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SURVEY SUCCESS UNVEILED: 9 TIPS FOR MASTERING MARKET RESEARCH

At Research Results, we've delved into countless surveys, gaining valuable insights into what truly drives successful market research. Drawing from our extensive experience, we've curated a list of essential tips to elevate your survey game and ensure impactful results.

HERE ARE 9 ESSENTIAL TIPS FOR SURVEY SUCCESS:

TIP #1:

Choose Your Sample Wisely. In today's shifting sample landscape, prioritizing and selecting suitable sample sources aligned with your research objectives is critical. With increasing collaboration among sample providers often masking the real source of the participants, ensuring that the sample you receive fits your research needs requires careful evaluation. Look for consistency, profiling practices, validation methods, incentivization, and recruitment practices when partnering with providers.

TIP #2:

Embrace Mobile-First Designs. With over 60% of survey traffic now coming from mobile devices, prioritizing mobile-friendly design is no longer optional—it's imperative. Crafting surveys tailored to the mobile experience enhances accessibility and engagement, particularly among in-demand demographic groups with even **higher** mobile utilization rates.

TIP #3:

Design with impact. Aesthetics matter. An attractive survey design captivates participants and encourages full engagement with your questions, significantly enhancing survey performance. Investing in visually appealing design elements can elevate the overall survey experience and increase respondent satisfaction.

TIP #4:

Keep it brief. Shorter surveys reign supreme, increasing completion rates and minimizing costs. Embrace brevity and prioritize quality over quantity in your questionnaire design. Focus on essential questions and eliminate unnecessary complexity to streamline the survey experience for participants.



TIP #5:

Minimize open-ended questions. Focus on essential data points when including open-ended questions to guarantee more meaningful responses. Participants tend to avoid unclear or un-engaging questions, so prioritizing high-value inquiries optimizes data collection. By restricting open-ended questions to essential points, you reduce respondent fatigue and increase the likelihood of obtaining valuable insights.

TIP #6:

Streamline screeners. Simplify screening questions to gather necessary data without overwhelming respondents. Avoid overly burdensome processes and focus on qualifications critical to unbiased responses.

TIP #7:

Embrace imperfection. Recognize that every participant is human and, as such, prone to occasional mistakes or oversights. Rather than dismissing individuals for minor mistakes or inconsistencies, focus on evaluating their overall survey performance. By understanding that imperfections are inherent to the human experience, we can ensure a fair assessment of contributions while still obtaining valuable insights.

TIP #8:

Keep it simple. Adapt your data collection approach to your audience and topic, using human-first language and tailored methodologies to enhance participant interaction and data quality. Consider utilizing alternate collection approaches and survey designs for complex topics or niche audiences, such as using gamification to engage younger participants.

TIP #9:

Review OE's responses early and often. Don't wait until the end of fielding to look at your open-ended responses. Check them on-the-fly during fielding so that you can fill your "needle-in-the-haystack" quotas most efficiently while you're still collecting data. Then, once you finish data collection and have all the OE responses, review them again at the end to look for any response patterns and other insights.

Unlock Your Research Potential with Research Results!

Learn more about our survey experience on our website or contact

Ellen Pieper, Chief Client Officer at Ellen_Pieper@researchresults.com or 919-368-5819

915 South Street, Fitchburg, MA 01420 USA | www.researchresults.com

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