

Types of Questions in Survey Monkey

Multiple Choice (can only pick one answer)

Do you like ice cream? Yes No

Multiple Choice (can pick all answers that apply)

What flavors of ice cream do you like

Vanilla Chocolate Strawberry Butter Pecan Coconut Other _____

Rating Scale (to see to what degree people feel about something)

Rate the importance of these factors of ice cream

Flavor Extremely Important Important Slightly Important Not Important

Ingredients Extremely Important Important Slightly Important Not Important

Price Extremely Important Important Slightly Important Not Important

Texture Extremely Important Important Slightly Important Not Important

Matrix of Choices (only one answer)

How often do you eat the following?

Ice Cream: Every Day Weekly Monthly A few times a year Never

Sorbet: Every Day Weekly Monthly A few times a year Never

Popsicles Every Day Weekly Monthly A few times a year Never

Milkshakes: Every Day Weekly Monthly A few times a year Never

Matrix of Choices (multiple answers)

What flavors have you had in the past month?

Ice Cream: Vanilla Chocolate Strawberry Other None this month

Milkshake: Vanilla Chocolate Strawberry Other None this month

Single Textbox (for very short answers)

What is the first word you think of when you think of ice cream?

Multiple Textboxes (for several very short answers)

What are your favorite brands of ice cream?

One:

Two:

Three:

Numerical Textboxes

How many times a year do you buy the following flavors?

Vanilla:

Chocolate:

Strawberry:

Comment/Essay:

(Note: these can be hard to analyze. Do not use unless you have time to read and analyze each answer AND the survey-taker has enough time and interest to write a full answer)

Describe your first experience with ice cream