



5 must-dos to send your survey out with confidence

Ready to finally get the responses you need? We've got some advice for you—don't rush. Now's the time to pause and look over your survey. Use these tips from our survey scientists to make sure your survey is good to go.

1. Double check your question wording

Question wording can make or break your survey. Don't want your respondents to be confused? Make your question wording clear with these tips:

- Make sure you've cut out all extra words from your survey
 - Avoid acronyms, jargon, or technical terms in your question and answer choices
 - Avoid using absolutes in your questions like “always,” “never,” and “all”
 - Each question should ask only one thing. Look out for “[double-barreled](#)” questions, and reword them or split them up.
Example: “How satisfied or dissatisfied are you with the service and food at our restaurant?” should be split into separate questions asking about satisfaction with the food and service.
 - Avoid non-neutral words that could influence your respondent's answers.
Example: “How dirty were the dishes at the restaurant?” suggests that the dishes were somewhat dirty.
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2. Review your skip logic

Skip logic makes your respondent's experience more relevant and user-friendly. It's [not available on all plans](#), but it can really improve your respondents' experience. Check out our tips for using it below:

- Shorten your survey for respondents by skipping them past sections that aren't relevant to them
- Test each question that has skip logic. Make sure respondents are being skipped to the right questions
- Consider using a qualifying question like “Do you take public transportation?” to disqualify disinterested respondents
- Only use skip logic once per page

3. Make sure your survey is user-friendly

Nothing makes respondents more frustrated than taking a tedious survey. Learn how to reduce the dropout rate of your respondents:

- Make sure your survey has as few questions as possible to get what you need
 - Only require responses to important questions
 - If your survey is long, spread it out on several pages
 - If you're using matrix questions, adjust the label width of your row choices to fit your needs
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4. Consider optimizing for mobile

Not all surveys need to be taken on mobile devices. But if you want to make sure your survey can be taken anywhere, consider these tips:

- Keep survey formatting simple—avoid progress bars or logos as they take up valuable space
 - Use mostly multiple choice questions in your survey
 - Avoid using images—they take up valuable space on small screens
 - Make sure your survey works on different mobile devices
 - Keep your survey URL short and easy to read so it can be linked anywhere
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5. Put yourself in your respondents' shoes

The most important part of your survey is the respondent experience. Make sure you know how your respondents feel about your survey:

- Preview and test your survey again, and again, and again
- Make sure you time your survey. 70% of people think a survey that takes more than 5-10 minutes is too long.
- Create a web link collector and ask others to test it out on different devices
- If your survey is in a different language, make sure that the navigation buttons and error messages match the language

Don't be pressured to send your survey out right away. Go through this checklist and make sure you're ready for answers. Ready to send your survey?

[Let's go](#)