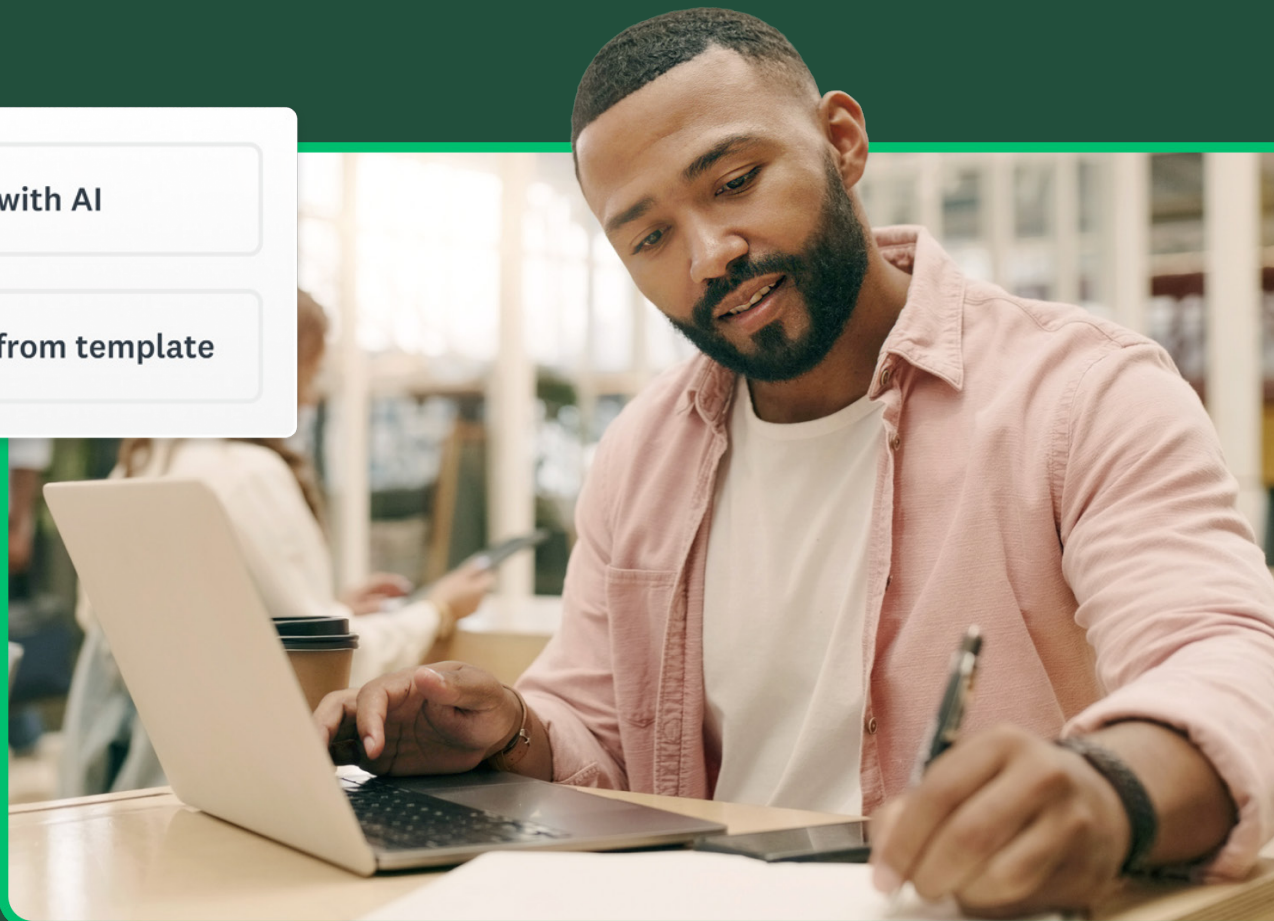GUIDE: SURVEY FUNDAMENTALS

Mastering survey design

Craft surveys with AI, from scratch, or using templates

Build with AI

Start from template

Introduction

Feedback is powerful fuel. It transforms the way businesses operate and make decisions. It can turn passive observers into active collaborators, and risky guesses into informed, data-driven investments. At its core, feedback is about capturing voices, building relationships, and fostering a culture of continuous improvement.

Crafting effective surveys is both an art and a science; it requires a deep understanding of your target audience, a clear set of objectives, and an eye for detail. The quality of your insights can be highly influenced by a range of factors, including the wording of your questions, the order in which they're presented, and how they appear on a screen. That's why it's essential to stay up-to-date with the latest research best practices, as these can even evolve over time in response to advances in tools and technology.

In this guide, our in-house team of survey researchers have provided practical tips and best practices for three different approaches to survey design:

01 Creating surveys from scratch

02 Building surveys with AI

03 Starting with survey templates

We'll also explore the key elements of survey design, including question types, structure, and survey flow. WIth this guide, you'll have the knowledge and tools you need to create effective surveys that yield meaningful, actionable insights.

Build a foundation on clear survey goals

Before you jump into creating a survey, it's important to establish clear, specific goals by identifying two core elements in every survey: namely, what you want to know and who you want to ask. It's easy to lose sight of these basics—without a clear plan, your survey may lack direction, leading to ambiguous or irrelevant data. Well-defined objectives are the building blocks of good survey design.

Determine key research objectives

Once you have a basic understanding of what you want to learn and who your target population is, you can then figure out which research questions can help lead you to the insights you need to gather. For example, imagine that you're the owner of Viverly, a small business that sells subscription-based health and wellness products online (you'd like to think it could be a competitor to Goop one day). Here's a quick framework for how you could connect top-level questions to research questions:

Areas of focus	Research objective(s)
What do I want to learn?	• How customers rate our products overall. • What customers like best. • What needs to be improved.
Who do I want to ask?	• How the answers to the above differ between customer types (returning customers, first-time, and one-time).

Remember, the more specific your research objectives are, the closer you can get to understanding your target audience's opinions, sentiments, and motivations. Here are three examples of how to refine general objectives into focused objectives:
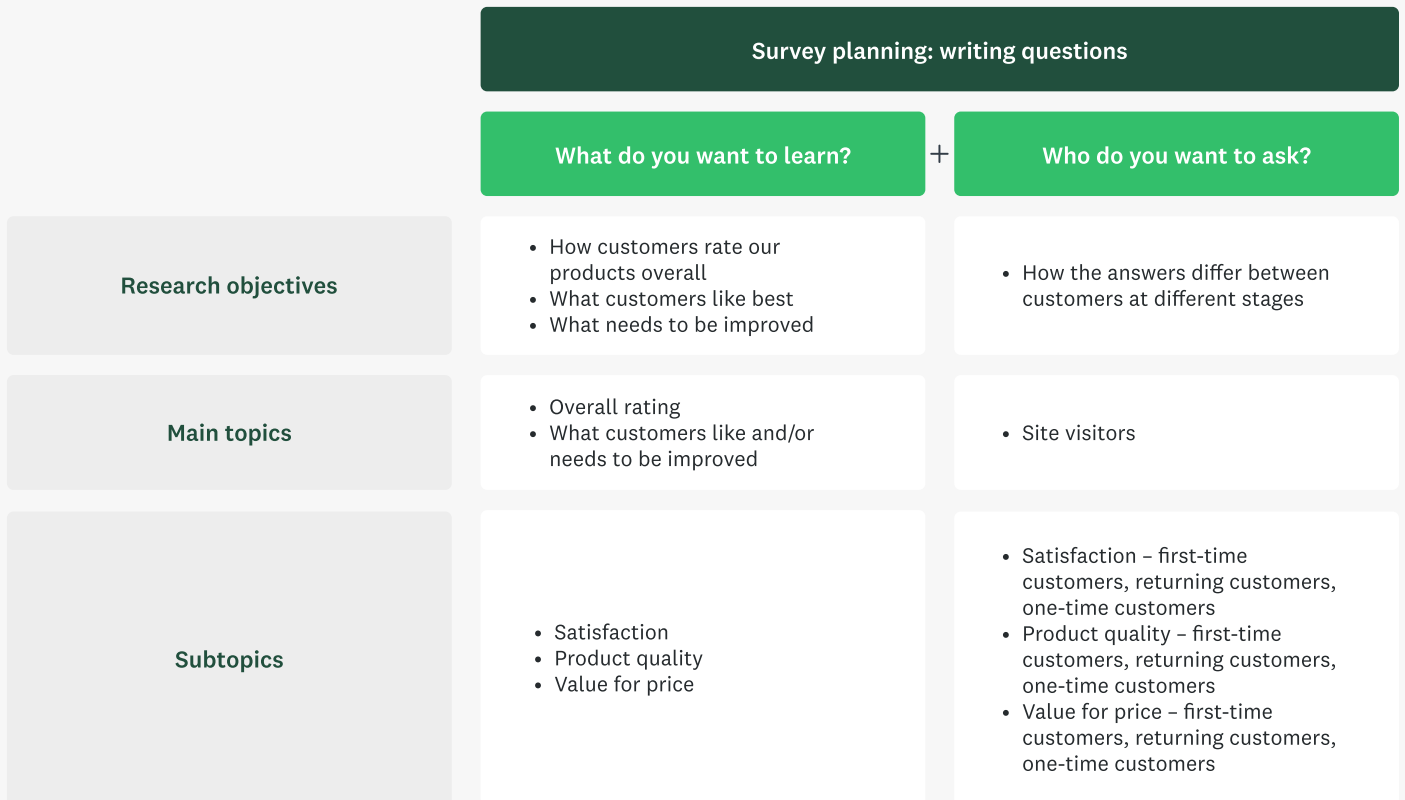
"I want to know why customers are churning"

↓

"I want to identify the primary reasons customers are canceling their subscriptions and discover opportunities to improve retention"

"I want to know what employees want in their benefits"

↓

"I want to understand which benefits offerings are most important to employees and why, so we can prioritize and improve our benefits package"

"I want to improve my website"

↓

"I want to identify the main usability issues on our website and gather suggestions for improvement to increase user engagement and conversions"

Break down research objectives into key topics and subtopics

To create a more focused and organized survey, review your research questions and identify the main topics and subtopics they cover. This process will help you structure your survey in a logical manner and ensure that your questions adequately address your key areas of interest.

Research objective	Topic(s)	Subtopic(s)
How customers rate our products overall	Overall rating	• Satisfaction
What customers like best	What customers like and/or needs to be improved	• Product quality • Value for price • Customer service
How the answers differ between customers at different stages	Site visitors	• First-time customers • Returning customers • One-time customers

Here's what the above process could look like, broken down into a map:

	Survey planning: writing questions	
	What do you want to learn? +	**Who do you want to ask?**
Research objectives	• How customers rate our products overall • What customers like best • What needs to be improved	• How the answers differ between customers at different stages
Main topics	• Overall rating • What customers like and/or needs to be improved	• Site visitors
Subtopics	• Satisfaction • Product quality • Value for price	• Satisfaction – first-time customers, returning customers, one-time customers • Product quality – first-time customers, returning customers, one-time customers • Value for price – first-time customers, returning customers, one-time customers

Once you're clear on the objectives of your survey and you've started generating ideas for questions, it's helpful to think about key data points you'll want to report out to your stakeholders to develop a structure that gets you from point A to point B.

No matter what approach you take to creating your survey, understanding your goal and the insights you hope to communicate is important—whether you're reviewing the core questions in a survey template, or building an AI prompt.

Choosing the right approach to creating effective surveys

Once you're ready to create a survey, there are several approaches you can take, each with its own advantages. The method you choose—whether starting from scratch, using AI-powered tools, or leveraging templates—will depend on factors such as the time and resources available and the specific goals of your research.

1. Building surveys from scratch
Starting from a blank canvas allows for the greatest level of customization and control over your research, meaning you can tailor every aspect of your survey to your specific objectives, target audience, and brand voice. This is particularly useful for surveys that contain niche or highly custom topics, or require particular guidance for wording and language. Note, survey creators should have a higher level of expertise for this approach, as well as a very clear idea of the specific topics, answer options, and survey question flow.

2. Leveraging AI to build surveys
Using AI to create a survey is as simple as answering a few questions and hitting a button—but you still need to keep some best practices in mind. For example, you'll need to provide a clear description of your survey objectives and desired feedback in the form of a prompt, as we'll explain. Build with AI, our AI-powered survey creator, will then generate a custom survey based on your prompt, ensuring it follows best practices for length, question types, and clarity. This streamlines survey creation and helps create respondent-friendly surveys that can lead to higher response rates.

3. Using survey templates
Templates offer a quick and easy way to create surveys by providing pre-designed question sets and survey structures. The SurveyMonkey platform offers expert-designed templates for various industries, research goals, and target audiences. Templates can be an invaluable resource, especially for those new to survey research or working with limited time and resources.

Ultimately, the approach you choose will depend on your unique circumstances and research needs. By understanding the pros and cons of each method, you can make an informed decision that balances available resources, expertise, and the desired level of customization to create effective surveys.

Survey method	Pros	Cons
From scratch	⊕ Highest level of customization and control ⊕ Ability to tailor questions to specific research goals and target audience ⊕ Flexibility to adapt to unique or complex research scenarios	⊖ Most time-consuming approach ⊖ Requires significant survey design expertise to ensure questions are effective and unbiased ⊖ May be challenging to ensure best practices are followed throughout the process
Using Build with AI	⊕ Creates surveys in minutes, compared with spending hours working from scratch ⊕ Provides a solid foundation of questions and survey structure to build upon ⊕ Build with AI leverages SurveyMonkey survey building expertise—from survey structure, to question content and respondent behavior. This means accurate question recommendations and more relevant surveys	⊖ Questions generated might not include a preferred question type, such as a matrix or checkbox question. ⊖ Questions generated may not always align perfectly with specific research needs or brand tone of voice ⊖ The survey generated will only be as strong as your survey prompt, which should describe your survey goals, intended audience, and other key details.
With templates	⊕ Saves significant time compared to building surveys from scratch ⊕ Provides access to pre-designed, expertly-written questions and survey structures that follow best practices ⊕ Can be a helpful starting point for those with limited survey design experience	⊖ Offers the less control and customization compared to other options ⊖ Templates may not always align perfectly with research goals or target audiences ⊖ May require some refinement to ensure questions are relevant and effective

Creating a survey from scratch: best practices

As an experienced survey creator with specific insights goals, you understand that a highly customized survey is the best way to gather the data you need. Your task, then, is to balance the key factors in creating a strong survey: **question quality, survey structure,** and **respondent experience.** Get those first two factors right, and you'll create a survey that respondents are more likely to enjoy (and complete).

Build a well-structured survey

At this point, you should have already developed 3-5 core survey topics based on your research objectives. The next step is to organize those topics into a survey.

To create an easy survey flow, your survey should have a **beginning, middle,** and **end,** with questions flowing from the general to the specific. Starting off specific could lead to bias if respondents feel primed or influenced by initial questions. This is called the "priming effect," and it may skew responses to subsequent questions.

In addition, try not to exceed 25 total questions by focusing on those that are most essential to your research goals. Keeping your survey concise helps maintain respondent engagement and reduces the risk of survey fatigue. For matrix questions, it is recommended that you keep them at 5 rows and 5 columns max.

One more note on respondent experience: include page breaks. Shorter pages make it feel more manageable for respondents. Place page breaks every 5-10 questions to create a sense of progress and prevent overwhelming respondents with a long, scrolling page. (Note: SurveyMonkey saves responses on each page, so that if a respondent leaves your survey early, the previous pages will be saved).

♀ **Quick tips:**

- **Keep it short:** Try not to exceed 25 total questions

- **Make it flow:** Make sure your survey moves from general to specific

- **Break it up:** include page breaks every 5-10 questions

♀ **Did you know?**

Over the past 6 years, the number of questions per survey has trended down by around **15%,** from **13.2 questions in 2017 to 11 questions in 2023.** (State of Surveys 2024).

Here are other key considerations to keep in mind at each point as you build your survey:

1. Beginning and introduction

- Start with a brief introduction that explains the purpose of the survey and how the respondent's feedback will be used. Include any necessary disclaimers, such as confidentiality statements or estimated completion time.

- Ask your most important questions first in case of early drop-offs. The first question is the most important, so make sure it's interesting and on-topic; keep it simple with a closed-ended question.

- Include screening questions upfront. **Screening** or **disqualification questions** work to filter out certain respondents from your survey based on their response. For example, if you were a dog food company that wanted to know what dog owners valued, you would want to ask if the respondent owned a dog—that's a screening question. If they responded 'no,' they would be filtered out.

2. Middle

- Build on your most important questions and transition from general to more specific questions, grouping related topics together.

- Create a maximum of 2-3 **open-ended** questions to gain more context from **closed-ended** questions. Open-ended questions provide rich, **qualitative data** but can be time-consuming for respondents (and for you to analyze). Closed-ended questions are easier to analyze because they provide **quantitative data,** but may not capture the full depth of

respondents' opinions. Consider your insights goals and the resources available for analysis when deciding on the mix of question types.

- In addition, be sure to make answering all closed-ended questions mandatory to prevent incomplete data. Respondents, ideally, shouldn't be able to proceed without answering these questions, which will often form the core of your survey. However, there are exceptions: if your respondents aren't being incentivized to complete your survey, you may want to make answering only the most critical questions mandatory.

- If you want to get to the "why" behind the response, ask **qualitative** questions in the form of text boxes and comments-based response options. If you're looking for a strong way to analyze results, provide stats, and reveal correlations, ask **quantifiable** questions like closed-ended, multiple-choice questions.

♀ **Why might you need both quantitative and qualitative insights?**

Qualitative data provides details and context to better understand individual responses.

Quantitative data can supply the cumulative results you need to prove general ideas or hypotheses.
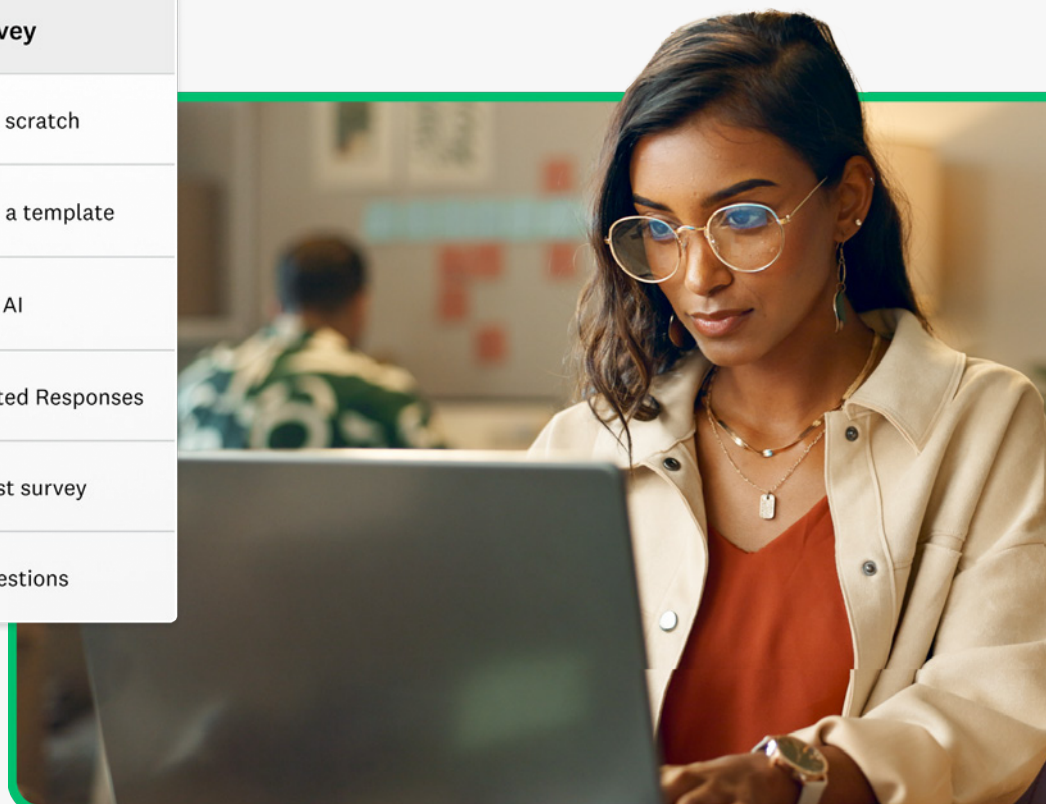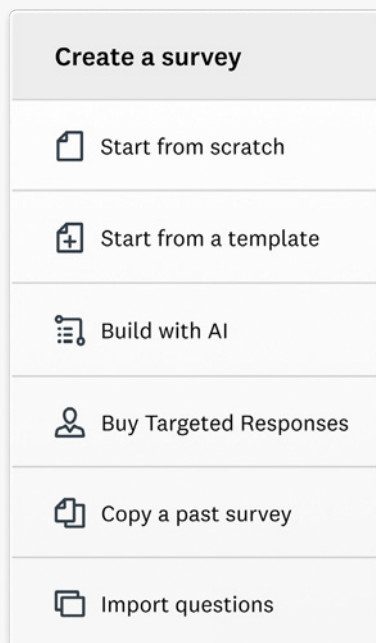
- Consider different question types that align with your research objectives. For example, **ratings scale** or **Likert scale** questions can be used to measure respondents' attitudes, opinions, or satisfaction levels; while checkbox/ select-all questions can help you identify trends or preferences within your target audience.

- Use **skip logic** and **advanced branching** to create a more personalized and efficient survey experience. By showing respondents only the questions that are relevant to them based on their previous answers, you can reduce survey fatigue and improve data quality.
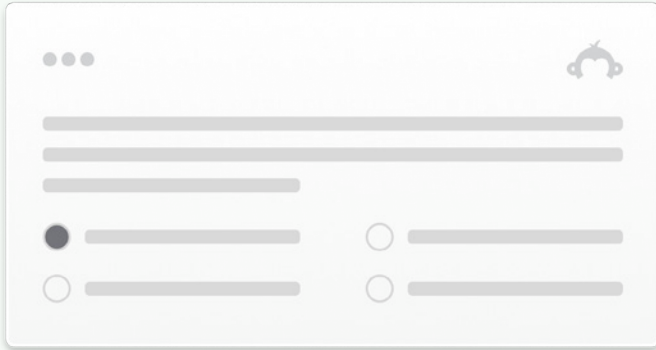
3. End

- Ask personal or sensitive questions, including demographics, later in the survey after you've established trust and rapport by staying engaging and on topic.

✈ Before launching your survey

Check that the questions are displaying correctly, the skip logic and branching (if using) are functioning as intended, and there are no errors or inconsistencies. Testing your survey helps ensure a smooth experience for respondents and minimizes the risk of collecting inaccurate or incomplete data.

Create a survey

- Start from scratch
- Start from a template
- Build with AI
- Buy Targeted Responses
- Copy a past survey
- Import questions

Question types to know

Multiple choice questions

Whether they include custom answer options written by the survey creator or pre-written answer options like Likert Scale questions, multiple choice questions make up the majority of surveys because their responses are easy to analyze and they're simple and intuitive for respondents to answer.

Open-ended questions

Open-ended questions are among the most taxing questions for respondents because they require them to answer in their own words rather than choose from a pre-selected list of options. They also make survey analysis more difficult, especially in large-scale surveys, since the survey analyst must read through every response and the responses are not easily quantifiable.
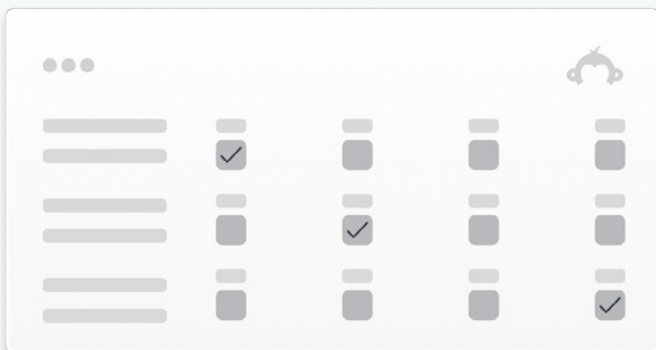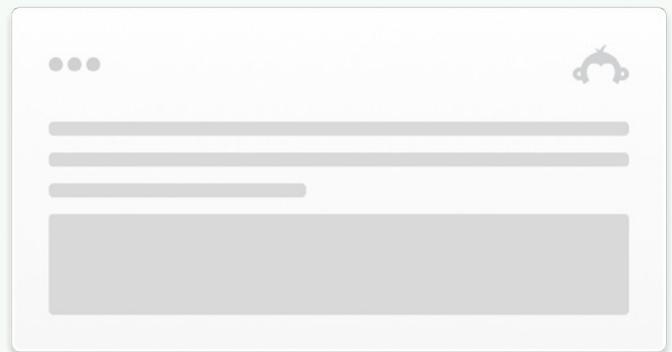
Matrix questions

Are actually several questions grouped together with the same answer options. Matrix questions are generally not recommended for most surveys because they can encourage respondents to answer quickly without carefully considering the answer options or lose track of which question they're answering—especially when answering on mobile devices.

Rating scale questions

Sometimes called ordinal questions, rating scale questions are a subset of multiple choice questions. They display a range of numbers (0 to 100, or 1 to 10, for example) and ask respondents to select the number that most accurately reflects their response. Rating scale questions can be useful tools, but it's important to give respondents context for what each number represents.
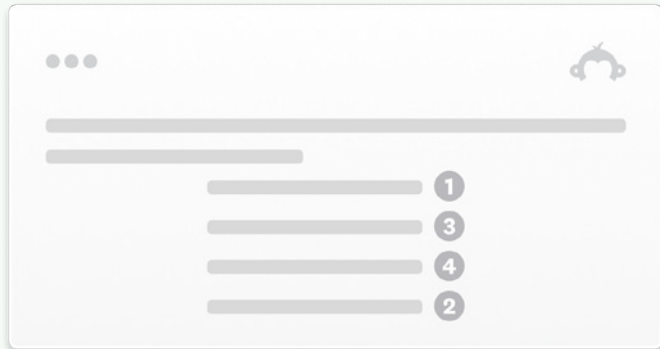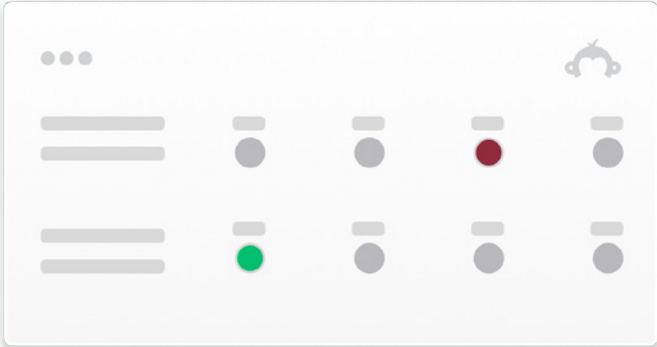
Ranking questions

Ranking questions allow respondents to choose answer options in order of preference, allowing you to understand not just how respondents feel about each answer option, but how they feel about each answer option in comparison to the others. These can be taxing, or downright frustrating for respondents so it's best to limit their use in most surveys. If you do use them, make sure your respondents are familiar with each answer option so they can answer them truthfully.

Write high-quality survey questions

To take the goal-setting process we explained earlier one step further, you can start drafting survey questions by reviewing your subtopics. While these questions may evolve as you refine your survey, creating an initial list helps you stay focused and organized, ensuring that you gather the evidence needed to achieve your research goals. Here are a few example survey questions based on the subtopics mentioned earlier:

Subtopic(s)	Survey question(s)
Satisfaction	How satisfied are you with products overall?
Product quality	In general, how would you rate the quality of our products?
Customer service	Was the representative you spoke with helpful?
First-time customers	How likely are you to renew your subscription with us?

💡 **Pro Tip**

Having trouble writing questions? Use the SurveyMonkey Question Bank to choose from hundreds of pre-written, expert-certified questions. On our platform, surveys that used the question bank saw a 9-point increase in completion rates compared to surveys that don't use the question bank.

(SurveyMonkey State of Surveys 2024)

How to avoid common survey writing mistakes

1   **Bias**

Why? When questions are phrased in a way that favors a particular response or includes assumptions, respondents may feel pressured to answer in a certain way, even if it doesn't align with their true beliefs or experiences. This can lead to inaccurate, subjective results that can corrupt your data.

