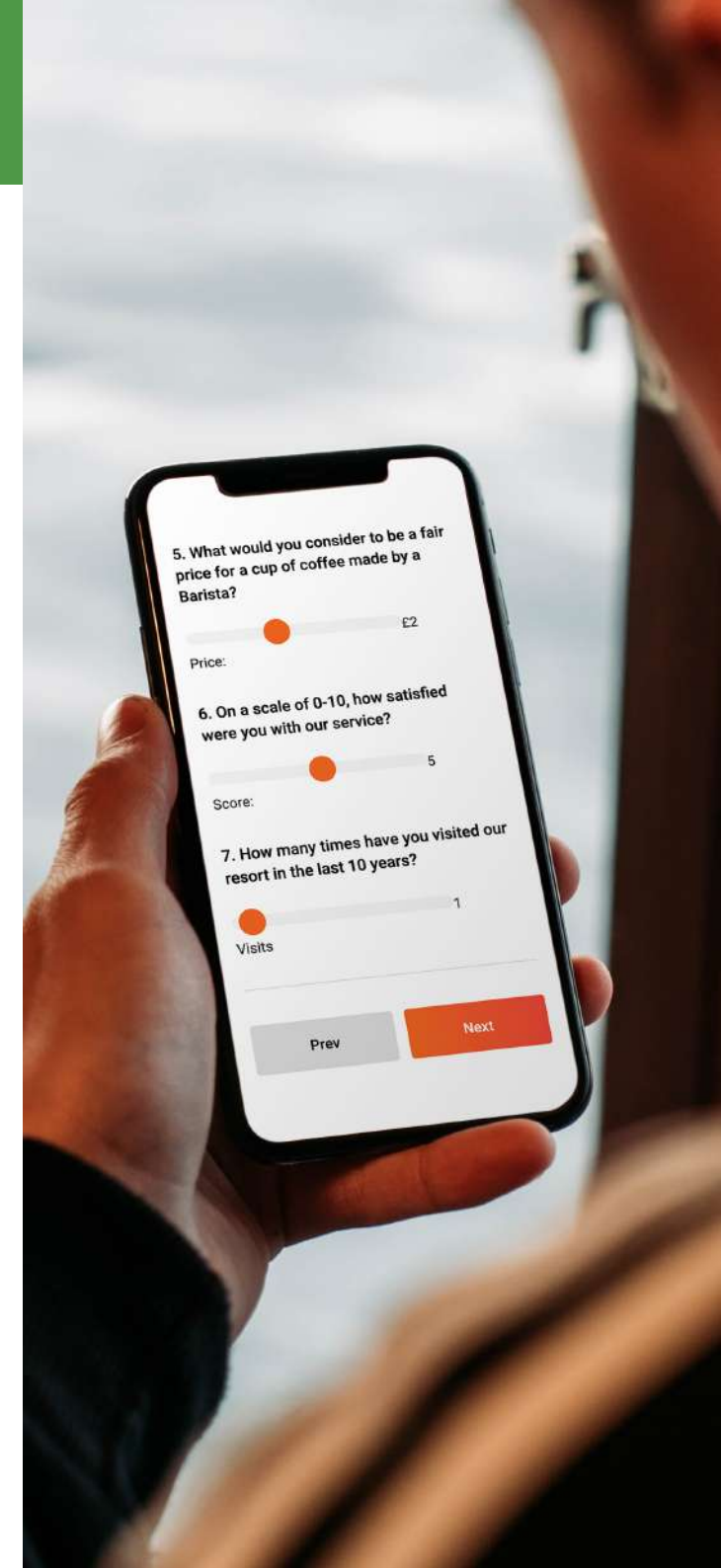
Visits: 1

Examples

This question can be used in place of almost any question that gives a numerical answer. This can be financial, such as choosing a price on a scale.

It can also be used for feedback surveys when a product is being rated on a number scale

It's important to note that because of the way slider scale questions work, it's not possible for a respondent to not submit a response. If the respondent doesn't use the slider, then this default position will be recorded as the answer.



Semantic Differential

Semantic Differential questions, sometimes known as "Likert Scales", ask the respondent to answer a question with a point on a scale between two words that normally describe opposing concepts "Good" and "Bad", "Hot" and "Cold", and a very commonly used one is "Agree" and "Disagree".

Features and Options

This question can be set up as a matrix so that it contains multiple rows for responses. These rows can have individual wording. The column heading that the respondent chooses from can also be defined.

14. This product is:	1	2	3	4	5	
Good value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Poor Value
Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dull
Healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unhealthy
Simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complex

The format means that it works well for asking many different things about the same subject, which is in a way the opposite of matrix type question which ask the same thing about many different subjects.

