

**UNDERSTANDING USERS**

Survey Question Bank

Vetted question sets you can assemble into a clean survey

Use this when	You need to validate a finding at scale
Time needed	45-60 min to assemble
Who's involved	Whoever owns the research question
You'll end up with	A short, well-formed survey ready to send

How to use this bank

Surveys scale up what interviews uncover — but a survey is only as good as its questions. Pull the question types you need from the bank below, adapt the wording to your context, and keep the whole thing as short as you can bear. Aim to learn one or two things well rather than everything badly.

Six rules for questions that behave

- **One idea per question** — if a question has an “and” in it, split it in two.
- **Stay neutral** — don't hint at the answer you're hoping for.
- **Balance the scale** — equal positive and negative options, each labelled.
- **Give an out** — offer “not applicable” and “prefer not to say” where they fit.
- **Order matters** — easy questions first, sensitive or demographic ones last.
- **Keep it short** — every extra question costs you completions.

The question bank

Screening — qualify the right respondents

- How often do you [behaviour]? — Daily / Weekly / Monthly / Rarely / Never
- Which of these best describes your role? — [list mutually exclusive options]

Behavioural — what people actually did

- In the last month, how many times did you [action]? — 0 / 1-2 / 3-5 / 6+
- The last time you [task], what did you use to do it? — [options + “Other”]

Attitudinal — agreement (Likert)

- How much do you agree: “[statement]”? — Strongly disagree · Disagree · Neutral · Agree · Strongly agree

Satisfaction & loyalty

- How satisfied are you with [X]? (CSAT) — 1 Very unsatisfied ... 5 Very satisfied
- How likely are you to recommend [X] to a friend? (NPS) — 0 to 10

Task ease

- How easy or difficult was it to [complete the task]? (SEQ) — 1 Very difficult ... 7 Very easy

Open-ended — use sparingly

- What’s the one thing we could change to improve [X]?
- Was there anything that almost stopped you from [action]?

Demographic / firmographic — keep to the end, make optional

- Only ask what you’ll actually use to segment results (role, team size, experience, etc.).

Build your survey

What decision will the results inform?

If a question doesn't help answer this, cut it.

Who should respond, and how will you reach them?

Your questions (aim for 5-8)

#	Question	Type	Scale / options