⊗ **Don't ask**   ✓ **Do ask**

How much are you enjoying our delicious new ice cream?

How do you feel about the flavor of our ice cream?

○ I'm really enjoying it

○ Somewhat enjoying it

○ Not enjoying it

○ Really not enjoying it

2   **Unbalanced answers**

Answer options you provide on a scale should have a balance of positive and negative responses. As you can see from the question about ice cream, the positive and negative responses are equal in number. Sometimes, there's a neutral midpoint (in this case it could say: "Neither enjoying nor not enjoying"). Midpoints like these are discouraged, however, as too many neutral responses may weaken your data. In addition, we recommend including only 3-5 answer options for this type of question, as 2 is too few and 6 or more is too many. Once you settle on the number of answer options that feels right, it's best to stick with that number for all similar questions for the remainder of your survey.

✓ **Do ask**

How do you feel about the flavor of our ice cream?

○ I'm really enjoying it

○ Somewhat enjoying it

○ Not enjoying it

○ Really not enjoying it

3 **Double-barreled questions**

Also known as compound questions, double-barreled questions ask respondents to provide a single answer for two or more separate issues. These questions can be confusing for respondents and lead to inaccurate or misleading results, as respondents may agree with one part of the question but disagree with another.

⊗ **Don't ask**   ✓ **Do ask**

Are you satisfied with the quality and price of our products? Why or why not?

Question 1
Are you satisfied with the quality of our products? Why or why not?

Question 2
Are you satisfied with the price of our products? Why or why not?

4 **Forced responses**

In multiple choice questions, it's best to give respondents a way out of giving one of your pre-written responses using options like "other," "never," or "none of these." But try to avoid "not sure" or "I don't know," as it may result in inconclusive data.

⊗ **Don't ask**   ✓ **Do ask**

Which of the following is your main reason for attending this Spanish class?

○ To improve job prospects

○ To prepare for travel

○ To communicate with friends and/or family

Which of the following is your main reason for attending this Spanish class?

○ To improve job prospects

○ To prepare for travel

○ To communicate with friends and/or family

○ Other (please specify): _____

5   **Answer options that aren't mutually exclusive or collectively exhaustive**

This means that each answer option should be distinct and not overlap with the others (mutually exclusive), and the options provided should cover all possible responses (collectively exhaustive). Failing to do so can lead to confusion among respondents and result in inaccurate or incomplete data.

⊗ **Don't ask**

	◯ 1-3 hours
How many hours of TV do you watch per week on average?	◯ 3-6 hours
	◯ 6-9 hours
	◯ 9-12 hours

As you can see from the above example, the response options are not mutually exclusive, as 1-3 hours and 3-6 hours overlap—so if the respondent watched about 3 hours a week, how would they answer? It's also not collectively exhaustive, because what if the respondent doesn't watch TV, or has quite the viewing habit with 15+ hours per week?

Here's a better way to give respondents choices that provide enough options:

✓ **Do ask**
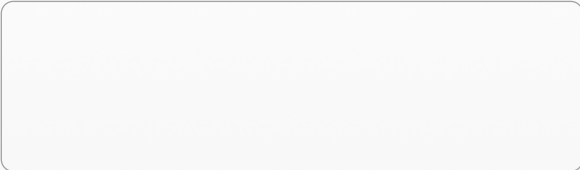
	◯ 1-3 hours
	◯ 4-6 hours
How many hours of TV do you watch per week on average?	◯ 7-9 hours
	◯ 10-12 hours
	◯ More than 12 hours
	◯ I don't watch TV

6   **The wrong tone**

Good surveys are simple, direct, clear to all, and avoid jargon. For surveys directed at the general population, the best practice is to use a 7th grade language level; you should only use technical language with specific audiences. And remember, surveys are a conversation—they should be approachable and engaging.
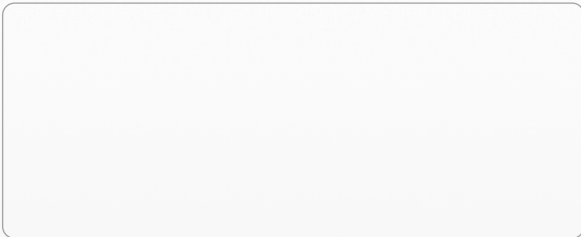
⊗ **Don't ask**

How would you assess the synergistic impact of our multidisciplinary pedagogical approach on your child's cognitive development and social-emotional learning outcomes?

✓ **Do ask**

How well do you feel our teaching methods help your child learn and grow?

7   **Static option order**

When creating multiple-choice or select-all questions with unordered scales, randomize the order of the answer options for each respondent to avoid response order bias. This bias occurs when respondents are more likely to select options based on their position in the list (positions 1 and 2 are most common) rather than their actual preference or experience. There are some exceptions, however—static order is expected when alphabetizing (e.g. states), number (e.g.birth year), or ordered scales (e.g. very likely → very unlikely).
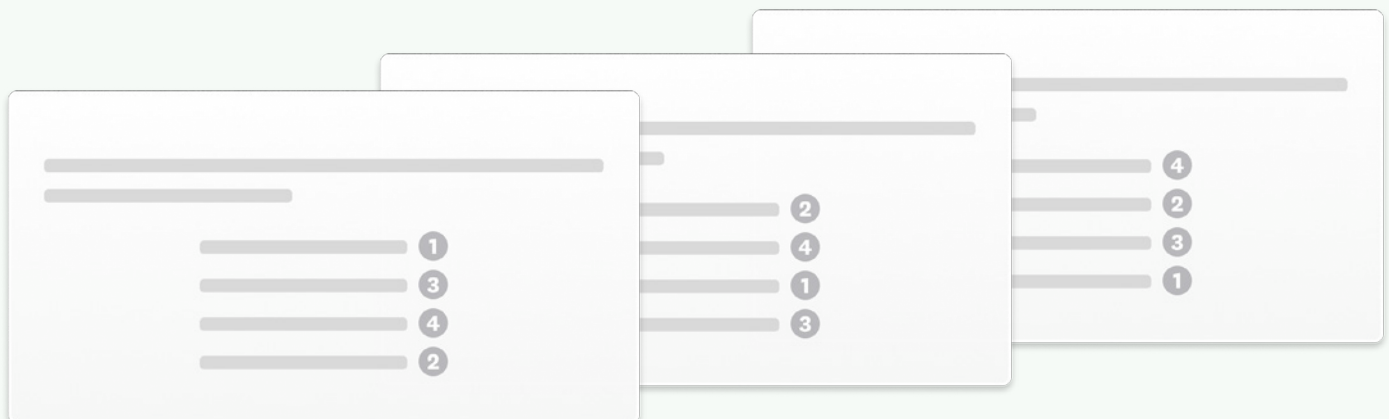
Creating a survey with AI: best practices

