



Poor question design when creating your survey can lead to HORRENDOUS results in the reporting phase.

Haunted Example #1:

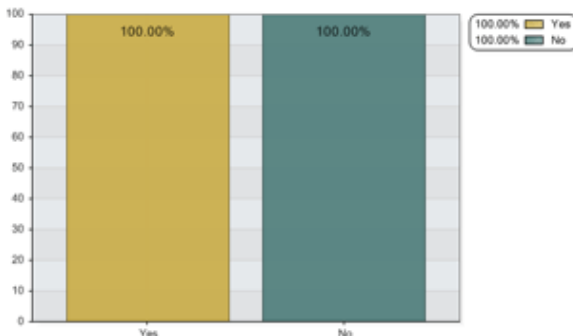
You create a multiple-select question when participants should only select one answer option.

A multiple-select question

1. Did you attend the conference in Sacramento, CA?

Yes

No



As a result, participants are able to select both answer options and it's unclear in the report which percentage of respondents did or did not attend the conference. **INSTEAD:** Select the Radio-button Question.

Ghoulish Example #2:

You create a radio-button question when you need a weighted average in the reporting process.

A radio-button question

 **REMEMBER:**

1. Please rate the customer service during your last visit to the store.

Excellent Good Fair Poor

A weighted average is produced when a weight (number) is assigned to each answer option. The weights are calculated in the reporting process to obtain a weighted average.

ACTUAL RESULT: This report does not contain a weighted average.

Responses	Count	%	Percentage of total respondents
Excellent	2	25.00%	
Good	4	50.00%	
Fair	2	25.00%	
Poor	0	0%	
(Did not answer)	0	0%	

DESIRED RESULT: This report contains a weighted average. Use the Rating Question to calculate a weighted average in the reporting process.

Responses	Count	Assigned Weight	%	Percentage of total respondents
Excellent	3	4	27.27%	
Good	4	3	36.36%	
Fair	3	2	27.27%	
Poor	1	1	9.09%	
(Did not answer)	0	NULL	0%	
Weighted Score: 2.82				

Gory Example #3:

You want participants to provide their email addresses and provide a General Text Box to enter the information.

A general text-box question

1. Please provide your email address.

Q3. Please provide your email address

1. bob
2. 123
3. no
4. no thanks
5. paul.com
6. anna@company
7. bill@organizationorg
8. 5468976

As a result, the report does not display properly formatted email addresses. **INSTEAD:** Use the Email Text-box question type. Participants will be required to enter an address with "@" and "." symbols.

Scary Example #4:

You would like participants to rank their top three preferences and provide a Numeric Allocation question.

A numeric allocation question

1. Please rank your top three preference for locations of the 2009 conference.

Los Angeles, CA	<input type="text"/>
Atlanta, GA	<input type="text"/>
New York, NY	<input type="text"/>
Chicago, IL	<input type="text"/>
Las Vegas, NY	<input type="text"/>



REMEMBER:
A Numeric Allocation question allows the respondent to enter numeric values and display a total.

1. Please rank your top three preferences for locations of 2009 conference

Exclude 'Did not answer'

Responses	Average
Los Angeles, CA	1.20
Atlanta, GA	1.60
New York, NY	1.80
Chicago, IL	0.80
Las Vegas, NV	0.60
Total Responses	10

As a result, the report provides averages and does not rank the questions as desired. INSTEAD: Select the Ranking Question to understand participant preferences.