



Successful Surveys by Design

How to Increase Your Odds of Collecting
Meaningful Data

PHT Spring Meeting

April 5, 2016

Sean Smith

Vice President of Marketing

Agenda

- Surveys are everywhere
- Do surveys really work?
- Why survey your audience?
- What you want to learn or show?
- Survey questions: what to ask and how?
- A sample survey for librarians
- What is the right survey length?
- How to promote your survey for optimal feedback
- Tools, tallying results and interpreting results
- Where to go for help



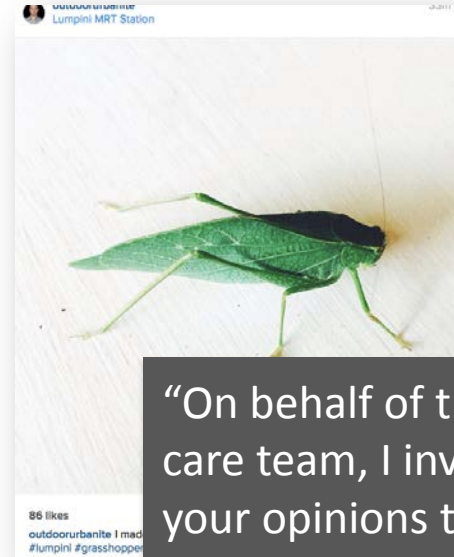
Sean Smith, VP of Marketing, InfoDesk

Let's connect on LinkedIn:
[linkedin.com/in/infosean](https://www.linkedin.com/in/infosean)



Surveys Are Everywhere

- User/design feedback
- Member feedback
- Politics/opinion polls
- Market research
- Customer Satisfaction
- Brand awareness
- Consumer preference
- Likes, comments
- Stars ★★☆☆



“On behalf of the customer care team, I invite you to share your opinions today in a brief 4-question survey after the call. If you can take a moment and would be available for us to call you back within a few minutes after this call press 1...”

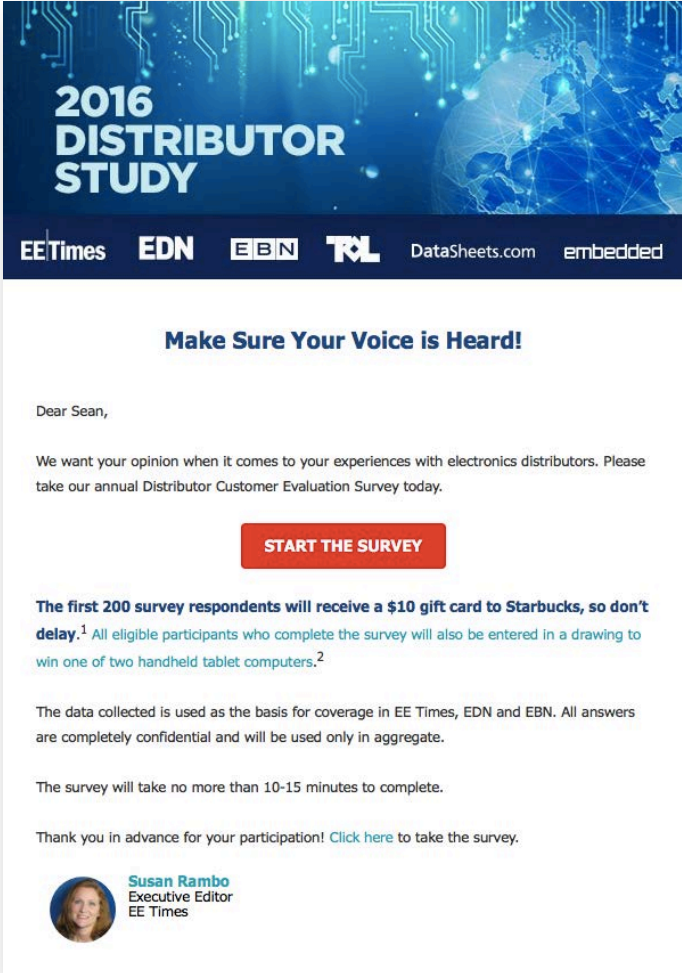
-Recorded message on 800#



Do Surveys Really Work?

That depends on:

- What you are trying to do
- Who you are surveying
- How invested they are
- Scope and length
- Difficulty of questions
- Timing and promotion
- Incentives
- Statistical significance*
- [Further reading](#)



2016 DISTRIBUTOR STUDY

EE Times EDN EBN TOL DataSheets.com embedded

Make Sure Your Voice is Heard!

Dear Sean,

We want your opinion when it comes to your experiences with electronics distributors. Please take our annual Distributor Customer Evaluation Survey today.