The SurveyMonkey Build with AI feature allows you to create a survey in minutes. This is a great option that saves time by generating methodologically-sound surveys based on our 20+ years of survey expertise. Even if you don't have experience creating surveys, Build with AI can create a structured survey with high quality questions based on your survey goals or using suggested prompts that are already programmed into our platform, making survey edits simple.

However, to ensure that your AI-generated survey is effective and aligns with your unique objectives, you'll need to be aware of some best practices and carefully review the content that you generate. In this section, we'll discuss how to **write an AI prompt** and **maximize AI's capabilities** to create the right survey to meet your needs.

How to create an effective AI prompt

If you already use generative AI, you may have noticed that your output is only as good as your input. The same holds true for creating surveys. While Build with AI offers preset prompt suggestions, one size doesn't always fit all. If your organization is from a niche industry or if you are looking for specific insights that one of these prompts can't produce, you may need to write a custom prompt.

To create a custom prompt, you'll need to outline your survey goals and the key items you want your survey to include. With the right context provided within your prompt, AI can easily generate a complete survey, leveraging best practices for question structure and survey flow so you can collect higher quality responses.

Note: if you have typos or errors in your prompt, those may be reflected in the survey.

3 AI prompt examples for survey creation

Step 1: Identify yourself, product, or company	Step 2: State your audience and goal	Step 3: Describe what you want to know
"We are a large sporting goods manufacturer."	"We want to improve the employee experience at our company."	"We need to survey our employees about pay, benefits, hours, workload, and culture."
"I'm an insights manager for a global healthcare provider."	"I want to assess patient satisfaction with our new telemedicine platform"	"I need feedback on the platform's ease of use, A/V quality, scheduling process, and overall patient experience."
"I'm the HR manager for a mid-sized software development company."	"I want to evaluate employee satisfaction with our new wellness program."	"I need to assess employee likes and dislikes, and its effects on job satisfaction."

Customizing your AI-generated survey

Once Build with AI has created your survey, don't feel obligated to use every question—review the suggested questions and only select those that align with your goals and target audience. Feel free to add, remove, or edit questions as needed to create a survey that meets your needs.

While Build with AI offers various question types, such as multiple choice, checkbox, single textbox, and NPS questions, this list is not exhaustive. Depending on your research goals, you may want to incorporate additional question types. For instance, if you want to measure respondents' attitudes or opinions, you might add matrix or checkbox questions that allow respondents to indicate their level of agreement or disagreement with a statement, or rate a concept on a scale, providing more nuanced feedback.

How to maximize AI for creating surveys

Don't forget that AI can't replace human expertise and judgment. To get the most out of AI-generated surveys, use them as a starting point and then refine and customize the content to fit your specific needs. To ensure that your AI-generated survey is effective and error-free, review the content carefully and make any necessary adjustments. Here are a few steps to help you avoid common mistakes:

1 Review the survey for errors.

Read through the entire survey to catch any mistakes, such as typos or inconsistencies in question wording or response options. AI algorithms can sometimes generate content that doesn't make sense or align with your intended meaning, so it's essential to proofread the survey thoroughly.

2 Make sure to follow best practices.

Your AI-generated survey should follow the best practices outlined in the "Creating a survey from scratch" section of this guide. But you'll need to check that the questions generated connect to your survey goals, don't include bias, and maintain a logical flow throughout the survey.

3 Adjust the question order.

Review the order of the questions in the AI-generated survey and make adjustments as needed to ensure a smooth, logical flow. The survey should begin with more general, easy-to-answer questions and gradually progress to more specific or sensitive topics. Make sure that related questions are grouped together and that there are no abrupt shifts in topic or tone.

4 Make sure answer choices fit the question.

Take a close look at the answer options for each question to ensure they make sense and match what's being asked. Check that the options don't overlap, cover all possible responses, and use consistent wording and formatting throughout the survey.

