



SURVEY EXAMPLES PDF GUIDE

Survey Examples and Ideas Guide

A practical survey examples guide with starting points for cross-sectional surveys, matrix questions, employee feedback, small business surveys, and questionnaire ideas.

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INSIDE THIS GUIDE

- A clear overview of survey examples and why it matters for better feedback.
- Survey planning questions shaped around survey examples, cross-sectional surveys, matrix surveys, employee feedback, small business surveys, and practical inspiration.
- AI prompt ideas for planning, question writing, response review, and next-step decisions.
- Connected SurveyLegend articles for deeper reading.
- A quick checklist for turning the category into useful questions and decisions.



What this category covers

Survey examples give you a practical starting point when you know what you want to learn but not exactly how to ask. This collection brings together real-world survey ideas, question examples, matrix surveys, cross-sectional surveys, employee feedback, and small business use cases.

USE THIS CATEGORY WHEN YOU WANT TO

- Understand survey examples, cross-sectional surveys, matrix surveys, employee feedback, small business surveys, and practical inspiration without jumping between unrelated resources.
- Find practical examples and article paths before building a survey.
- Turn a broad category into clearer questions, audiences, and next steps.

START WITH

What is a Cross-Sectional Survey and Why Should I Use One?, How Do You Create a Matrix Survey? Is There a Better Survey Method?, and 360 Degree Feedback Questions for Employers + Sample Performance Review.

THE FULL ARTICLE SET EMPHASIZES

employee, organization, matrix, engagement, non-profit, and cross-sectional.





Starter survey question ideas

PLANNING QUESTIONS

- What decision should this survey or feedback project support?
- Which audience can give reliable feedback about survey examples, cross-sectional surveys, matrix surveys, employee feedback, small business surveys, and practical inspiration?
- What would a useful answer help you improve, compare, or explain?

QUESTION IDEAS

- What matters most to you when thinking about survey examples, cross-sectional surveys, matrix surveys, employee feedback, small business surveys, and practical inspiration?
- What has been difficult, unclear, or missing in your experience?
- What should we change first, and why?





AI prompt ideas for survey examples

Use these with your preferred AI tool to create a first draft, then edit the output for your audience, brand voice, privacy needs, and the real decision your survey should support.

BEFORE YOU USE THEM

- Replace bracketed details with your audience, survey channel, timing, and main decision.
- Ask for plain language, neutral wording, and a useful mix of rating, multiple-choice, and open-ended questions.
- Review every output before publishing so the survey feels human and the answers will be useful.

COPY-READY PROMPT IDEAS

- Create a survey plan for [audience] about survey examples. The goal is [decision or learning goal]. Include the best question types, answer scales, and what each question should help us learn.
- Create 12 clear survey questions about survey examples, cross-sectional surveys, matrix surveys, employee feedback, small business surveys, and practical inspiration. Include rating, multiple-choice, and open-ended questions, and avoid leading or biased wording.
- Review this draft survey about survey examples: [paste survey]. Point out biased wording, missing response options, unclear questions, and privacy risks.
- Summarize these anonymized responses about survey examples: [paste responses]. Find recurring themes, useful quotes, unanswered questions, and next actions.
- Create a short action checklist for turning feedback about survey examples, cross-sectional surveys, matrix surveys, employee feedback, small business surveys, and practical inspiration into next steps for [team, campaign, product, event, or research project].





From category to action

FIVE-STEP WORKFLOW

- Start with one decision or learning goal, not a loose list of questions.
- Choose the audience segment that can answer from real experience.
- Use closed questions for comparison and open-ended questions for context.
- Group answers by patterns such as needs, objections, behaviors, and priorities.
- Turn the strongest pattern into an improvement, test, message, or follow-up survey.

QUALITY CHECKLIST

- Can someone act on the finding without reading every raw response?
- Do you know which audience group the finding applies to?
- Does the result connect back to the original decision?





Recommended reading

Use these connected SurveyLegend articles when you want to go deeper into survey examples.

What is a Cross-Sectional Survey and Why Should I Use One?

A cross-sectional survey collects data from a population at a single point in time, offering a quick, cost-effective snapshot of trends, behaviors, and correlatio...

How Do You Create a Matrix Survey? Is There a Better Survey Method?

Have you ever been caught in a matrix? No, not the Keanu Reeves movie. We're talking about a matrix survey. A matrix survey question - which is really nothing mor...

360 Degree Feedback Questions for Employers + Sample Performance Review

A complete trip around the edge of a circle is 360 degrees, which means that if you "do a 360" (as you've probably heard when a car spins out in one full circle)...

How to Find Your Happy Employees (+ Benefits of High Satisfaction Rates)

Happy employees are more productive and likely to stay. Learn how to find them and how to conduct surveys to monitor levels of satisfaction.

How to Increase Participation in an Employee Engagement Survey

Do your employees feel valued? Are your employees being challenged? Is an employee looking to jump ship? These are all great employee engagement survey questions...

READY TO BUILD YOUR SURVEY?

SurveyLegend helps you create beautiful surveys, forms, and polls, collect responses across devices, and turn feedback into better decisions.

Visit category hub

Create a free survey