START THE SURVEY

The first 200 survey respondents will receive a \$10 gift card to Starbucks, so don't delay.¹ All eligible participants who complete the survey will also be entered in a drawing to win one of two handheld tablet computers.²

The data collected is used as the basis for coverage in EE Times, EDN and EBN. All answers are completely confidential and will be used only in aggregate.

The survey will take no more than 10-15 minutes to complete.


Thank you in advance for your participation! [Click here](#) to take the survey.

 **Susan Rambo**
Executive Editor
EE Times



Why Do Surveys?

- What do you really want to know?
 - Measure user awareness
 - Gather user feedback
 - Get user input
 - Answer a question
- How will use the data?
 - Purchasing decisions
 - Design decisions
 - Benchmarking
 - Demonstrate value
- Will it change anything?



Hi Sean,

This is Lauren from the Usability & Customer Research team at HubSpot. Our team is conducting research sessions to learn more about your process for brainstorming, writing, and editing blog posts in HubSpot and we'd love to hear your feedback.

Details of the feedback sessions:

- The session will last 45 minutes and be conducted remotely through WebEx on the phone and computer.
- You'll receive a \$50 Amazon gift card for sharing your feedback and participating in the session.
- The call will be an open-ended discussion about how you're currently using the HubSpot Blog tool and a peek at some brand new updates.


Fill out the questionnaire below for an opportunity to participate in a feedback call. The questionnaire has 5 quick questions and should take only a few minutes to complete. If you match the criteria for a session, a member of the research team will contact you.

Note: this invitation to participate will expire on **Friday, April 1st**.

[Begin questionnaire](#)

We look forward to hearing your feedback.

Thanks,
Lauren



Lauren McDermott
Usability & Customer Research
HubSpot



Survey Length

How long should your user survey be?

- Generally, shorter is better
- Ask only for what you need
- 3-10 questions
- Single question polls
- Ratings/Likes
- Analytics
- [Further reading](#)

Question Count	Average Seconds Spent Per Question*	Total Survey Completion Times
1	75	1 min 15 sec
2	40	2 min
3-10	30	2 - 5 min
11-15	25	5 - 7 min
16-25	21	7 - 9 min
26-30	19	9 - 10 min

** Rounded and grouped for illustrative purposes*

Source: [Survey Monkey](#)



Survey Questions

Writing your survey questions:

- Demographics
- Yes or No/True or False
- Agree or Disagree
- Multiple Choice
- Text/comment
- [Matrix/rating Scale](#) Questions
- [Likert Scales](#) (e.g., extremely important to not at all important)
- Further reading on [question types](#)

HP Support Experience Survey

To what extent do you agree with the following statement:
HP made it easy for me to handle my issue.

Strongly Disagree

Disagree

Somewhat Disagree

Neither Agree or Disagree

Somewhat Agree


Agree

Strongly Agree

< >



Sample Survey



This is your profession.
Be heard.

2016 RAPS Scope of Practice & Compensation Survey

RAPS REGULATORY AFFAIRS PROFESSIONALS SOCIETY
Driving Regulatory Excellence™

Education & Training Jobs & Careers Networking & Community News & Trends

Dear Sean,

As you may know, the Regulatory Affairs Professionals Society (RAPS) is now conducting its biennial Scope of Practice & Compensation Survey. If you have already taken the survey, thank you! You are helping us better understand and track changes in the regulatory profession.

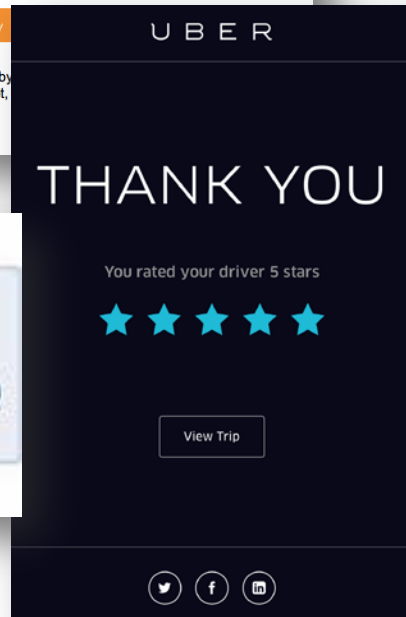
If you haven't yet, please take a moment to [complete the survey](#). It only takes 10–15 minutes, and all responses are confidential and anonymous. For completing the survey, you will receive:

- Advance access to the results
- A chance to win a \$250 (US) Amazon gift card
- One point toward your Regulatory Affairs Certification (RAC) recertification requirement if you have the RAC credential

[Take the Survey](#)

Please [invite your regulatory colleagues](#) to complete it as well, by media using the buttons just below. The more responses we get,

