SurveyNinja

Audience survey

12 questions. About 3 min to answer.

How they found you

1. How did you first find [Name]? Required

Choose one answer.

- ○ Searching online
- ○ On social media
- ○ A friend or colleague recommended it
- ○ Another creator mentioned it
- ○ A podcast, video or newsletter app suggested it
- ○ I don't remember
- ○ Other: _____

2. How long have you been following [Name]? Required

Choose one answer.

- ○ Less than a month
- ○ 1–5 months
- ○ 6–11 months
- ○ 1–2 years
- ○ More than 2 years

3. How often do you read, listen or watch? Required

Choose one answer.

- ○ Every new episode or issue
- ○ Most of them
- ○ Now and then
- ○ Rarely, when a topic catches my eye

What they enjoy

4. What do you enjoy most? Required

Choose all that apply.

- ☐ In-depth explanations
- ☐ Practical tips I can use right away
- ☐ Interviews with guests
- ☐ News and trends
- ☐ Personal stories and opinions
- ☐ Humor and entertainment
- ☐ Answers to audience questions
- ☐ Other: _____

5. What length suits you best? Required

Choose one answer.

- ○ Short, under 10 minutes
- ○ Medium, 10 to 30 minutes
- ○ Long, 30 minutes or more
- ○ Length doesn't matter if it's good

6. Which formats would you like more of?

Choose all that apply.

- ☐ Deep dives on one topic
- ☐ Short quick takes
- ☐ Video
- ☐ Live sessions with Q&A
- ☐ Guides and checklists to download
- ☐ Behind the scenes
- ☐ A space to talk with other followers
- ☐ Other: _____

What comes next

7. Which topics would you like us to cover next?

_____

_____

_____

8. How likely are you to recommend [Name] to a friend? Required

0 – Not at all likely, 10 – Extremely likely

0	1	2	3	4	5	6	7	8	9	10

9. What would you change or add?

_____

_____

_____

About them

10. Which best describes you?

Choose one answer.

- ○ Student
- ○ Employee
- ○ Manager or team lead
- ○ Business owner or founder
- ○ Freelancer or self-employed
- ○ Looking for work
- ○ Prefer not to say
- ○ Other: _____

11. Would you be open to a short follow-up chat or to have your question answered in a future episode or issue? Required

Choose one answer.

- ○ Yes
- ○ No

12. Your email Required

E-mail: _____

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/audience-survey

Survey template from SurveyNinja: surveyninja.io