

# Examples of Survey Questions

## Multiple Choice Question (MCQ):

What is your preferred method of transportation?

- i. Car
- ii. Public transportation
- iii. Walking
- iv. Cycling

## Likert Scale Question:

Please indicate your agreement with the following statement: "I am satisfied with the quality of customer service provided."

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

## Open-Ended Question:

What improvements would you suggest to enhance our product/service?

## Ranking Question:

Please rank the following factors in order of importance when choosing a restaurant: price, location, quality of food, and ambiance.

## Rating Scale Question:

On a scale of 1 to 5, how satisfied are you with your internet speed?

1 (Very Dissatisfied)

2 (Dissatisfied)

3 (Neutral)

4 (Satisfied)

5 (Very Satisfied)

## Dichotomous Question:

Have you ever purchased a product from our company?

Yes

No

**Semantic Differential Scale Question:**

Please rate the quality of the product on a scale from 1 to 10, where 1 is "Poor" and 10 is "Excellent".

**Matrix Question:**

Please rate your satisfaction with the following aspects of our service:

Response Time

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

Communication

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied