

Your definitive guide to

DIY surveys for better, faster insights



OnePulse

www.onepulse.com

Intro

From speed to efficiency and cost-effectiveness, DIY surveys have disrupted the traditional market research model for the better. These user-friendly surveys are a significant part of the future of the consumer insights sector.

DIY surveys are a type of market research method where an individual or organization builds and launches surveys in-house.

This growing method of research requires less time commitment and financial expenditure – both of which are reasons why a company might put off conducting research in the first place.

Because a third-party market research agency is not involved, results are gathered automatically and at a much faster rate.

Given these benefits, it is no wonder why DIY surveys have increased in popularity over the past several years – and only continues to grow.

[ESOMAR](#) – the global voice of the data, research, and insights community – [estimates that the DIY research sector will grow by \\$1.3 billion \(£2.2 billion\) in 2021.](#)

According to Greenbook's recent GRIT report on agile methods, [DIY research is a part of at least 72% of researchers' future plans.](#) Additionally, another report cites that [70% of market research professionals will be transitioning to DIY tools](#) in the next twelve months.

In other words, DIY surveys aren't going away any time soon. But how do you know if this research method is right for your business?

At [OnePulse](#), we understand what can make or break a positive DIY survey experience, and that a smooth transition from traditional research methods to an agile, DIY research approach is key.

In this guide, you will learn what use cases align best with DIY market research – and how to successfully plan your DIY survey work.



When should DIY surveys be used?

While DIY solutions are not perfectly suited for every research scenario, they will often be an ideal choice when doing any of the following:

- **Competitive Analysis** – Understand how your brand is perceived in comparison to your competitors.
- **Proposition and Concept Testing** – Scope, test and validate products and/or service concepts before taking their development further.
- **New Business Development** – Gather relevant insights to present at a business or product pitch meeting.
- **Consumer Profiling** – Evaluate your target audience's purchasing decisions and behaviours.
- **Creative Testing** – Validate your marketing creatives and messaging prior to launch.

How to plan a DIY survey

Planning out a successful DIY survey is typically broken down into three steps: goal setting, secondary research gathering, and tool selection.

Firstly, you should establish what your goals are for the research. This will give you a solid foundation upon which to build your survey in a way that will achieve the greatest impact. In general, market research is used to help organizations: improve customer satisfaction, verify market need, identify competitors, make important decisions, secure investments and funding, determine new business opportunities and avoid business failures. Once you decide what your overarching goal is, then you can get more specific with your KPIs.

Next, complete some in-depth secondary research. This will help you inform certain aspects of your own research questions before you create your survey. After all, why spend the time and money on questions you can get the answers for already? Secondary research includes information generated by others, such as consumer reports and trade publications, as well as previous research you've gathered on your own.

Finally, you should select a DIY survey platform or software to carry out your research. Without the right tool in place, your results might end up with inconclusive or unrepresentative data. At the baseline, a DIY survey platform needs to include the following:

- A wide range of demographics to help you target your audience correctly.
- Optimization abilities so you can pivot your strategy if necessary.
- Different survey question types to provide flexibility and depth.
- Quick responses so your time, and a respondent's time, is spent efficiently.
- Retargeting capabilities to ask follow up questions and gain deeper insights.
- Accessibility across teams so anyone can view results and launch surveys.

We've also written a handy blog which covers [everything you need to keep in mind when searching for these tools](#), including whether they will give you the control you need to gather in-depth, actionable insights.

Data collection 101

Once you've established your research goals, completed and gathered secondary research and chosen your DIY platform, it's time to begin the actual data collection process. When gathering data, make sure you implement – and avoid – the following to ensure quality responses and results:

1. DO: Choose the right audience demographics

By creating a participant pool with the demographics that match those of your target audience, you'll ensure that the data you gather is relevant and implementable.

