**Basic Types of Survey Questions**

**Open-ended Questions**

* Qualitative questions are less structured and easier to develop
* Can provide “rich data” — detailed, reflecting how the person thinks in their own words
* Can be challenging to analyze – content analysis is very time consuming

***Sample Question:***

Please describe the three most important benefits you received from attending this training.

**Closed-ended Questions**

* Quantitative questions are structured attempts to provide more precise measurement
* Harder to develop but easier to analyze

**Basic Question Types:**

**Likert Scales**

* Question asking respondent to answer based on specific criteria
* Often measure level of agreement/disagreement.
* “Balanced" - equal numbers of + and - options

***Sample Question****:*

Because of the job skills training I received, I was better able to secure a new job.

-Strongly agree -Agree -Disagree -Strongly disagree

**Rating Scales**

* Questions asking respondent to rate their response to a question.
* Often used in pre/post self reporting

***Sample Question:***

Please indicate your current level of skill in public speaking.

Low 1 2 3 4 5 High

**Fixed Choice**

* Fixed choice questions provide pre-developed answers from which the respondent choices one or more.
* Often used to measure knowledge.

***Sample Question:***

Which of the following is a health risk associated with smoking?

A. Acne C. Indigestion

B. Lung cancer D. Cataracts