Examples

This question type is excellent for collecting a lot of data about a particular thing in a fairly fast and intuitive way for respondents. An example might be a market research survey where a respondent is shown a potential product and then asked for feedback about several aspects of the product in a single question: This product is... Good Value / Poor Value, Exciting / Boring, Healthy / Unhealthy, Simple / Complex.

40. This product is:	1	2	3	4	5	
Good value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Poor Value
Exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dull
Healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unhealthy
Simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complex

41. When choosing a product I tend to favour brands that are:	1	2	3	4	5	
Low Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Premium
Simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complex
Local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Global
Open to all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exclusive

It also works well in the feedback survey context: The service I received was... Good / Bad, Fast / Slow, Helpful / Unhelpful, and so on.

41. When choosing a product I tend to favour brands that are:	1	2	3	4	5	
Low Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Premium
Simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complex
Local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Global
Open to all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exclusive

Advanced Questions
Available on Business
Account or Higher



File Upload

This question asks the respondent to submit a file as their answer. The file is uploaded to SmartSurvey and stored as part of the survey response.

Features and Options

The question type allows 18 different file types to be included or excluded in the possible uploads, so a question that is asking for images can ensure that only image files can be uploaded, and similarly so for spreadsheets, videos, or documents. A maximum allowable file size can be set, and a maximum number of uploaded files can be set for the question.

5. Please upload an image of the damage:

The image should be no larger than 5MB

Choose File

Note: There is a fair use policy on storage when using the file upload question. If you intend to use the question type to collect many large files, you may want to talk with your account manager first about your plans.

Examples

Because the function of the question type is to collect information that would otherwise be out of the scope of online surveys, it's one of the most flexible ones we have and with a huge range of applications.

45. Please upload an image of the damage:

The image should be no larger than 5MB

Choose File

Many clients use this question type to collect supporting documentation such as CV's for job applications, or submissions to consultations.

46. You can attach any documents in support of your application below.

Up to 5 files, Maximum size 1MB

Choose File

A survey might ask for an image of a receipt as proof of purchase, or an audio recording.

Advanced Questions
Available on Enterprise
Plus Account



Net Promoter® Score

Net Promoter Score questions ask a specifically-worded question with a fixed format. The collated results are automatically calculated to give a well-known customer satisfaction metric.

Features and Options

Because of the way the “Net Promoter” System works, this question allows for very little customisation. The question wording and answer format is fixed, with only an option to tweak the question so it asks about “This company”, “This product”, “This Service”, “This brand”, or other text you enter.

The advantage of SmartSurvey’s question type is that it automatically does the data processing for you to give an overall score across all the responses. This is of value because this score isn’t a simple average and therefore can be awkward to set up in a spreadsheet.

Examples

Net Promoter is a customer feedback metric pure and simple and that’s been the core to its success. As such, it can be used across a wide variety of sectors and industries, but the actual function is always the same, asking for feedback about a product, company, or service via this fixed format.

How likely is it that you would recommend this company to a friend or colleague?

Not at all likely

0

1

2

3

4

5

6

7

8

9

How likely is it that you would recommend SmartSurvey to a friend or colleague?

Not at all likely

0

1

2

3

4

5

6

7

8

9

How likely is it that you would recommend this product to a friend or colleague?

