



SURVEY QUESTIONS PDF GUIDE

Survey Questions and Questionnaire Guide

A practical survey question guide for NPS questions, AI survey prompts, inclusive wording, leading questions, sensitive questions, and better question types.

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INSIDE THIS GUIDE

- A clear overview of survey questions and why it matters for better feedback.
- Survey planning questions shaped around survey questions, NPS questions, AI survey questions, inclusive wording, leading questions, sensitive questions, and response quality.
- 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 questions are where good feedback begins. These guides help you choose question types, avoid biased wording, ask sensitive questions carefully, write inclusive questions, use open-ended prompts, and create better questionnaires from the start.

USE THIS CATEGORY WHEN YOU WANT TO

- Understand survey questions, NPS questions, AI survey questions, inclusive wording, leading questions, sensitive questions, and response quality 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 an NPS Survey & NPS Questions You Should Ask, What is an Artificial Intelligence Survey & Creating AI Survey Questions, and How to Write Survey Questions Like an Expert.

THE FULL ARTICLE SET EMPHASIZES

question, types, expert, customer, answer, and insight.





Starter survey question ideas

PLANNING QUESTIONS

- What decision should this survey or feedback project support?
- Which audience can give reliable feedback about survey questions, NPS questions, AI survey questions, inclusive wording, leading questions, sensitive questions, and response quality?
- What would a useful answer help you improve, compare, or explain?

QUESTION IDEAS

- What matters most to you when thinking about survey questions, NPS questions, AI survey questions, inclusive wording, leading questions, sensitive questions, and response quality?
- What has been difficult, unclear, or missing in your experience?
- What should we change first, and why?





AI prompt ideas for survey questions

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 questions. 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 questions, NPS questions, AI survey questions, inclusive wording, leading questions, sensitive questions, and response quality. Include rating, multiple-choice, and open-ended questions, and avoid leading or biased wording.
- Review this draft survey about survey questions: [paste survey]. Point out biased wording, missing response options, unclear questions, and privacy risks.
- Summarize these anonymized responses about survey questions: [paste responses]. Find recurring themes, useful quotes, unanswered questions, and next actions.
- Create a short action checklist for turning feedback about survey questions, NPS questions, AI survey questions, inclusive wording, leading questions, sensitive questions, and response quality 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 questions.

What is an NPS Survey & NPS Questions You Should Ask

A Net Promoter Score(R) (NPS) survey measures customer loyalty by asking one key question: how likely are customers to recommend your brand to others? Responses a...

What is an Artificial Intelligence Survey & Creating AI Survey Questions

Artificial intelligence surveys use AI tools like chatbots and machine learning models to create, distribute, and analyze surveys more efficiently. AI can generat...

How to Write Survey Questions Like an Expert

Surveys have become ubiquitous and are powerful tools for collecting actionable insights, but their effectiveness depends on the quality of the survey questions...

12 Ways To Create Inclusive Survey Questions

Inclusive survey questions ensure all respondents feel respected and represented, making data more accurate and insightful. Beyond race and gender, thoughtful DEI...

14 Different Types of Survey Questions with Examples

Surveys are powerful tools for gathering actionable insights, but the quality of results depends heavily on the types of questions used. Beyond traditional yes/no...

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