You need to think beyond the typical demographics of age, gender and geographic location and get to more in-depth demographics that truly matter. For example, if your company creates meat-based products, you'll want to ensure that your demographics exclude vegetarians. A few other demographics you might consider when building out your audience include the following:

- Individual or combined income
- Relationship and/or parental status
- Educational background
- Interests and hobbies
- Eating and shopping patterns

For example, as part of the OnePulse solution you'll have access to a wide variety of engaged participants and be able to drill down into 60+ detailed demographics and lifestyle filters; even as far down as the type of pets your respondents own!



2. DO: Keep your surveys short

This might sound counter-productive. After all, surely more survey questions means you'll be able to gather more data?

Unfortunately, more data doesn't mean high quality insights. In reality, with people's busy lives, longer surveys can be off-putting and participants may be tempted to give up before completing a survey. Subsequently, long surveys increase the risk of producing biased results.

On the other hand, a shorter survey with five or less questions reduces fatigue, meaning that your respondents will be more likely to complete a survey and give it their full attention. This can lead you to higher-quality insights much more quickly.

And the numbers back this claim up. According to a [recent study](#), surveys containing 4-8 questions can result in a 65.15% completion rate on average, while surveys of 1-3 questions have an average completion rate of 83.34%!

3. DO: Use a variety of question types

It's incredibly important to [choose the most appropriate question types](#) in your surveys. This will enable you to gather the insights you need and will help reduce the risk of respondent fatigue. If you are unsure what all the different question types are for surveys, consider the following options:

1. Exclusive choice

Respondents can only choose one of the answer options you provide.

2. Multiple choice

Respondents can select multiple answers to a question, but you decide how many choices are available to them.

3. Yes/No

Automatically populate a straightforward “yes” or “no” answer to a question.

4. Slider

Use a slider for questions where you have numerical answers, or ones that sit on a scale.

5. Ranking choice

Ask respondents to rank the provided answers in order of preference using a drag and drop function.

6. Image choice

The same as exclusive choice, but with pictures. Respondents can select one image per question.

7. Open-ended (free text):

Leave your question completely open for respondents to submit their own opinion.



4. DO: Avoid biased questions or vague language

The way you word your questions is essential to the success of your survey. If questions are vague, ambiguous, confusing or difficult to understand, you'll be at significant risk of gathering data that's not exactly what you need.

One thing to avoid is making assumptions, or asking questions that are formed by an opinion. By including assumptive or biased language in your questions, you can lead people to respond in agreement versus saying their actual opinion on a subject.

The best way to prevent this from happening is by structuring questions around facts.

For example, instead of asking "Is your favorite color red?" ask "What color do you like best?" By doing this, you are making sure that you're not putting respondents into a corner where they feel obligated to only answer one way.

You also don't want to phrase questions with a positive or negative structure to it, such as "How much did you enjoy ____?" Instead, be unbiased by asking questions such as "On a scale of 1-5, with 1 being the worst and 5 being the best, please rate ____."

Additionally, you need to be sure your respondent demographics are front and center when crafting your questions. For example, if you are targeting Gen Z, use language and terminology that resonates with them.

1. DON'T: Launch without a pilot survey

[LinkedIn notes that pilot surveys](#) are “a useful tool to obtain preliminary conclusions about the feasibility, cost and outcome of a study in a short time.” In other words, pilot surveys are a small project undertaken before a much bigger study takes place. They are a great way to ensure long-term success of your market research.

With a pilot survey, you can determine what type of survey questions are most engaging to your audience, generate topline or initial insights on a proof of concept and figure out what survey methodologies work for you. Essentially, it's all about learning and improving before investing in bigger things.

2. DON'T: Have too many - or not enough! - answer options

Having too many answer options can be overwhelming for your audience. People are often overwhelmed if they have too many choices compared to having fewer choices to begin with.

When presented with too many options, respondents can face “decision paralysis” and avoid completing a survey altogether. If you offer a multiple choice question with 18 answers, for example, it's more likely to skew respondent selection rather than a question with fewer answer choices.