Not at all likely

0

1

2

3

4

5

6

7

8

9

42. How likely is it that you would recommend this company to a friend or colleague?

0

1

2

3

4

5

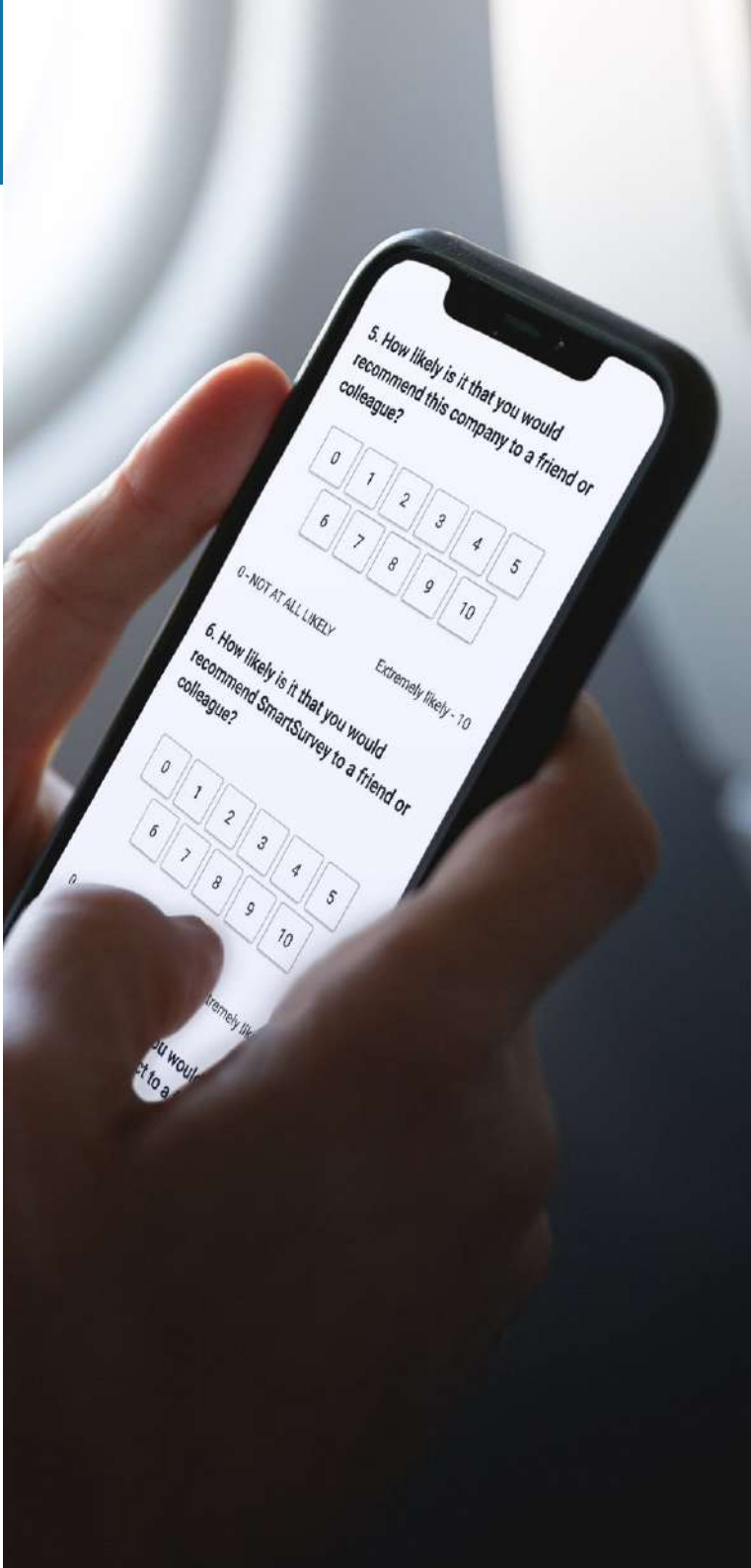
6

7

8

9

10



Customer Satisfaction Score

This is a pre-set question type designed to make it quicker to create Customer Satisfaction Surveys. As the name suggests, this question type is intended to gauge the satisfaction levels with the services or products provided to the respondent.

Features and Options

Choosing this question type will add some prompting text to the "Question text" text box for you to complete with whatever you feel is appropriate.

You will see some new options in the Answer Template box, which all describe degrees of satisfaction. One of these is pure text and two offer emoji options.

You can choose to display the options to the user as a horizontal row or using 1 to 4 columns. You can also choose the number of points on your answer scale.

To find the resulting score, it's reported as "Satisfaction rate" for the question as shown on the "Basic Statistics" area when activated.

