Transcript | Survey questions: When, how and what to ask!

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WEBINAR

Survey questions
When, how, and what to ask!

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SPEAKERS

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Crystal Wiese: It looks like we're studying out on attendees nobody seems to join the last few seconds so cool. Um, as I said, again, I'm crystal. I'm the Director of Marketing here at question, bro, that's me.

Crystal Wiese: And I'm here with Dan president of research and insights and he is going to be kind of leading the charge today on our survey questions when what and how to ask. So let's get started. Great.

Dan Fleetwood: Thanks crystal. First I want to go over the question pro research platform. Just to give everybody a background on what that is. So it's the most powerful suite of research tools.

Dan Fleetwood: To help you make better decisions and forge amazing experiences. I think crystal is fond of that because she came up with that line, but

Dan Fleetwood: Really what it allows for is our survey platform that includes point and click logic that advanced question types.

Dan Fleetwood: Like conduit and Max diff, some of which we'll get into a little bit today, but even others like card sorting and heat map hotspot question types and everything else you need to make those those

Dan Fleetwood: Are derive research insights. Rather, and then we have the communities platforms. So that's where you can manage and maintain

Dan Fleetwood: A hyper engaged community of your brand's top promoters, or people that are in a similar group and you can do agile research with them.

Dan Fleetwood: You can also do qualitative research through discussion boards idea boards and then video focus groups as well. So a bunch of different

Dan Fleetwood: Qualitative insights that you can get from your community platform and then audience, which is our online sample.

Dan Fleetwood: Sample platform, what you can choose from over million mobile ready respondents to conduct your research and this is globally as well.

Dan Fleetwood: And then we can also help you out on your studies. So whether that is a I need help program in the survey I need analysis, whatever that might be through our services and partnerships.

Dan Fleetwood: You can have us do the heavy lifting. So that is really the research platform at large here. Question pro encompasses all of those different products and services.

Dan Fleetwood: But today I want to talk a little bit about survey questions and going over

Dan Fleetwood: Some of the best like setting Research Objectives understanding your target audience optimal survey design and survey length survey branching

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Dan Fleetwood: Examples of poorly written questions will, I'll give you some good examples of poorly written questions. So that's kind of an oxymoron, but makes sense. And then, interesting question types to include

Dan Fleetwood: And then some mistakes and gotchas to avoid. Now these are just some best practices, obviously.

Dan Fleetwood: In the survey world, people have their preferences on how they like survey questions how they think survey question should be asked. There's some different schools of thought. But I'll give you in general.

Dan Fleetwood: What I know about survey questions and what we we have seen as some of the best examples around each one of these points here. So,

Dan Fleetwood: Without further ado, let's get into it. So setting research objectives. This should really be the first thing that you do, even before you start thinking about survey questions so

Dan Fleetwood: Let's say you're going on a road trip, you probably wouldn't go on a road trip without first putting the location and your GPS, especially if you don't know where you're going.

Dan Fleetwood: You want to make sure that you're taking the easiest, quickest and most efficient route there without traffic delays problems road closures, etc.

Dan Fleetwood: It's really similar. When you are developing a survey as well. You want to make sure that you're setting those research objectives. So you have a clear roadmap of where you're going and what you're trying to accomplish.

Dan Fleetwood: With that comes working with key stakeholders to establish the objectives of the study. You want to make sure that you have their buy in, so that once the survey or research has been conducted

Dan Fleetwood: They're not coming back and asking you. Well, maybe you should have asked this arrest us that there are some

Dan Fleetwood: I guess solace or some comfort and say no. Well, we know this was outside of the scope of the research objectives that we all bought into so

Dan Fleetwood: I think that's a good point that make sure you're working with the key stakeholders just established it objectives.

Dan Fleetwood: And then the objectives should be specific and measurable. You want to make sure that you can tie these back to clear points and make sure that there's also good action verbs.

Dan Fleetwood: In inside of these objectives that you're creating. So you want to compare something to calculate to identify you don't want to use non action verbs like I want to understand or to believe

Dan Fleetwood: Or to notice. Those are really too abstract and you need more those can be too subjective as well like

Dan Fleetwood: One thing that you might believe might be different than what someone else believes, but if you can use words like I want to compare two things. That's clear.

