



Unlocking the keys to a better survey experience

A look into how Quester compares to the 2017 Grit Consumer Pulse Report (CPR)

GRIT Consumer Pulse Report:

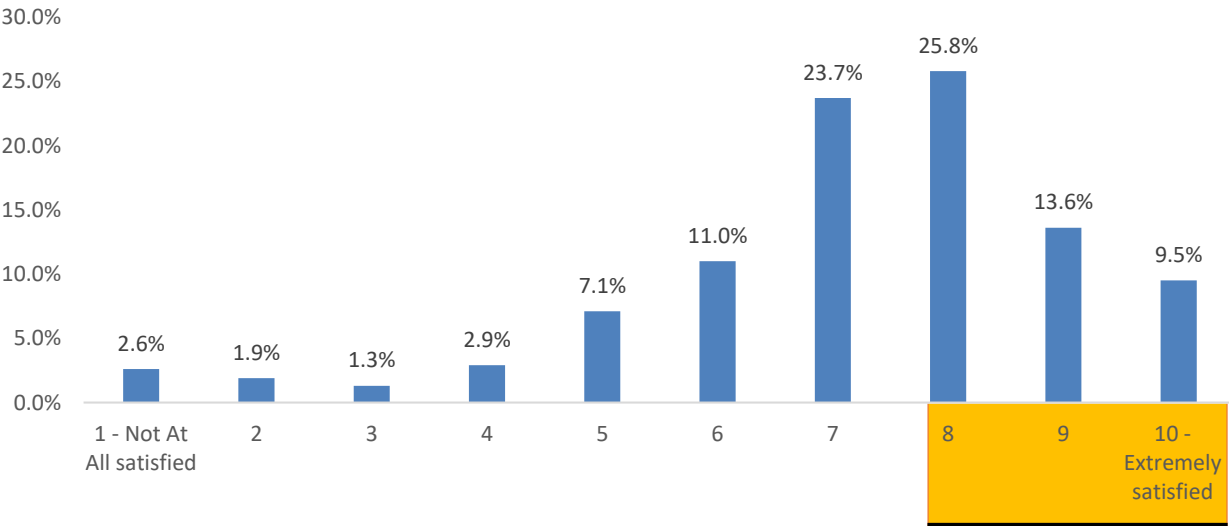
KEY FINDING



In the Q3-Q4 GRIT report **Respondent Experience** was ranked at the very bottom of various factors of importance when designing studies

The GRIT CPR team argues researchers need to prioritize the respondent experience or the industry will risk access to respondents

Thinking about your average experience with the type of research you participate in most frequently, please tell us how satisfied you are on a scale of 1-10, with 1 being Not At All Satisfied and 10 being Extremely Satisfied:

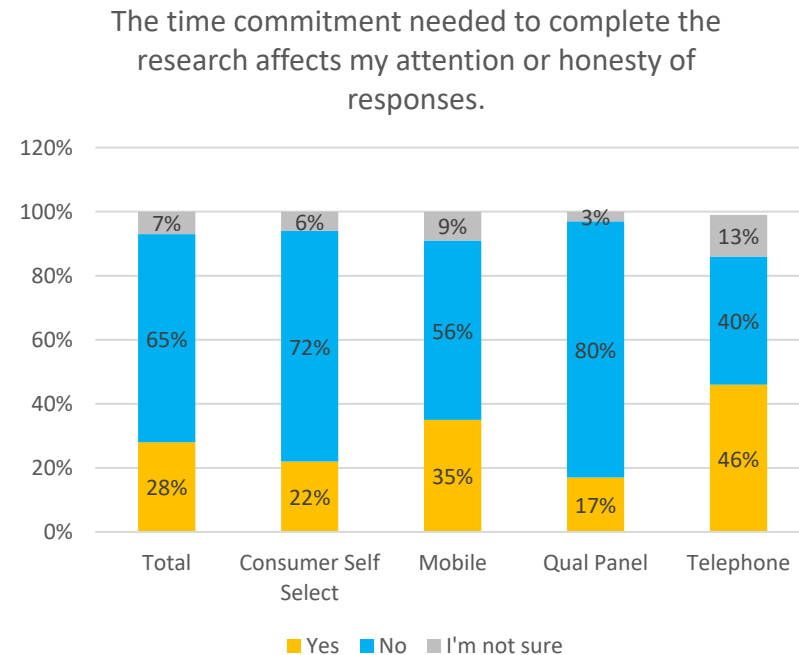


2017 GRIT CPR

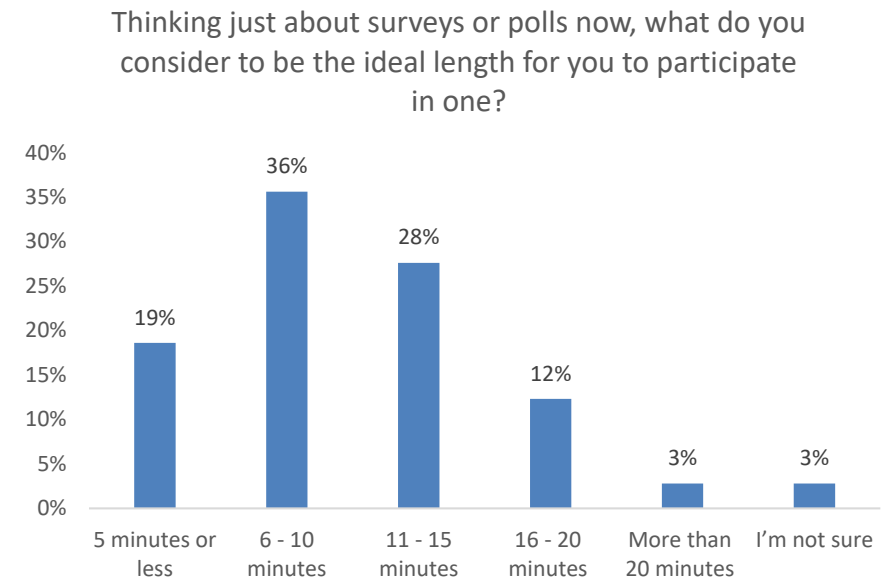
GRIT CPR Potential Reasons for Low Satisfaction:

