

GLOBAL MARKET RESEARCH

radius

Put the respondent first: A proven technique for high quality data

Quick takeaway: For every question in your survey, ask yourself these three things: Does everyone interpret this question the same way? Can the question be answered accurately? Is it easy for the respondent to answer?

To ensure your survey is collecting high quality data, every question in your survey should go through these three validations.

1. Does everyone interpret this question the same way?



Ground behavioral questions in a distinct space of time

- Tell respondents exactly what you mean by “on a regular basis”
- If you want an actual number, ask “how many times...”

Stay away from words that can be misinterpreted

- Don’t use “switch away from” when you mean, “stop using”

Speak the same language as respondents

- Don’t talk about channels, say “stores”
- Avoid jargon, even with B2B or highly informed audiences

2. Can the question be answered accurately?



Avoid asking for details that are not readily available

- Don’t ask for the exact bill amount for a service, give ranges instead
- Ask for broad perceptions if it’s been a while since someone purchased your product

3. Is this easy for respondents to answer?



Stay away from questions that can be painful or impossible to answer

- For example, keep the number of items on a list to a manageable number (15 per screen)
- Don’t ask people to do difficult math or calculations – instead of asking them the percent of their budget that goes towards groceries, ask them the total monthly income and how much per week they spend on groceries.

Use creative question design types to make things easier to answer

- Highlighting text for likes/dislikes instead of open ends or tables
- Drag and drops

Take a step back and **put yourself in the respondents’ shoes.**