Dan Fleetwood: To calculate, obviously, that's the definitive number to identify so clear objectives help lead to, you know, good research, overall, so definitely start with the objectives, even before you get in to

Dan Fleetwood: realizing what survey questions you want to ask and keep these three points in mind when writing and organizing your survey so

Dan Fleetwood: What decisions are you trying to make what criteria are you using to make your decisions and then whose opinion, do you need

Dan Fleetwood: To make that decision. So if people, even if people have already given you a list of questions, set them aside and answer these three questions. First,

Dan Fleetwood: And then this will better enable you to really analyze the the survey questions that only that you're creating or someone's giving you the list of questions.

Dan Fleetwood: These are good questions just to if you answer these you can make sure that they apply to either the survey that you're writing or the survey.

Dan Fleetwood: That you know that you are looking over a programming inside of

Dan Fleetwood: Question pro and really even if you didn't come up with the survey, if you ask yourself these things and you know the objectives, you can take a look at the objectives and then

Dan Fleetwood: Look at the the survey questions themselves. And just as a double check for that person that created the survey, maybe if you see that

Dan Fleetwood: One of these research objectives isn't clearly meant within the survey or that you can see it maybe bring it up to that person. It could be a good plus one.

Dan Fleetwood: Of just double checking and making sure that those research. Research Objectives are being adequately answered or asked inside of the survey.

Dan Fleetwood: So when you're developing your survey. You want to keep three things in mind really fatigue, so

Dan Fleetwood: You know respondents become mentally exhausted do either due to length repetitiveness overwhelming complexity. There's a lot of terminology are

Dan Fleetwood: Really things that Respondents have to closely. Pay attention to this will be obviously to come. There'll be some fatigue or they'll be experiencing so they'll be not as alert and answering your survey.

Dan Fleetwood: This column will talk about it but survey length is obviously a key component here I'm answer ability so respondents

Dan Fleetwood: Are unable to provide accurate answers if they don't have if they have insufficient knowledge or inability to recall so unsatisfactory multiple choice options or an unwillingness to provide an honest answer. So I think really here.

Dan Fleetwood: You need to make sure that Respondents are able to provide accurate responses.

Dan Fleetwood: And make sure they have enough information to answer that particular question that that you want them to

Dan Fleetwood: Either through screening or maybe you need to give some tips or just some additional context inside of the question that helps with

Dan Fleetwood: Making sure that the response has everything they need to adequately answer the question, and then clarity, be clear and concise.

Dan Fleetwood: And respondents misinterpret or fail to understand questions that are poorly worded

Dan Fleetwood: Or there's paraphrasing. The question or the maybe the phrasing isn't quite right. The, the clarity obviously helps. And this kind of goes back into

Dan Fleetwood: Making sure that you have a clear roadmap for your research questions and that you know when you're setting up that GPS for for your road trip you make sure that it's you know the best, most

Dan Fleetwood: clearest route for you to to go on your journey, it's really the same thing here. You want to make sure that these question types are clear. So think about the fatigue, making sure that

Dan Fleetwood: Your respondents can answer the questions and that everything inside of the survey. There's, it was clear or some clarity around those different questions or answer options as well.

Dan Fleetwood: Some survey design tips that we have for you are, make sure to clearly structure your survey. And what this means is have a clear introduction

Dan Fleetwood: Followed by a screener, and then the body of the survey the bulk questions and then of course your demographics.

Dan Fleetwood: This will help you obviously the researcher KNOW WHERE DIFFERENT THINGS ARE IN THE SURVEY, but it will also help the respondent because

Dan Fleetwood: The, the questions, or will have similar context, especially in the body. If you're asking questions. Maybe about a particular product or service.

Dan Fleetwood: All of those will be in one spot and there's not so much, you know, bouncing around.

Dan Fleetwood: I think also in this you can add you know different cues. So maybe the next section will be talking about X and then

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Dan Fleetwood: X after that section you bring in another one. This sexual be talking about, you know, x, y, z. So, that way. Respondents know kind of what's expected of them and they can keep that in mind.

