

Asked
Crafting Quality Survey Questions

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and Answered:
and Visualizing Results Effectively

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Question wording can dramatically impact responses and data quality.

Good visualization can dramatically impact key messages and insights.

RATING SCALES

Pro Tips

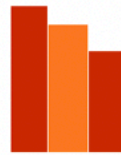
Match question stem to responses

Offer 4-7 response options/scale points

Least desirable response first

Odd or even? depends on context

Visualization ideas



Column



Stacked bar



Small multiples



Diverging bar

Check All That Apply

Pro Tips

Consider alternative question format

Mutually exclusive responses

Limit response options

Randomize if possible

Visualization ideas



Bar



Lollipop



Back-to-back bar



Dumbbell dots

RANKING SCALES

Pro Tips

Consider alternative question format

Mutually exclusive responses

Limit response options

Randomize if possible

Visualization ideas



Bar



Bump chart

DEMOGRAPHICS

Pro Tips

Ask whether you need to know

Consider inclusive or qualitative options

Mutually exclusive responses OR **CATA**

Limit number of questions (for anonymity)

Visualization ideas



Pie



Bar



Unit chart



Back-to-back bar



Map