

Good Questions:

HOW TO CREATE SUCCESSFUL SURVEYS



There's no question that the intelligence gathered through surveys can bring big benefits to businesses. But how do you create successful surveys? Let's answer that million-dollar question by looking at the what, when, why and how of survey success.

Why do people complete surveys?

87%

want to have a say in a company's future products and services

88%

will complete a survey if they have a vested interest in the topic

38%

are more inclined to participate if promised an incentive

87%

are more inclined to complete a survey if they know how long it will take beforehand

When do people complete surveys?



B2B:

Monday is the best day to send surveys



B2C:

Tuesday, Wednesday and Friday are the best days to send surveys



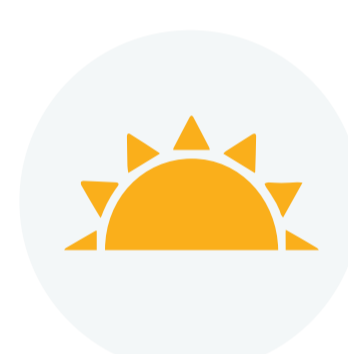
50%

of online survey responses arrive in the first day after sending



87%

of survey responses arrive in the first week



53%

of people will complete a survey if they receive it at the beginning of the day

What is a good response rate?

The average response rate for email surveys is **26%**

How can I create a successful survey?

- ? Make every question count:**
Define your goal and only ask questions related to that target
- ? Keep it short and simple:**
Long or unfocused surveys are less likely to receive responses
- ? Be specific:**
Avoid vaguely worded questions that can confuse respondents
- ? Don't double up:**
Ask one question at a time – avoid multi-part questions with single responses
- ? Avoid biased questions:**
Keep the wording focused on your respondents and their opinions, not yours
- ? Ease into it:**
Never ask the hard questions first – start with demographics and build from there



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Sources: Vision Critical, Journal of MultiDisciplinary Evaluation, CheckMarket, PeoplePulse