Dan Fleetwood: So definitely keep the medium in mind when you are creating your survey. Don't forget about mobile, although question pros question types are all mobile

Dan Fleetwood: Friendly device optimized and device agnostic. Want to make sure that you're keeping this in mind we're seeing now that you know % plus of surveys

Dan Fleetwood: Are done on mobile. So you need to make sure that questions are concise that are they're clear obviously there's less real estate on a mobile phone than there is a desktop browser so

Dan Fleetwood: Either, think about that in terms of when you're developing questions that overly already questions or answer options will not show up well on a mobile device.

Dan Fleetwood: Know your audience and what they can handle. If it's a general consumer consumer versus specialized respondent. This is where if it's a specialized respondent or even more in a BB space.

Dan Fleetwood: If you're screening and you know that you have the correct responded, you can get into some of that terminology that maybe is more specific to the industry and they would know.

Dan Fleetwood: But if you're asking the general consumer to comment on specific terminology. Obviously, they may not know that. So really knowing your audience and who you're asking can definitely help you out here.

Dan Fleetwood: We've been harping on this a lot, but clear and concise keeps her and keep your research goals in mind. So the quickest way that you can get from point A to point B.

Dan Fleetwood: Is the easiest and this will help and not only survey length, but also making sure that the questions are asking are straight to the point. And art meandering

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Dan Fleetwood: Alright, so the optimal length of your service. So he study a couple of years ago said that Respondents check out after to minutes

Dan Fleetwood: I think now nowadays it's probably less than that. So you know to minutes tends to be optimal length that we see a question pro in terms of

Dan Fleetwood: The survey length and even in most of the times, keeping it under minutes is good if I my kind of rule of thumb is if

Dan Fleetwood: It's, you know, anything over to minutes. Typically, maybe you should break it up into two surveys or be more concise about your research or perhaps you use more branching to really

Dan Fleetwood: Branching or randomization to ask certain subsets different questions. So maybe in the end arrive at the same result. But you'll be asking

Dan Fleetwood: Your questions of so many people so that way your survey length goes down. So an average survey surveys distributed on question bro averages about questions in the survey.

Dan Fleetwood: Obviously, there's some longer survey some shorter ones, but the average we see is about questions, although I mean I've seen survey questions or surveys that have

Dan Fleetwood: Hundreds of questions in them. Typically those have a lot of logic and are asking certain sections to specific respondents so

Dan Fleetwood: That's what we're seeing there. And then if you do have a longer survey and you can't avoid it typically having a Save and Continue option.

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Dan Fleetwood: Is a good rule of thumb, and that's where a respondent can hit save and continue and then they can enter in.

Dan Fleetwood: An email address and then that link will be emailed to them so they can start off at the same spot that they

Dan Fleetwood: You know, hit the Save and Continue so that that's a good way to go about it. Also the links inside of question pro if you're sending it through email.

Dan Fleetwood: Will be so if the respondent does click out of it. If they click that link again it'll end up in the same spot where they left off. So, but definitely including the Save and Continue option for those longer service is is a good rule of thumb.

Dan Fleetwood: So here are some survey question tips. So overall, your survey questions should help you answer the research. Research Objectives. This is kind of a no brainer, right. This is why

Dan Fleetwood: We're doing the study. This is why we're asking the questions in the begin with to make sure that we're meeting those research objectives.

Dan Fleetwood: As specific and relevant questions. So you want to make sure that these are relevant to those objectives and the questions you are trying to answer.

Dan Fleetwood: avoid confusing technical or unfamiliar terms. So obviously bringing these things up. And we've touched on a little bit here overly technical questions to a respondent that doesn't

Dan Fleetwood: Maybe isn't aware of those technical capabilities of your product or service obviously isn't going to isn't going to make sense.

Dan Fleetwood: Keep respondents on track and you can do this by having a progress bar again added having those cues inside of the survey.

Dan Fleetwood: Saying, Okay, just a few more questions, or in this next section, we're going to be asking about this and then

Dan Fleetwood: That way you're keeping those respondents on that sort of that that GPS, we've been talking about here in this webinar, where

Dan Fleetwood: It keeps not only you on track, but also the respondent on track and knowing what's the quickest way I can get from point A to point B and the most clarity.

Dan Fleetwood: Is obviously keeping those respondents on track and guiding them through the survey.

Dan Fleetwood: So keep loaded questions and phrases, off, off the table. I think this is just good research practice in general, you want to be.

