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## How to Create Online Surveys People Will Actually Take [Infographic]

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Even a [goldfish can pay attention for longer](#) than most people can nowadays. The ever-decreasing human attention span is one of the the biggest challenges marketers are faced with today.

For those looking to conduct market research through surveys, the fight for our audience's attention can seem incredibly discouraging. How can you expect to improve participation rates when people can't sit still long enough to make it through your questions?

If you want to encourage participation and avoid diluting your data, you've got to find a way to make people want to engage with the content. To learn how, [take a look at the infographic below from the folks at qSample](#). It'll walk you through four interesting and helpful things to consider when crafting your next online survey. (For more help, [check out this handy guide on how to use online surveys in your marketing](#).)

# 4

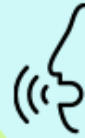
## INGREDIENTS OF ONLINE SURVEYS

### For Successful Market Research

Online research has become the preferred method of data collection for survey practitioners. This has created a glut of online surveys and dilution of data. Don't get lost in river sample by not including these four, simple ingredients

By qSample

Better study data

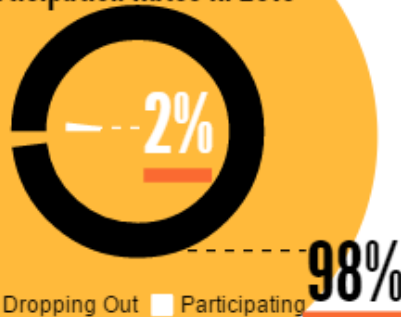


Higher response rates



### First, the problem!

Low Survey  
Participation Rates In 2015



It seems everyone offers online surveys, even Twitter and Google. One company, Mindshare Technologies conducts 60 million surveys per year — a mind-boggling 175,000 per day

Too many online surveys has caused participation rates to drop, some estimates at 2%. However, oversaturation can't be totally blamed, but also quality of surveys in an era of short-attention span, time-strapped consumers

### More than ever, you should provide the best possible survey:

# 1

#### Use Incentives When Possible

## 10-15%

Higher response rates  
when online studies  
offer incentives

Content reward  
incentives for companies  
with smaller budgets



Research points to cash  
rewards being the best  
form of incentive

Promised incentives are not as  
effective as enclosed incentives



It's not a bribe but an  
exchange of services

## 2

### Create Surveys Suitable For Mobile Devices

More than

**50% of surveys**

Will be conducted on mobile devices in 2016.



#### Keep your questionnaire short

Mobile devices have less screen space and users become fatigued with too much scrolling



#### Test in different platforms

Just because a survey looks good on an iPhone does not mean it will look good on a Samsung Galaxy



#### Avoid video and graphics

They may take too much space and tend to load slower on mobile devices than on PC's. Use small and light logos as well



#### Remove complicated question tools

Some of these include drop-down questions and matrices. Remember, mobile users are mobile, hate to scroll, and work in a limited space

## 3

### Write A Questionnaire That Encourages Participation

- ☐ Short concise questions
- ☐ Include open-ended questions
- ☐ Less than 20 questions if possible
- ☐ Avoid matrices if possible
- ☐ Start with the most essential questions
- ☐ Use 2nd set of eyes for bias or mistakes

## 4

### Create An Environment For High Engagement

Provide a progress bar



Set a timer or a time limit

Explain the purpose of the survey at the beginning






Include a save/continue later option

**qSample**  
Online sample made easy

SOURCES:  
<http://blog.qsample.com/empathy-devil-writing-survey-questionnaires/>  
<http://blog.qsample.com/the-seven-deadly-sins-of-online-survey-questionnaires/>  
<http://blog.qsample.com/12-sage-tips-to-optimize-mobile-surveys-infographic/>

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## Free Ebook: The Ultimate Guide to Using Surveys in Marketing

Learn how to build and launch successful online surveys that will help you improve your marketing.

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