💡 **Using SurveyMonkey Question & Answer Genius**

Ask the right questions the right way
Using SurveyMonkey Genius, you can start typing a survey question and AI will recommend the best question type to use and allow you to autofill a set of balanced answer choices proven to eliminate bias and capture accurate data.
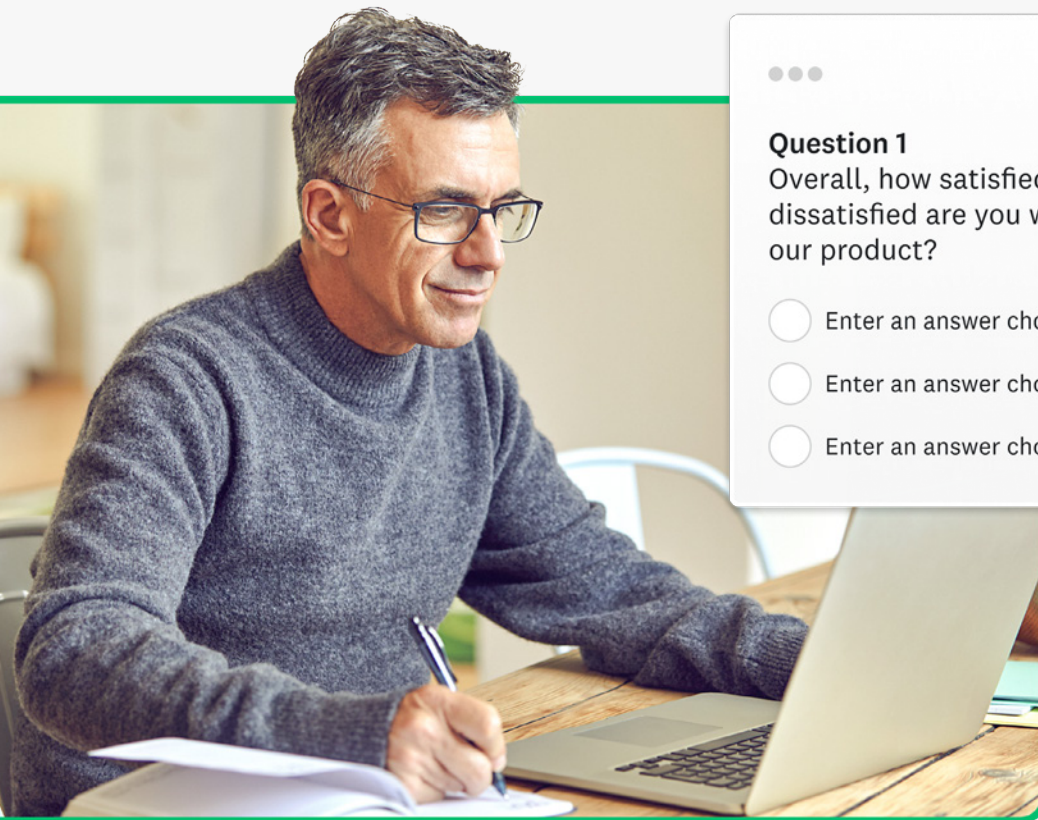
THREE

Creating a survey from a template: best practices

Compared to the other two options for survey creation, leveraging a template is perhaps the quickest and most efficient way to gather insights from your target audience. According to our State of Surveys report, surveys created from a template see higher completion rates by as much as four percentage points higher than those created from scratch.

To maximize the impact of your template-based survey, you'll need to **choose the right template,** as well as **customize it** to fit your needs, while **avoiding common mistakes** that can undermine data quality. In this section, we'll explore best practices for creating surveys from templates and how to avoid potential pitfalls.

How to choose the right survey template

Using a survey template is a great way to save time and ensure that you're asking the questions that follow best practices and meet research standards. With so many templates to choose from, it's best to choose a template that aligns closely with what you want to learn from your survey. Not sure where to start? Below are a few of our top templates and forms:

For CX and insights professionals

- Customer satisfaction survey template
- Net Promoter® Score (NPS) Template
- Product Review Template
- Software and App Customer Feedback with NPS®
- Website Feedback Template

For marketers

- Net Promoter® Score (NPS) Template
- Name Testing Template
- Professional Event Feedback Template
- Brand Awareness Template
- Webinar Registration Template

For HR professionals

- Employee Engagement Template
- Meeting Feedback Template
- Training Course Evaluation Template
- Employee Satisfaction Survey
- 360-degree Employee Evaluation Template

For those who need forms

- Event Registration Form
- RSVP Form
- Contest Entry Form
- Invitation Form
- Conference Registration Form

How to customize your survey

Once you've found a template you like, review the questions and make sure they're relevant to your target audience. Feel free to tweak the wording or add in some specific examples to make the questions more relatable.

For example, if you're using a customer satisfaction survey template to gather feedback on a specific product or service, you might want to replace general phrases like "the product" or "our service" with the actual name of the product or service you're asking about.

To visually make it your own, customize the look and feel of your survey by adding your logo and brand colors, and selecting a theme that fits the tone of your survey. In addition, you'll also want to consider using templates with benchmarkable questions, as some templates include questions that may be commonly used in your industry. That way, you can compare your results to others and get a sense of how you stack up.

How to avoid common template mistakes

Using survey templates is one of the most foolproof ways to create a survey that adheres to best practices. That's because templates are typically created by expert researchers who have years of experience crafting them. That being said, there are a few mistakes to watch out for. Here are four key things to keep in mind when customizing a survey template to get the most accurate and useful results possible.

1 Don't use the template as-is.

It's important to customize the questions to fit your specific needs and goals. Don't be afraid to add, remove, or reword questions to make the survey work for you.

2 Include all the necessary questions.

Make sure your survey includes essential questions like demographics and any disqualification criteria. If you're not sure what to include, take a look at some examples of surveys in your industry for inspiration.

3 Use skip logic where it makes sense.

Skip logic allows you to show different questions based on how someone answers a previous question. This can help keep your survey focused and relevant, and prevent respondents from getting frustrated by questions that don't apply to them.

4 Get rid of any extra content.

Some templates may come with instructions or examples that aren't necessary for your survey. Be sure to delete anything that's not relevant to keep your survey as streamlined as possible.

Conclusion

Crafting effective surveys is a critical skill for anyone looking to gather valuable insights to drive informed decision-making. Whichever method you choose for building your survey, you'll get powerful results through careful planning, attention to detail, and a commitment to best practices.

A well-designed survey not only gathers the insights you need but also provides a positive experience for your respondents. By keeping your survey concise, relevant, and engaging, you can boost completion rates and build a sense of trust and collaboration with your target audience. With the best practices and strategies in this guide, you'll be well-equipped to achieve your research goals and drive meaningful change.

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