Dan Fleetwood: as unbiased as possible, right, you want to, no matter what you do inside of research, you want to limit the amount of bias that

Dan Fleetwood: You're introducing into any study. So keeping these little questions and phrases off the table is of paramount importance here.

Dan Fleetwood: So use the KISS principle, you know, keep it simple, stupid, obviously you want to keep it as simple as possible. There's no need for complex wording complex question types. If you don't need it and even then you'll keep it simple with a clearly articulated

Dan Fleetwood: Sentences questions and answer options and then you skills when possible. I think this is a good, a good rule of thumb, so that we can get

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Dan Fleetwood: Clear measurable data. And also, if you go back to those research objectives. You want to be able to calculate or to identify something

Dan Fleetwood: And you know skills are is definitely one way to go and also talk about Max diff scaling and conjoined as well. So those are two question types of we'll talk a little bit about here as interesting question types to use in your research.

Dan Fleetwood: Alright. Some examples of poorly written questions. So these are all around the NBA. I'm kind of getting excited for the NBA to come back.

Dan Fleetwood: IN FULL SWING here or maybe not quite full swing. But whatever the new normal is for the NBA. So an example of a poorly.

Dan Fleetwood: Written Question is, what are your suggestions for the Los Angeles Lakers at face value. This might seem like a good question, but it's really too subjective and it's not

Dan Fleetwood: It's too open ended. I mean, the suggestions around this could be anything from is it on the on the court performance is that their logo that their city is that

Dan Fleetwood: The, the arena that they plan. It's not specific enough to adequately answer the question. So a better question might be, are

Dan Fleetwood: You know, what suggestions do you have for the Lakers around player development or what suggestions you have for the Lakers at the trade deadline.

Dan Fleetwood: So giving a specific context around what you're what you're getting. That would be a better a better way to word this question.

Dan Fleetwood: The next question is, you know, who is currently the best player in the NBA Stephan curry LeBron James Kevin Durant why Leonard

Dan Fleetwood: Obviously, these are all good players but you're leaving out a lot of possible options that people might select so a better way to structure this question would be,

Dan Fleetwood: Either to include a none of the above, or to include an other option, those would be to

Dan Fleetwood: Two ways that you could kind of combat other entries and in this question. And then, even then, if it's an other and you get a certain percentage of

Dan Fleetwood: Let's say a in other you get someone answering another player and it's a high enough percentage, you can always add it into

Dan Fleetwood: Your answer options here. So that would be a better way to read this to structure the answer options here so that way you're addressing the largest you know possible. I guess option base of players that might get selected here.

Dan Fleetwood: And the next example, how many NBA championships, will the Golden State Warriors when with Steph Curry.

Dan Fleetwood: So I think it's pretty clear here. But these answer options aren't mutually exclusive. So if I wanted. If I said for what I select option B or C. So,

Dan Fleetwood: Making having these overlapping answer options will lead to obviously inaccurate data. So a better one, would a better use here would be, you know, zero to two, maybe three to four.

Dan Fleetwood: Or five to six and then seven or six plus. So I would even probably do it a little bit different. And you could even just get a whole number and have them type that in.

Dan Fleetwood: Or have you know or five each as individual option. So there's a number of different things that you could do here, but just to make it so

Dan Fleetwood: That you're getting the the most accurate data and then question. Another example of a poorly worded question, and this might be an example of leading is, you know, it's five time NBA

Dan Fleetwood: MVP Michael Jordan, the greatest basketball player of all time. Well, initially because we're adding them the five time NBA

Dan Fleetwood: MVP. We're biasing the question and you'd want to leave it as, you know, as Michael Jordan, the greatest basketball player of all time. So,

Dan Fleetwood: That might be a better way to word this question so that you're not leading or providing bias information in this particular question. So those are examples of, you know, for sort of poorly written questions that could be improved, not only the question, but the answer option itself.

Dan Fleetwood: Alright, let's jump into some interesting question types to include I have three examples for you here.

Dan Fleetwood: If you're doing any sort of customer sex satisfaction work, you're going to want to include the net promoter score question or NPS question type

Dan Fleetwood: This will give you an example or this will really let you know who your detractors your past lives and your promoters are by the based on this rating system.

