

# Best Practices

## 10 best practices for making the most of Google Consumer Surveys

Ready to start gathering insights from people who matter to your business? Before you create your survey, take a look at these 10 best practices from the Google Consumer Surveys team. They'll help you target your audience, craft the right questions and get the data you need to make smart business decisions.



### 1. Take a tour

Google Consumer Surveys is designed to help researchers write clear, concise questions that get straight to the point—and deliver results. For that reason, it may be a little different from traditional survey platforms you've used in the past. So take a moment to sign in to your account, explore the interface and get to know our guidelines. This will help you improve and adapt existing surveys before you enter them into our system.



### 2. Know your audience

Successful research starts with talking to the right respondents. Out of all the people in the world, whose opinions do you most want? Does your target audience represent the general population or a segment within it, like retirees, cat owners or male millennials? Do you want to hear from typical customers or an emerging niche market? Google Consumer Surveys offers multiple ways to reach your target audience, but the first step is knowing who falls within that group—and why they're vital to your business.



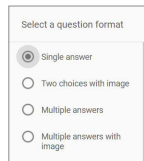
### 3. Identify your objectives

The best kind of data is actionable data—data that can help solve a concrete problem or guide a specific decision. For each question, ask yourself what you hope to achieve as a direct result of the answers you'll receive, whether it's choosing a new retail location, changing the color of your logo, or pricing a product. It's much easier to write meaningful, productive surveys when you know what you'll do with the responses.



### 4. Keep questions simple

When you're writing a survey question, use language that's clear, concise and jargon-free such as: "Have you made an online purchase in the past three months?" Respondents should immediately understand what you're asking without having to go back and reread the question.



## 5. Weigh your question type options

Google Consumer Surveys supports a range of question types to help you collect the data you need. When you're choosing among them, think again about the kind of answers you hope to gather. For instance, open-ended questions are great for yielding qualitative information about how your target audience thinks and feels, while closed-ended questions restrict the answer field for more quantitative probing.



## 6. Limit answers to a few words

If you use open-ended questions in your survey, ask your audience to keep their responses brief. You'll get more robust data with answers that include just a few words—or even just one—rather than full sentences or paragraphs. For instance, if you want to gauge how people feel about your brand, you might ask: "In one or two words, how would you describe Google?"



## 7. Think about the flow

A good survey tells a story. Help your audience follow your narrative by arranging your questions in a logical order. Keep in mind that the order you choose could potentially influence the way respondents answer subsequent questions.



## 8. Avoid "right" answers

Google Consumer allows up to four screening questions per survey to help you narrow and validate your audience. When you're writing screening questions, encourage more specific responses by giving people several different answer options rather than simply "yes" and "no." For instance, try "Which of the following pets do you have, if any?" instead of "Do you have a dog?"



## 9. Design for small screens

Remember that people will see your surveys either on a small section of a webpage or on their mobile device via the Google Opinion Rewards app. If you're testing out different creative assets such as logos or photos, make sure every image is bright, clear and easy to view at a reduced size.



## 10. Choose an adequate sample size

For each survey you run, you'll have the chance to decide how many responses you need. The more responses you collect, the more confident you can be in your results. If you're targeting the general population of an entire country, we recommend a base sample size of 1,500 respondents. But if you're planning to compare groups or demographics within that data set, you'll want to go with a larger sample size.