



TYPES OF SURVEYS PDF GUIDE

Types of Surveys and Method Guide

A practical guide to types of surveys, including business surveys, follow-up surveys, qualitative and quantitative research, unsubscribe surveys, viral quizzes, and niche audiences.

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INSIDE THIS GUIDE

- A clear overview of types of surveys and why it matters for better feedback.
- Survey planning questions shaped around survey types, business surveys, follow-up surveys, qualitative and quantitative surveys, unsubscribe surveys, viral surveys, and niche audience research.
- 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

Different survey types solve different problems. This category helps you compare survey methods and use cases, from business, follow-up, unsubscribe, quantitative, qualitative, viral, personality, and niche audience surveys to choosing the right approach for your goal.

USE THIS CATEGORY WHEN YOU WANT TO

- Understand survey types, business surveys, follow-up surveys, qualitative and quantitative surveys, unsubscribe surveys, viral surveys, and niche audience research 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

12 Reasons To Conduct Military Surveys & Bonus Tips, How Business Surveys Inform Decision Making with Survey Examples, and How To Create a Follow-up Survey & Questions To Ask.

THE FULL ARTICLE SET EMPHASIZES

audience, viral, quiz, personality, satisfaction, and business.





Starter survey question ideas

PLANNING QUESTIONS

- What decision should this survey or feedback project support?
- Which audience can give reliable feedback about survey types, business surveys, follow-up surveys, qualitative and quantitative surveys, unsubscribe surveys, viral surveys, and niche audience research?
- What would a useful answer help you improve, compare, or explain?

QUESTION IDEAS

- What matters most to you when thinking about survey types, business surveys, follow-up surveys, qualitative and quantitative surveys, unsubscribe surveys, viral surveys, and niche audience research?
- What has been difficult, unclear, or missing in your experience?
- What should we change first, and why?





AI prompt ideas for types of surveys

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 types of surveys. 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 types, business surveys, follow-up surveys, qualitative and quantitative surveys, unsubscribe surveys, viral surveys, and niche audience research. Include rating, multiple-choice, and open-ended questions, and avoid leading or biased wording.
- Review this draft survey about types of surveys: [paste survey]. Point out biased wording, missing response options, unclear questions, and privacy risks.
- Summarize these anonymized responses about types of surveys: [paste responses]. Find recurring themes, useful quotes, unanswered questions, and next actions.
- Create a short action checklist for turning feedback about survey types, business surveys, follow-up surveys, qualitative and quantitative surveys, unsubscribe surveys, viral surveys, and niche audience research 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?





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Resources

Recommended reading

Use these connected SurveyLegend articles when you want to go deeper into types of surveys.

12 Reasons To Conduct Military Surveys & Bonus Tips

Military surveys provide vital insights into the well-being, readiness, and satisfaction of service members across all branches. They assess morale, leadership, j...

How Business Surveys Inform Decision Making with Survey Examples

Business surveys are vital tools for collecting data that drive smarter decisions, improve performance, and strengthen customer and employee relationships. From c...

How To Create a Follow-up Survey & Questions To Ask

Follow-up surveys are essential tools for gathering post-interaction feedback, enhancing customer satisfaction, and fostering stronger relationships. Whether used...

Quantitative Surveys or Qualitative Surveys

Quantitative surveys and qualitative surveys are two core methods of collecting data for research and decision-making. Quantitative surveys focus on numerical dat...

How To Create an Unsubscribe Survey

Unsubscribe surveys turn the loss of a subscriber into a valuable opportunity to improve email strategy and maintain goodwill. By presenting a short, respectful s...

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

