

50 Nominal Survey Question Examples

These are examples of nominal survey questions:

Demographics

1. What is your gender identity? (Male, Female, Non-binary, Other)
2. What is your age range? (18-24, 25-34, 35-44, 45-54, 55+)
3. What is your highest level of education? (High school diploma, Associate's degree, Bachelor's degree, Master's degree, Doctorate)
4. What is your marital status? (Single, Married, Divorced, Widowed)
5. What is your primary language spoken at home? (English, Spanish, French, etc.)
6. What is your country of residence? (US, Canada, UK, etc.)
7. What is your job title? (Choose from the list of common professions)
8. What is your annual household income? (Choose from income ranges)
9. How many children do you have? (0, 1, 2, 3, 4+)
10. What is your political affiliation? (Democrat, Republican, Independent, Other)

Preferences and Opinions

11. What is your preferred genre of music? (Pop, Rock, Classical, Country, etc.)
12. What is your favorite social media platform? (Facebook, Instagram, Twitter, TikTok, etc.)
13. What is your preferred method of receiving news? (Website, Mobile app, Newspaper, TV, etc.)
14. What is your favorite brand of smartphone? (Apple, Samsung, Google, etc.)
15. How often do you travel internationally? (Never, Once a year, Several times a year, etc.)
16. What is your preferred dining option? (Dine-in, Takeout, Delivery)
17. How likely are you to recommend this product to a friend? (Very likely, Somewhat likely, Neutral, Somewhat unlikely, Very unlikely)
18. Do you agree with the statement "Social media has a positive impact on mental health"? (Strongly agree, Somewhat agree, Neutral, Somewhat disagree, Strongly disagree)
19. How important is environmental sustainability to you when making purchasing decisions? (Very important, Somewhat important, Neutral, Not very important, Not important at all)
20. What is your preferred streaming service provider? (Netflix, Hulu, Disney+, HBO Max, etc.)

Interests and Activities

21. What are your main hobbies and interests? (Select from the list of options)
22. How often do you exercise in a week? (Never, 1-2 times, 3-4 times, 5+ times)

23. What is your preferred method of reading books? (Physical book, Ebook, Audiobook)
24. Do you participate in any volunteer activities? (Yes, No)
25. How often do you attend live music events? (Never, Once a month, Several times a month, etc.)
26. What is your favorite type of movie genre? (Action, Comedy, Drama, Romance, etc.)
27. Do you prefer watching sports live or on TV? (Live, TV, Both)
28. How often do you travel domestically? (Never, Once a year, Several times a year, etc.)
29. Do you own a pet? (Yes, No)
30. What is your preferred method of getting news updates? (Social media, News app, Website, etc.)

Technology and Online Usage

31. What type of device do you primarily use to access the internet? (Smartphone, Laptop, Desktop computer, etc.)
32. How many hours do you spend on social media daily? (0-1 hour, 1-2 hours, 2-3 hours, 3+ hours)
33. How often do you shop online? (Never, Once a month, Several times a month, etc.)
34. Do you use online banking services? (Yes, No)
35. Do you prefer using mobile apps for everyday tasks? (Yes, No)
36. What is your preferred method of online communication? (Text message, Email, Video call, etc.)
37. How comfortable are you using new technology? (Very comfortable, Somewhat comfortable, Neutral, Somewhat uncomfortable, Very uncomfortable)
38. Do you subscribe to any online streaming services? (Yes, No)
39. How often do you play online games? (Never, Once a week, Several times a week, etc.)
40. What is your preferred method of online learning? (Video lectures, Interactive modules, Text-based content, etc.)
41. What is your primary source of news? (Website, TV, Mobile app, Newspaper, Social media, Other)
42. What type of content do you consume most on social media? (News, Entertainment, Memes, Product information, etc.)
43. How do you prefer to receive marketing communications? (Email, Text message, Social media advertising, etc.)

Additionally

44. What type of events do you typically attend? (Concerts, Festivals, Sports games, Conferences, etc.)

45. What is your preferred method of transportation? (Car, Public transportation, Walking, Biking, etc.)
46. How often do you visit your local library? (Never, Once a month, Several times a month, etc.)
47. How comfortable are you discussing mental health issues? (Very comfortable, Somewhat comfortable, Neutral, Somewhat uncomfortable, Very uncomfortable)
48. Do you believe in climate change? (Yes, No, Unsure)
49. Do you support stricter gun control laws? (Yes, No, Unsure)
50. What is your preferred method of donating to charity? (Online platform, Direct donation, Volunteering, etc.)