Dan Fleetwood: And then also, through this, you'll get an NPS score as well that you can compare against industry averages, so that way you can see

Dan Fleetwood: How your company or business is tracking against those other other companies in a similar industry.

Dan Fleetwood: So this is a interesting question type to include in one that I'd recommend if you're doing any sort of customer satisfaction rating.

Dan Fleetwood: I'm sure we've all seen this question type, especially after you after you buy something online after you take a flight or whatever it might be. Every company wants to know how likely would you be to recommend to a product or colleague

Dan Fleetwood: Some other interesting question types and ones that I really like to see in surveys is one of the max diff question types. So

Dan Fleetwood: If you have a list of options here are different attributes you can really get which one has the highest share of preference so

Dan Fleetwood: But by asking respondents a battery of questions on most or least preferred in the analysis, you can get which one has the highest share of preference and then

Dan Fleetwood: Obviously, you can see the, the share of preference that each of the other options.

Dan Fleetwood: Would have as well. One interesting thing that you can do is if you're asking a battery of rating scale questions. Let's say on it's on a one to five scale.

Dan Fleetwood: Typically, most of them fall in, but like . . . somewhere in that range. So the differentiation between each one is not that high. So it's hard to get a clear sense of

Dan Fleetwood: Which one is most important, or at least important. One thing you can do is take that those that that same question that into a max diff and then you'll rarely get a good

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Dan Fleetwood: You'll be able to clearly see the most important and least least important and then all the options in between. So it's kind of a good way to ask those ratings go questions that may be traditionally you've asked in a sort of a battery on a one to five scale.

Dan Fleetwood: Another one is discrete choice contracts. So if you're doing any sort of of product research we're packaging and what you want to see inside of a particular product in terms of

Dan Fleetwood: Maybe it's the particular brand or the price, the size. This is all around TVs and you want to see.

Dan Fleetwood: What profile makes up the best possible option for my product you can use discrete choice conduit to do that. So this will give you

Dan Fleetwood: The best and worst profile that is what's combinations of features or attributes makeup, the product that someone would would most likely to buy

Dan Fleetwood: And then through this. There's different market simulators that you can run, you can get utility values and so forth inside of this discrete trial contract. So there's a lot of

Dan Fleetwood: Additional information that you can get. Aside from. Okay, I know that these these attributes make up the best of the best product that I could come up with

Dan Fleetwood: And then another excuse me. Another thing that you can do inside of surveys to make them.

Dan Fleetwood: Not only more intelligent but also to make sure that you're asking questions of the right response is to use survey branching so branching logic.

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Dan Fleetwood: We also have where you can put questions into different blocks and do logic based on those question blocks and also randomization based on those question blocks. So this really helps out with

Dan Fleetwood: You know, showing let's say five we have five pictures and you want to randomly show one of these pictures to respond to it.

Dan Fleetwood: You can do that via having these branching and also the survey blocks.

Dan Fleetwood: So product testing concept testing can easily be done by using this method as well. But really, it helps you create more intelligent surveys by creating a custom path for respondents. You can also reduce your survey length by maybe you ask

Dan Fleetwood: Every you you kind of randomize the different questions or only ask certain questions of certain people so that way you're reducing the overall number of questions that you're asking to the respondents

Dan Fleetwood: And then respondents can answer relevant questions that are relevant to them based on their previous choices. So as you're screening them, you can

Dan Fleetwood: Only show them the obvious the questions that they need to see or that they want to see. And you can use simple skip logic, like on a question. If they answer.

Dan Fleetwood: A I want them to go to question three in the survey everybody else I want to terminate. You can do those sorts of simple skip logic. You can also do extraction logic. So this would be

Dan Fleetwood: Based on my multi select question type. If the respondent answers three I want to take those three options and ask a follow up question, just on those three options. This can easily be done.

Dan Fleetwood: In addition to show or hiding questions based on previous answer choices.

Dan Fleetwood: This can be you know done as well. So your service can really get smart and even though you may have questions. It's not like all of those questions are going to be shown to every respondent. So that'll help your survey length as well.

Dan Fleetwood: And then some mistakes and gotchas to avoid. So to avoid. So we've been talking a little bit about this, but

Dan Fleetwood: Questions that are confusing or misleading like some of those poorly written ones that we went over, you want to

Dan Fleetwood: You know, avoid those questions that are too long and that are hard to follow, especially in the question texts and answer options. You want to make sure those are clear and concise.