[FACEBOOK](#) [LINKEDIN](#) [TWITTER](#) [+ ADD THIS](#)



UBER

THANK YOU

You rated your driver 5 stars

★★★★★

[View Trip](#)

[Twitter](#) [Facebook](#) [LinkedIn](#)

1. Overall, how useful and/or informative do you find the content in the Diabetes Daily Newsletter?

- Very informative
- Somewhat informative
- Not very informative
- Not at all informative
- Unsure
- Other (please specify)

2. Do you think the Diabetes Daily Newsletter is a helpful service?

- Very helpful
- Somewhat helpful
- Not very helpful
- Not at all helpful
- Unsure
- Other (please specify)

3. How frequently would you say you usually read/scan the Diabetes Daily Newsletter?

- Every day/Almost every day
- A few times a week
- Less than once a week
- Almost never/Not at all
- Unsure
- Other (please specify)

4. When you do read/scan the Diabetes Daily Newsletter, how frequently do you usually find something of interest to you?

- Every day/Almost every day
- A few times a week
- Less than once a week
- Almost never/Not at all
- Unsure
- Other (please specify)

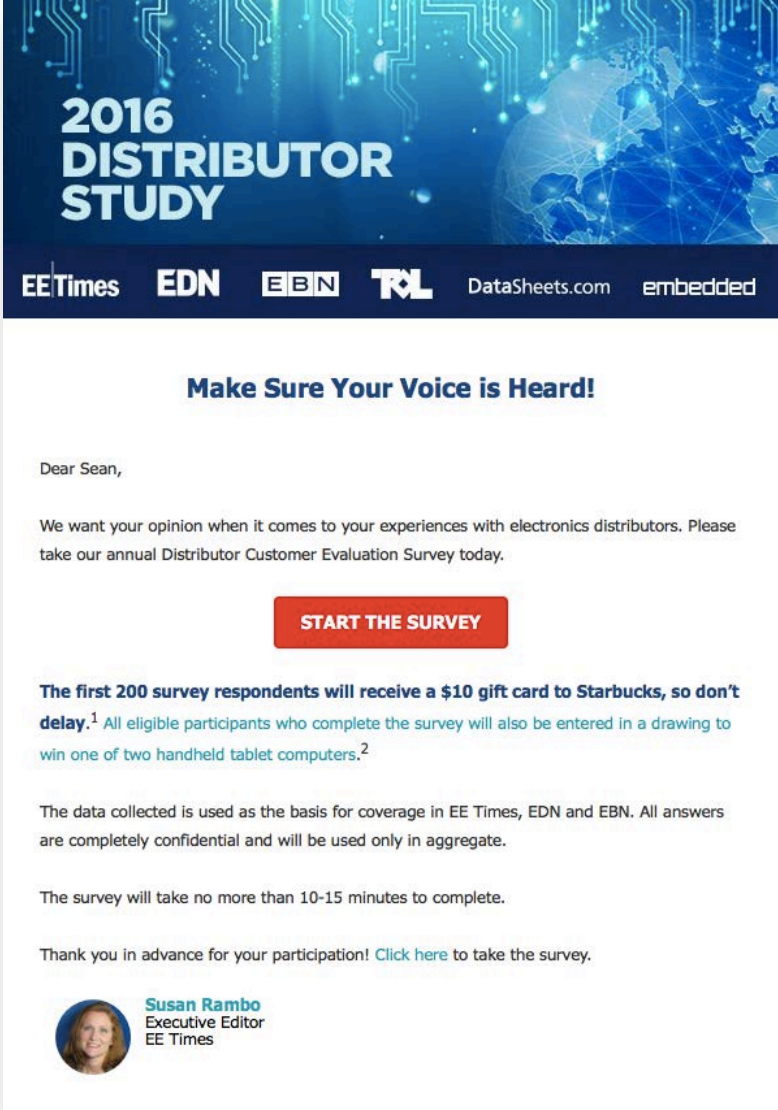
5. Would you say the Diabetes Daily Newsletter saves you time looking for diabetes-related news and information?

- Absolutely
- Somewhat
- Not really
- Not at all
- Unsure
- Other (please specify)

Promotions

Who do want to answer?

- Multiple promotions
- Due date
- Prizes
- Incentives
- Share results
- Write an article
- Post to blog



The image shows a screenshot of an email invitation for the "2016 DISTRIBUTOR STUDY". The header features a blue background with circuit patterns and a globe, with the text "2016 DISTRIBUTOR STUDY" in white. Below the header is a dark blue navigation bar with logos for EETimes, EDN, EBN, TRL, DataSheets.com, and embedded. The main content of the email is white with a blue heading "Make Sure Your Voice is Heard!". The body text is addressed to "Dear Sean," and asks for participation in the annual Distributor Customer Evaluation Survey. A prominent red button with white text says "START THE SURVEY". Below the button, there is a blue link for more details and a red box containing the text: "The first 200 survey respondents will receive a \$10 gift card to Starbucks, so don't delay." The email also includes a paragraph about data confidentiality and a closing paragraph with a blue link to take the survey. At the bottom left, there is a circular profile picture of Susan Rambo, Executive Editor at EE Times.

