

Market Research Survey Question Checklist

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What Makes a Great Research Question

Questions should be:

- Focused and to the point
- Short
- Easy to Understand

Ask yourself:

- What's the aim of your survey? What do you want to find out? Do all your questions help you discover this? If not, *delete them*.
- Do all your questions use the least amount of words possible? If you've asked more than one question, or you've included the words "and" *and/or* "or" in your question, it's too long. If your questions aren't up to scratch, *rewrite them*.
- Is every question simple to understand? Are they written in plain English? If you're unsure, check with your colleagues. If your questions aren't up to scratch, *rewrite them*.

Closed and Open Questions: What's the Difference?

Closed Questions and Multiple Choice Questions have a limited choice of answers.

- + Easier for respondents to answer
- + Can be analyzed statistically
- Give less insightful answers
- Can get overwhelming for respondents if you have too many choices.
- Don't provide the precise language your customers use.

Open Questions have an unlimited number of possible answers.

- + Give insightful answers, and information you miss out on with multiple choice answers
- + Are written in your customers' own words, showing you the language they use.
- Take more time for respondents to answer.
- Can put people off from taking part in your survey.
- Can't be analyzed statistically.