

Candidate experience survey

Twenty-five candidate experience survey questions grouped by hiring stage, each with its answer type and what it tells you; send each stage's questions within a day of that step.

- Send each stage's questions within a day of that step, to everyone who reached it, whether or not they moved forward.
- Use only that stage's questions. Five or six questions should take under two minutes.
- Make answers anonymous, or say plainly that they have no effect on any application.
- Keep the same scales every time, so one quarter can be compared with the next.
- Read every open answer. The ratings tell you where to look; the open answers tell you what to fix.

#	Question	Answer type	What it tells you
After applying			
1	How easy was it to apply?	1 (very hard) to 5 (very easy)	Friction in the application. A low score with a long form is the first fix.
2	Did the job posting give you a clear picture of the role, the pay and the schedule?	Yes / partly / no	Whether the posting answers what candidates check before applying.
3	How long did the application take?	Under 5 minutes / 5 to 15 / 15 to 30 / over 30	The candidate's time, not your estimate of it.
4	Did you know what would happen next, and when?	Yes / no	Whether your confirmation message sets expectations.
5	What, if anything, nearly stopped you from applying?	Open	Drop-off reasons your funnel numbers can't show.
After the first interview			
6	Before the interview, did you know how it would work, how long it would take and who or what would interview you?	Yes / partly / no	Whether the invitation did its job.
7	If an AI ran the interview: were you told before you started, and did you know a person would review it?	Yes / no / not applicable	Whether candidates understood what they were taking part in.
8	How relevant were the questions to the job?	1 (not at all) to 5 (very)	Whether the interview looks like it measures the job.
9	Did you have a fair chance to show what you can do?	1 (no) to 5 (fully)	Perceived fairness. Read the low scores closely.
10	Did you get answers to your questions about the role?	Yes / partly / no	Whether candidates leave knowing enough to want the job.
11	What one thing would have made the interview better?	Open	Specific fixes, in the candidate's words.
After later interviews			
12	How well were you kept informed between interviews?	1 (not at all) to 5 (very well)	Whether waiting between rounds felt managed or ignored.
13	Did each interview cover something new, or did questions repeat?	Each was new / some repetition / a lot of repetition	Overlapping rounds that add time without adding evidence.
14	How prepared were your interviewers?	1 (not at all) to 5 (fully)	Whether interviewers read the résumé and the earlier notes.
15	Do you understand what the role involves day to day?	Yes / partly / no	Whether the process gives an honest preview of the job.
16	Did the process take about as long as you expected?	Shorter / about right / longer	Whether the timelines you gave were realistic.
After the decision, whether hired or not			
17	How clearly was the decision explained to you?	1 (not at all) to 5 (very clearly)	Whether decisions arrive with enough context.
18	How long did you wait for the decision after your last interview?	Under a week / 1 to 2 weeks / over 2 weeks	Decision speed as candidates felt it.

#	Question	Answer type	What it tells you
19	Overall, how would you rate your experience with us?	1 (very poor) to 5 (excellent)	The headline number to track, split by the stage each candidate reached.
20	How likely are you to apply to us again?	0 (not at all) to 10 (very likely)	Whether the process kept the door open.
21	What should we change first?	Open	The fix candidates would choose.
If they withdrew			
22	What was the main reason you withdrew?	Another offer / pay / the role / the process took too long / something else	Which part of the process lost them.
23	Was there a point where you started losing interest? When?	Open	The stage to fix first.
24	Was anything about the interview process part of your decision?	Yes / no, with a box to explain	Separates process problems from better offers.
25	Would you consider applying to us again?	Yes / maybe / no	Whether the relationship survived.