LENGTH

Time commitment does seem to play a role in respondents attention and willingness to answer honestly



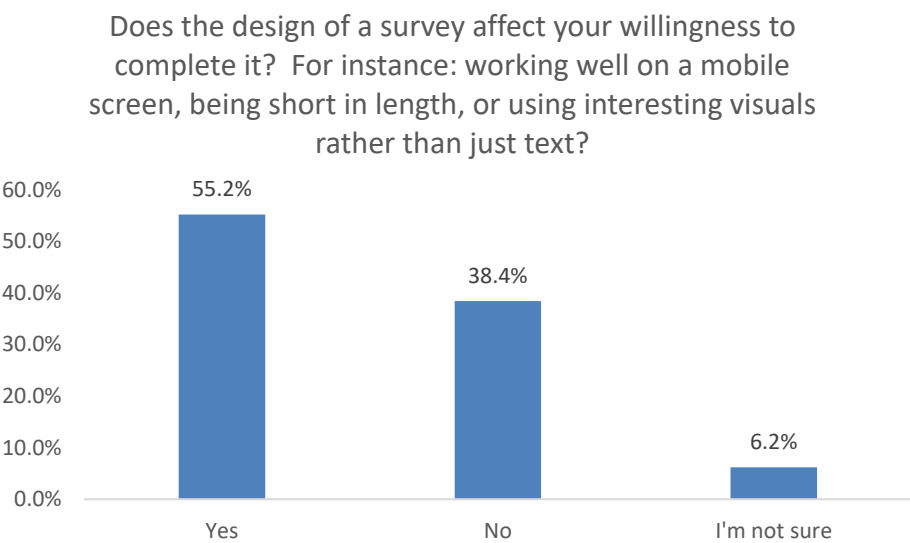
Over 50% of respondents said surveys should be less than 10 minutes in length.



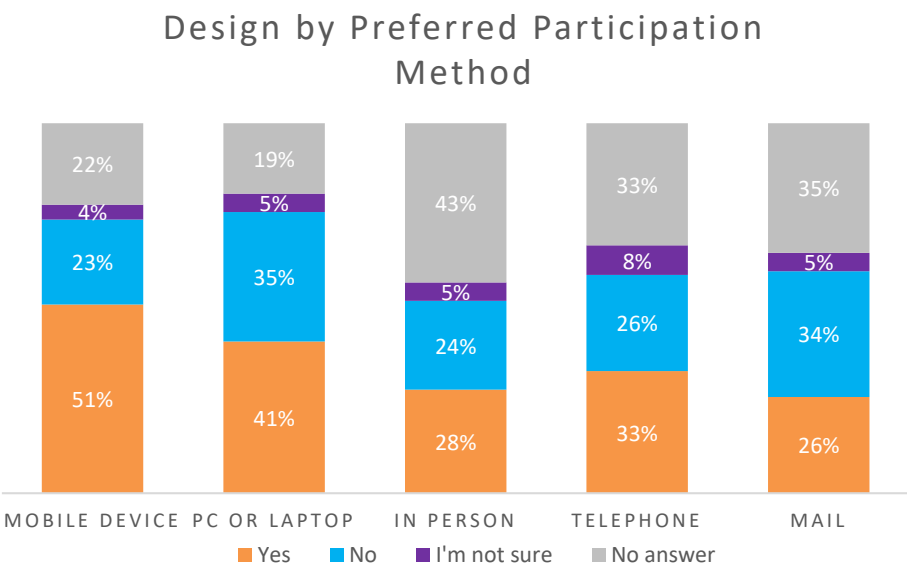
GRIT CPR Potential Reasons for Low Satisfaction:

DESIGN

Over half of all respondents indicated survey design impacts their willingness to complete a survey



This is extremely important to consider when designing for mobile-first respondents



QUESTER SURVEY SATISFACTION

From Dec. 2016 to May 2017 we asked respondents from every live survey about their experience. Quester scored well above the industry.

INDUSTRY
SATISFACTION AVERAGE

48.9%

OVERALL TOP 3 BOX (10 PT SCALE)

2017 GRIT CPR

QUESTER
SATISFACTION AVERAGE

77%

OVERALL TOP 2 BOX (7 PT SCALE)

2017 QUESTER STUDY

We then dug
in to find out
“WHY”

THE STUDY REVEALED THREE KEY FINDINGS

1

Respondents have a better survey experience when they can answer questions in their own language

2

They become more engaged when they feel like someone on the other end is actively listening and responding

3

A better respondent experience leads to better data, and factors like survey length and incentives become less important

QUESTER SURVEY RESPONDENTS: IN THEIR OWN WORDS

I loved the interaction, I find interviews very fun to do

QUESTER
MEDIAN SURVEY
LENGTH
26.09 MINUTES

It wasn't an ABC type of survey. Sometimes you can't really give a full answer if you're just picking from options.

NO FORCED RESPONSES, I could say what I wanted to say!!!

It was very different and it was kind of a break from other surveys I have taken before. I enjoyed it alot.

This was a fun survey with a different feel since it seemed more like a conversation instead of just filling in a blank or gauging things on a scale.