

Survey Example

Guidelines to write the questions

List the objectives of your project. What are the specific questions you want to have answered at the end of this survey?

The survey should be brief. The shorter the survey, the higher the chance that you get a high response rate.

Be clear with the questions. As there is no direct interaction, there is a chance of misinterpreting some of the questions. It is a good practice to first test the survey questions with a few people in live to check if they interpret the questions correctly.

Find the right balance between open and closed questions. Open questions are not a great fit for a survey, as there is the risk that respondents will skip these questions. Aggregating the results of open questions becomes also difficult. On the other side, with closed questions, we should be careful not to force the respondent to answer the question in a way that does not fully fit his/her opinion. A good format of questions are Likert Scale questions – where there are multiple options for responses that range from polar opposites — such as complete agreement to complete disagreement.

A good practice is also to start with a few Screening questions. These are questions that will give you an insight if the respondent represents your target niche and how much his/her answers are actually relevant.

Sample questions:

1. What is your family size?

Adults: _____ Children: _____

2. How many hours per week do you spend on your job/studies/other obligations?

<10 10-20 20-30 40-50 >50

3. How important is healthy food for you?

Not at all Somewhat Neutral Important Very much

4. Are you satisfied with how healthy you eat?

Not at all Somewhat Neutral Satisfied Very much

5. How much time per week do you spend on grocery shopping?

< 1 hour 1-3 hours 4-6 hours >6 hours

6. Are you satisfied with how efficient you are in grocery shopping?

Not at all Somewhat Neutral Satisfied Very much

7. How often do you try online grocery shopping?

Never Sometimes Regularly when I do shopping

8. How satisfied are you with online grocery shopping?

Not at all Somewhat Neutral Satisfied Very much Not applicable

9. What are the key drawbacks you experience with online grocery shopping?