Dan Fleetwood: Like we've been harping on here don't identify specific issues or problems use ambiguous rating system so

Dan Fleetwood: Want to make sure that the rating systems that you're using are clear, especially if you're using custom

Dan Fleetwood: rating systems that might have not been a very dissatisfied to very satisfied. Maybe you're putting in your own

Dan Fleetwood: Nomenclature terminology there. You want to make sure that's clear and easily understood by the respondents and then surveys don't provide the customer with the ability to clarify answer so

Dan Fleetwood: A lot of times, this is handled by you, having that the open end at the end of the survey.

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Dan Fleetwood: With. Is there anything else that you want, want to tell us, or that would be one way to you. You could do this or allowing them to clarify those answers.

Dan Fleetwood: That being said, some of these sometimes open ended responses can be difficult to quantify through analysis because they are so open ended.

Dan Fleetwood: But luckily, you know, question pro does have some text analytics and sentiment analysis tools to help you with your open ended responses to help group these and add sentiment around them so

Dan Fleetwood: While it can be difficult. There are some tools within within question Pro, you can use to better quantify this, like I mentioned, if it's the text analysis. The sentiment analysis, even a word cloud.

Dan Fleetwood: And help you easily identify some key trends, obviously, that, you know, the bigger the word, the more times. It was mentioned so well. It could be a problem. There are some tools that we have that can help you there.

Dan Fleetwood: So just to recap some of the the best practices here are have a clear introduction that states, the purpose of your survey.

Dan Fleetwood: asks a screening questions next so that clear path to make sure they qualify someone doesn't qualify. You don't want to waste their time or ask the

Dan Fleetwood: screener questions at the end of the survey that just doesn't make any sense. So make sure all of your screening questions are towards the beginning of the survey.

Dan Fleetwood: Asked the most important questions. First, and the survey when your respondents are likely to be fresh and less fatigued.

Dan Fleetwood: Mixon simple and complex questions. So the best that you can, you know, mix in some of the single select questions along with maybe a matrix question.

Dan Fleetwood: And then if you're making use of the content or max diff, make sure you don't have too many of those exercises within one survey, you know, kind of limited to one or two max.

Dan Fleetwood: And then have a good thank you page that really lets the respond to know that they're done with the survey or if you're

Dan Fleetwood: having them do another action after the survey that that is mentioned in the thank you page and then thank them for their time. I think that's

Dan Fleetwood: One of the most important things that you can do, they're taking their time to participate in the survey and thanking them. I know goes a long way.

Dan Fleetwood: All right, and then really make informed decisions based in your survey. So this is really the next

Dan Fleetwood: level that you can take it with analysis that you obviously you're doing asking the survey questions because you're answering those research objectives that address a particular problem.

Dan Fleetwood: Or something that you wanted to find out about your business. So through the analysis comes actionable business decisions.

Dan Fleetwood: You know, use all of the features and functionality that we have inside of question pro through analysis charts.

Dan Fleetwood: Advanced cross cross tabulation correlation analysis if you're making use of Max different discrete choice.

Dan Fleetwood: There's a specific analysis modules, just based on those question types. So those are all things that you can use to help tell a compelling story.

Dan Fleetwood: I mean, at the end of the day, that if you collect the research, but you're not able to tell that compelling story.

Dan Fleetwood: It could be generally useless because no one is going to be buying into that story or seeing how it matches those research objectives.

Dan Fleetwood: Without good data and good analysis, we just have opinions written that doesn't do anybody any good because everybody has a different opinion but

Dan Fleetwood: We need actionable data to make well informed decisions. And this is what the survey questions can do if they're well worded, they'll match those research objectives and if we go back to the research objectives, they're really clear right we're using the good action verbs to calculate

Dan Fleetwood: And to identify you know those sorts of action verbs that really help us in our analysis and to have that actionable data so that we can make these informed decisions.

Dan Fleetwood: Alright. With that, I think crystal, we can open it up to any questions that are out there.

Crystal Wiese: Perfect. We've got some good ones. Um, so I'm going to organize them by some of the easiest. First, I think.