Examples

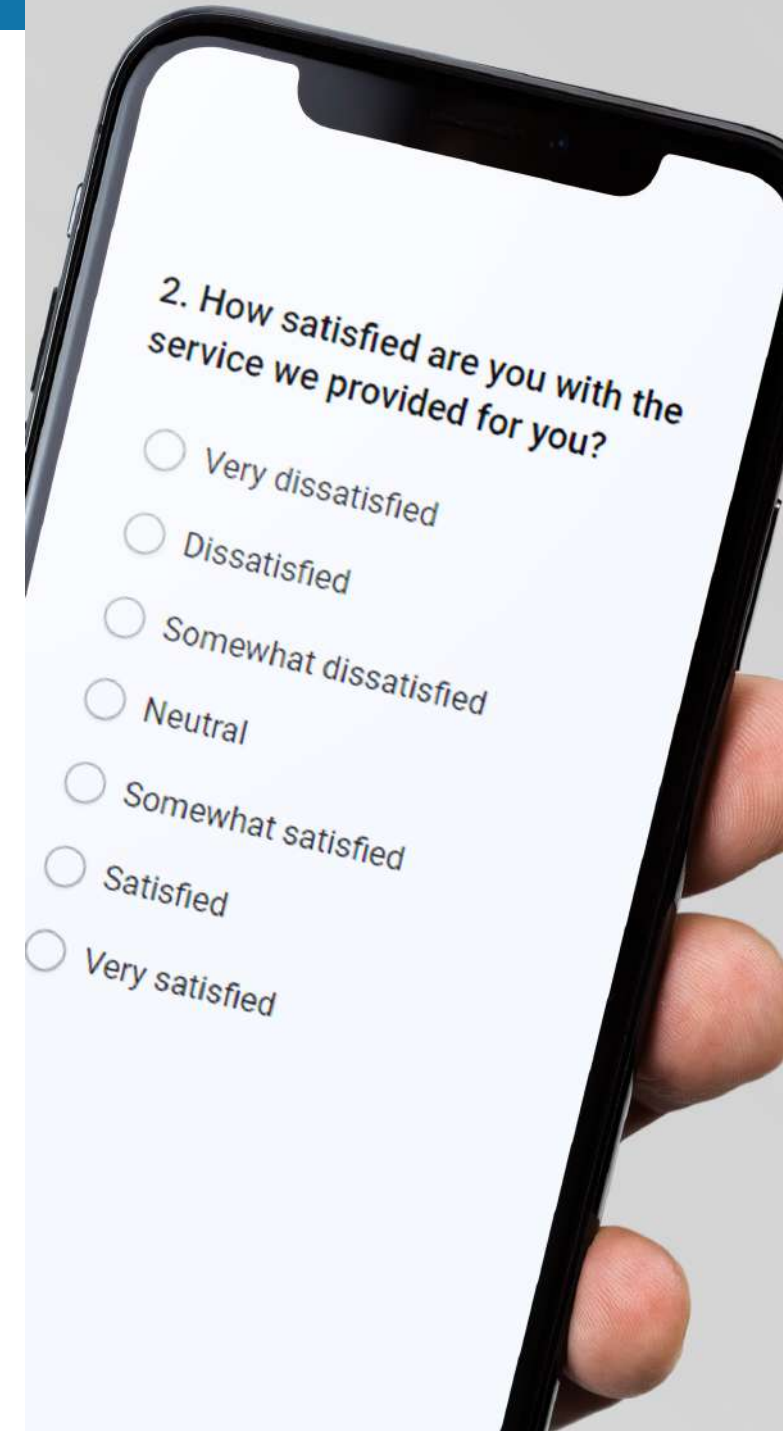
This naturally has a huge array of applications across industries and sectors. Any organisation based on providing products or services to clients or customers has a critical interest in knowing how satisfied those people are with the quality of the service or product they've received or paid for.

2. How satisfied are you with the service we provided for you?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Somewhat dissatisfied
- ☒ Neutral
- ☐ Somewhat satisfied
- ☐ Satisfied
- ☐ Very satisfied

3. How satisfied are you with your purchase?

- ☐  Very dissatisfied
- ☐  Dissatisfied
- ☐  Neutral
- ☐  Satisfied
- ☐  Very satisfied





Customer Effort Score

Customer Effort Scores (CES) are a commonly used metric that illustrates how difficult customers found interactions with a business or organisation, as a separate thing to satisfaction. A customer may have ended up satisfied with the outcome of an interaction but have found it difficult to get to that point, and this is what this question aims to find out.

Features and Options

Choosing this question type will add some prompting text to the "Question text" text box for you to complete with whatever you feel is appropriate.

You will see some new options in the Answer Template box, either describing difficulty on a scale, or an agree-disagree scale, so you can choose whichever of these

you prefer, based on your question wording.

You can choose to display the options to the user as a horizontal row or using 1 to 4 columns. You can also choose the number of points on your answer scale.

To find the resulting score, it's simply the "Average" for the question as reported on the "Basic Statistics" area when activated.

Examples

CES questions are often used as part of feedback surveys relating to support or returns issues but can also be used as post-purchase surveys. The aim is usually to find pain points in organisations' interactions with customers.

It makes a lot of sense to use these alongside satisfaction questions to find those areas where the

outcome is good, but the process of getting there is difficult for customers – a support ticket may have ended in a good outcome, but it may have been difficult for that customer to get to that point. A product may be great once it's in use, but it may be difficult to set up and configure correctly.

5. How easy was it to make your purchase?

- ☐ Extremely easy
- ☐ Very easy
- ☐ Fairly easy
- ☐ Neither easy nor difficult
- ☐ Fairly difficult
- ☐ Very difficult
- ☐ Extremely difficult



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