

# Qualitative Quantitative

## SURVEY QUESTIONS



### WHAT'S THE DIFFERENCE?

Collects information that is hard to quantify such as feelings, behaviors or motivations.

Collects information that can be grouped and expressed numerically.



### EXAMPLES

- How would you improve your experience?
- Describe the last time you purchased an item online.
- Why did you choose to take public transportation to the airport?
- Please list the brands that come to mind when you think of "dog food."

- How many times did you use the pool at our hotel during your stay?
- How likely are you to recommend this service to a friend?
- When did you last see a movie?
- Which of the following products do you use? (select from the list)



### WHEN TO USE

- To gain context
- To understand hard-to-quantify behaviors
- Persona development
- Conversational environments

- For initial research
- When statistical data is needed
- To gather broad insights
- In mobile survey environments