Dan Fleetwood: I'll take the

Crystal Wiese: Okay, when is the best time to send an electronic survey invite to the general public, or to a business audience.

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Dan Fleetwood: Yeah, I think this is interesting question, and it varies. And I think it changes quite a bit because

Dan Fleetwood: If you were talking about, you know, during the coronavirus or the pandemic. We're seeing higher response rates, pretty much across the board, no matter

Dan Fleetwood: When you send it obviously if you're sending that you don't want to send it during the middle of the night. But generally, people are at home, and they're answering more surveys, even

Dan Fleetwood: In our in our audience business are seeing, you know, good response rates and things from from people so

Dan Fleetwood: I would say now, now what we're seeing is, you know, any, any time is really a good time to send the survey except at night for for business, it can be kind of hit and miss depending on the industry, but

Dan Fleetwood: From what we're seeing, you know, MN, excuse me, a Tuesday, Wednesday, Thursday, you know, some time either in the morning or afternoon tends to be good times, but because everybody is mobile now and they have a device. Typically, it's not like, oh, I only need to reach them during office hours.

Dan Fleetwood: You know they're they're checking their email. They're doing different things outside of that, and on the go. So

Dan Fleetwood: There's some good times and I can send some follow up information around some specific research that we've done. But in general, we're seeing good response rates across the board at various times throughout the day.

Crystal Wiese: Perfect. I did. We did a blog post about it back in January.

Crystal Wiese: So I dropped that into the chat for

Crystal Wiese: You

So that's perfectly

Crystal Wiese: Okay. And then how many questions. Should a survey be limited to, and it was one question. And then somebody else also asked what is the longest survey feasibly

Dan Fleetwood: peaceably if you have the right responded. I mean, that's

Dan Fleetwood: I would say anything over you know minutes, people start to check out and the data that you're getting isn't going to be as good as if you were able to parse that survey down into smaller chunks.

Dan Fleetwood: In terms of questions. It really depends. Because I've seen where there are you know hundred questions in a survey.

Dan Fleetwood: But because of the logic and the different skip patterns. So it only takes you know to minutes to answer that survey. So I think it's hard to base it on number of questions, but the average survey that we see is

Crystal Wiese: But depending arm about time.

Dan Fleetwood: Yeah, yeah, it's really more about time and then the length of those questions as well. I mean, one another. Good. Another good tip is to not include

Dan Fleetwood: You know more than probably two to three open ended responses, because that will have that could have a drastic increase on the amount of time that your survey takes as well, and also the fatigue on the respondents

Crystal Wiese: I gotcha. So if you have a lot of questions, how you, how should you prioritize them.

Dan Fleetwood: Yeah, I would. If you have a lot of questions. Perhaps you can

Dan Fleetwood: You know, put it into. So, you know, asking the whole block of questions to every respondent maybe if you're collecting let's say responses you can group those questions so that you're only asking

Dan Fleetwood: You're breaking it down so that some people get a block of questions and other people get a different block and other people get a different block. So, collectively, you're probably arriving at the same overall

Dan Fleetwood: Response in terms of responses and and whatever.

Dan Fleetwood: Collectively, you're going to get the same data at the end, but you're going to be asking it to less people is what is what I mean to say there so

Dan Fleetwood: We can ask, you can ask those survey questions to less people. I mean, still have the same

Dan Fleetwood: The same. Enter the number of completes that you're getting, but you don't need to ask all those questions to everybody, especially if you have a lot or

Transcript | Survey questions: When, how and what to ask!

Dan Fleetwood: You're gonna have to prioritize them and you know kind of break them down if you can't do that, then you want to make sure that you are only asking those questions that are relevant to the research, research objectives or break it down into multiple service.

Crystal Wiese: Okay, that's interesting. So taking your group of respondents and breaking down, let's say the you know answer one through five another hundred answer six through

Dan Fleetwood: That's right. Yep. Yep. That's what I was trying to say there.

Dan Fleetwood: And got a little tongue tied, but

Dan Fleetwood: I think you guys got it. Um, but it really and we can do that easily within question pro through doing

Dan Fleetwood: Block randomization and making sure that it's unbiased as well. So there's some different tools and techniques inside of question for that will help you achieve that.

Crystal Wiese: That's awesome. Um, how many respondents. Should you have for a survey to be valid.