Similarly, not having enough answer options can be just as damaging to your results, leading participants to choose an unrepresentative answer in order to move on.

Taking the time to get it right will yield better insights in the long run. We recommend offering at maximum 12 answer options for optimal engagement.

3. DON'T: Exclude visuals

According to Greenbook, [visuals are the new language of consumers and market research](#). The world is becoming increasingly more visual by the day, particularly in light of growing video and photographic content on social media. This is predominantly because visuals are seen as “more concise and more effective units of communication.”

Therefore, use visuals as part of your surveys when possible to achieve a real impact. It's as simple as including relevant images for every question you ask. This can help shape questions in a way that's easier to understand from a respondent's perspective.

For example, if you are surveying about a political event, this will help respondents to connect the dots better about who you're talking about and put a face to the names you mention.

4. DON'T: Fail to provide an “N/A” option or open ended feedback

Sometimes, a respondent will simply not know how to answer a question, or a question may not be relevant to them. Therefore, it's important to provide an “N/A,” “other,” or “I don't know” option as an answer to your questions. By doing this, you'll ensure respondents don't select a false answer, or quit out of the survey altogether.

While it may be tempting to focus on questions that provide quantitative data to analyse, open-ended questions can also provide a plethora of insights that you might not have otherwise achieved. This is an opportunity for respondents to explain why they feel a certain way in greater depth. Therefore, be sure to include these as part of your survey to avoid missing out on essential feedback.

How to Conduct a DIY Survey Analysis

Once your survey is complete, you'll need to conduct a thorough analysis of the results. After all, you could have gathered the best possible data, but without analysing this properly, you won't be able to action your insights accurately!

Start by looking for prevailing patterns in your quantitative data. For example, are a certain age group of respondents generally picking the same answer from a multiple choice question? Or are respondents of a specific gender gravitating towards the same end of the scale in your slider questions?

Then, **look for similar words and phrases used, or common themes within responses.** If you were, for example, seeking opinions on your latest TV advertisement, are similar words such as “exciting” or “thrilling” being used?

If you want to look even deeper into your responses, then you should also **consider retargeting the same audience again** with more specific questions. This is especially useful if you want to ask consumers who answered a certain way even more questions.

Once you've completed your analysis, it's time to present this to your key stakeholders, and decide how to use this information. If you are unsure how to use your collected insights to truly understand purchasing decisions and consumer behaviours, you can get more details by [reading our blog](#) which dives into this subject in more depth.

By following the tips outlined above, you'll be well on your way to achieving better, faster consumer insights for your brand!

Before you can begin, however, you'll need to ensure you find the right DIY survey tool that will enable you to follow all these steps. Double check that the tool you choose:

- gathers responses from your desired consumer demographic quickly and easily
- gives you the ability to use a variety of question types
- includes retargeting capabilities, in-depth sentiment analysis and much more

Introducing the OnePulse DIY survey solution

The [OnePulse DIY survey tool](#) and opinion platform gives businesses and brands the opportunity to talk to their ideal audience while they're living their lives, and get honest insights in mere minutes instead of weeks or months down the line.

By keeping our surveys to three questions, we see a 97%+ survey completion rate from start to finish. And with 60+ demographic filters, you can be confident you are talking with your target audience.

Unlike other platforms, you can also send multiple Pulses to the same target audience, which allows you to take a much more agile approach to consumer insight.

Since its inception, the OnePulse platform has transformed market research into an engaging, real-time conversation for a plethora of well-known brands, including the likes of Tyson, Coca-Cola, TikTok and many more.

Would you like to give OnePulse a go?

To see the OnePulse DIY survey tool in action and the incredible impact it will have on your brand and business growth, be sure to contact our team for a free demo today.

Alternatively, you can get pulsing right away by [registering with us now!](#)

START PULSING NOW



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