2016 DISTRIBUTOR STUDY

EETimes EDN EBN TRL DataSheets.com embedded

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Survey Tools

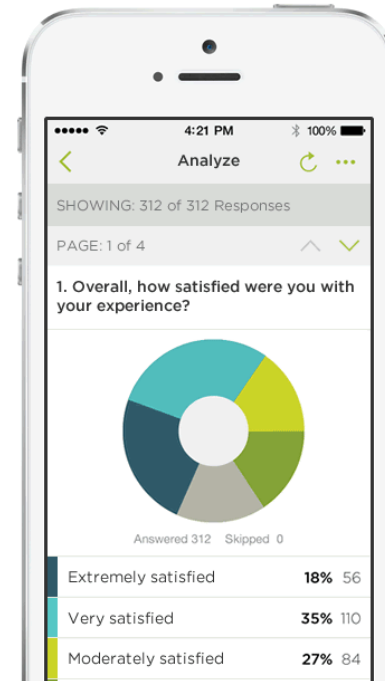
Not sure which survey tool to use for your surveys (besides [Survey Monkey](#))?

Take a look at this list of [a few good online survey tools](#).

Make smarter decisions, anywhere. Get the free SurveyMonkey App.

Now the world's leading survey platform can go wherever you do. Create surveys, send them from anywhere, and monitor results on your iPhone®, iPad®, and iPod touch®.

Download on the
App Store



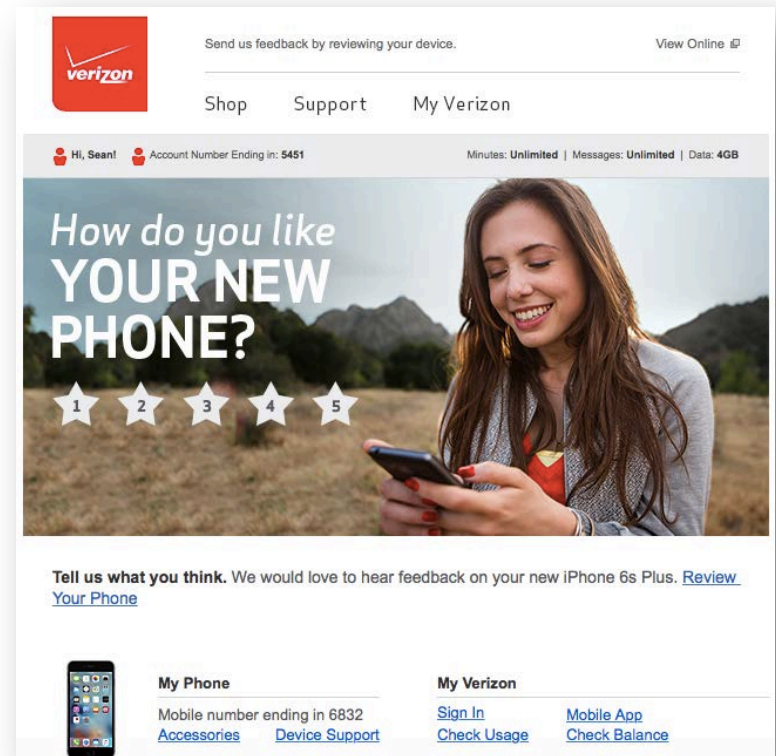
Analyze
your survey
results
on the go



Survey Help

Want more help creating surveys, check out these useful resources:

- [How to Create a Survey](#) (14 step guide)
- [Survey Monkey Help Guide](#) (answers virtually any survey-related question)
- [Library user survey templates](#) (short, medium and long form templates)



Time for Questions

What did you think of the presentation?



About Sean Smith

Content marketing and communications professional with 17+ years experience marketing B2B information management solutions and information services.

Vice President of Marketing leads all aspects of global marketing and demand generation for InfoDesk with an emphasis on content marketing, brand awareness, sales messaging, lead generation, blogs, social media, user engagement/client retention and strategic partnerships. Email: sean.smith@infodesk.com

About InfoDesk

InfoDesk helps organizations **integrate, manage and share** all of their information resources on a single “content neutral” platform.

InfoDesk has been providing **actionable intelligence** to multinational corporations, government agencies and other organizations since 1999. InfoDesk is based in New York with offices in London, Washington, DC and India. [Learn more about InfoDesk.](#)