Dan Fleetwood: It really, I mean the magic numbers . I think it's a little bit less than that is

Dan Fleetwood: But I think it really depends on the number of

Dan Fleetwood: Segments that you want to break the, the answer that you want to break the data into and then to make sure that you have enough responses there but

Dan Fleetwood: I think to be statistically reliable, there's different confidence intervals.

Dan Fleetwood: And I think it's . I mean, people just kind of round it up to but it's somewhere within their based on different confidence levels that you want to have in the data. So

Crystal Wiese: If it's so in people for

Dan Fleetwood: % confidence. Yeah.

Crystal Wiese: So when people like when these nationwide surveys and polls say they've surveyed only people for the whole country that actually does hit the like over

Dan Fleetwood: depending on, depending on, depending on who they've surveyed and so forth. But there's gonna be a lot of variance in there so

Dan Fleetwood: That's where you might see like, you know, the plus or minus % or whatever it might be on particular questions because that's the only that's like the degree of confidence or certainly they have in those responses.

Crystal Wiese: Okay, cool. Um, when this one's a little. Okay, here we go. When do you think about trying to break up people just answering agree, agree, agree,

Crystal Wiese: But, including items with negatives. So like one the intake nurse was efficient and taking my vitals, the reception staff was not willing to work with my schedule.

Crystal Wiese: What's the best way to do

Dan Fleetwood: It. I would I would keep like the

Dan Fleetwood: The sentiment, the same so keep it all positive or all negative. But if you're trying to break up straight liners. What I would probably do is

Dan Fleetwood: You can say for this choice. Select satisfied right so then that way you can you can make sure that they're reading the actual response.

Dan Fleetwood: They're selecting the answer that you want them to. So you could do that. I think it's maybe called like a red herring, or, you know, something like that.

Dan Fleetwood: Another thing you can do is use our data quality tools and we have tools to identify a straight liners and that will flag, the response. So that way you can go back and check it.

Dan Fleetwood: In combination with a few other factors like the amount of time that it took for the respondent to answer the survey and then also

Dan Fleetwood: The you can pair that with if there was straight lining, or these other data quality tools that we have and then you can really get a good sense if that's a valid response or not, or if someone who's just speeding through the server.

Dan Fleetwood: Cool.

Crystal Wiese: Good to know. Um, and then, can you talk about the virtues of randomly selecting responded versus an open invitation survey.

Crystal Wiese: So,

Dan Fleetwood: Randomly versus an open invitation.

Dan Fleetwood: I think I think largely depend on what on what you're going after. I mean, if it's an open invitation survey.

Dan Fleetwood: It would kind of depend on on how you're collecting the data. If it's something that you're just putting an open invitation along, you know, like

Dan Fleetwood: Facebook or Twitter, it depends on the audience are going after I would think that I think random is always better because it can reduce your, your bias, but

Dan Fleetwood: It could be dependent on the particular audience that you're going after for that for that survey. And maybe if you're putting them on.

Dan Fleetwood: Your Facebook page. Maybe that's your target market. So in that case, that's what I would do. But if you if you are really, if you have a large customer list and you have the ability to randomly select who that survey is go into it just, it helps to reduce bias, which I think is a key component

Okay.

Crystal Wiese: Great. Well, that's looks like all of our questions.

Crystal Wiese: Great, um, you know, I really want to thank everyone for coming and for participating. You know, these are always

Crystal Wiese: These are always great. And we're trying to come up with

Crystal Wiese: Really interesting topics every fourth Monday of the month. So something that's a little bit more

Crystal Wiese: Closed lanes. So it's not just

Crystal Wiese: Random or too vague for everyone. So if you have any ideas, you can always hit us up directly on any of our platforms like shown here and

Crystal Wiese: And a few of you reached out with very direct questions. So I'm going to have Dan and I reach out to you personally about, you know, how we can help solve your problems or what best product is

Crystal Wiese: Good for you guys. And thank you all for coming. We really appreciate it.

Dan Fleetwood: Yeah, thank you so much, everyone. Have a good day or evening.

Crystal Wiese: Morning.

Dan Fleetwood: Whatever, whatever.

Dan Fleetwood: All right. Thank you. Thanks everybody.

Dan Fleetwood: Alright, see you later.