

# Cracking the Code on Survey Engagement: A UX-Driven Approach

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**“82% of survey results  
contain fraudulent user data  
or ‘bogus’ feedback.”**

**Cambridge Core**





**But what if our biggest  
problem isn't fake  
respondents... it's real ones,  
quitting for real reasons?**



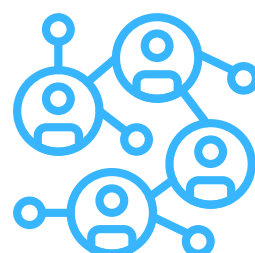
**What they're telling us—through  
silence, drop-off, and frustration—  
isn't just noise. It's insight.**

# Methodology



## U.S. Adults

1,725 U.S. adults surveyed based on census representation



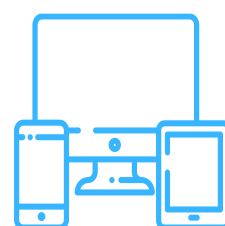
## Multi-Panel Partners

Sourced from vetted multi-panel partners



## 2+ Weeks In Field

Fielded over 17 days across weekdays and weekends



## Device Agnostic

Mobile, tablet and desktop friendly







# 01

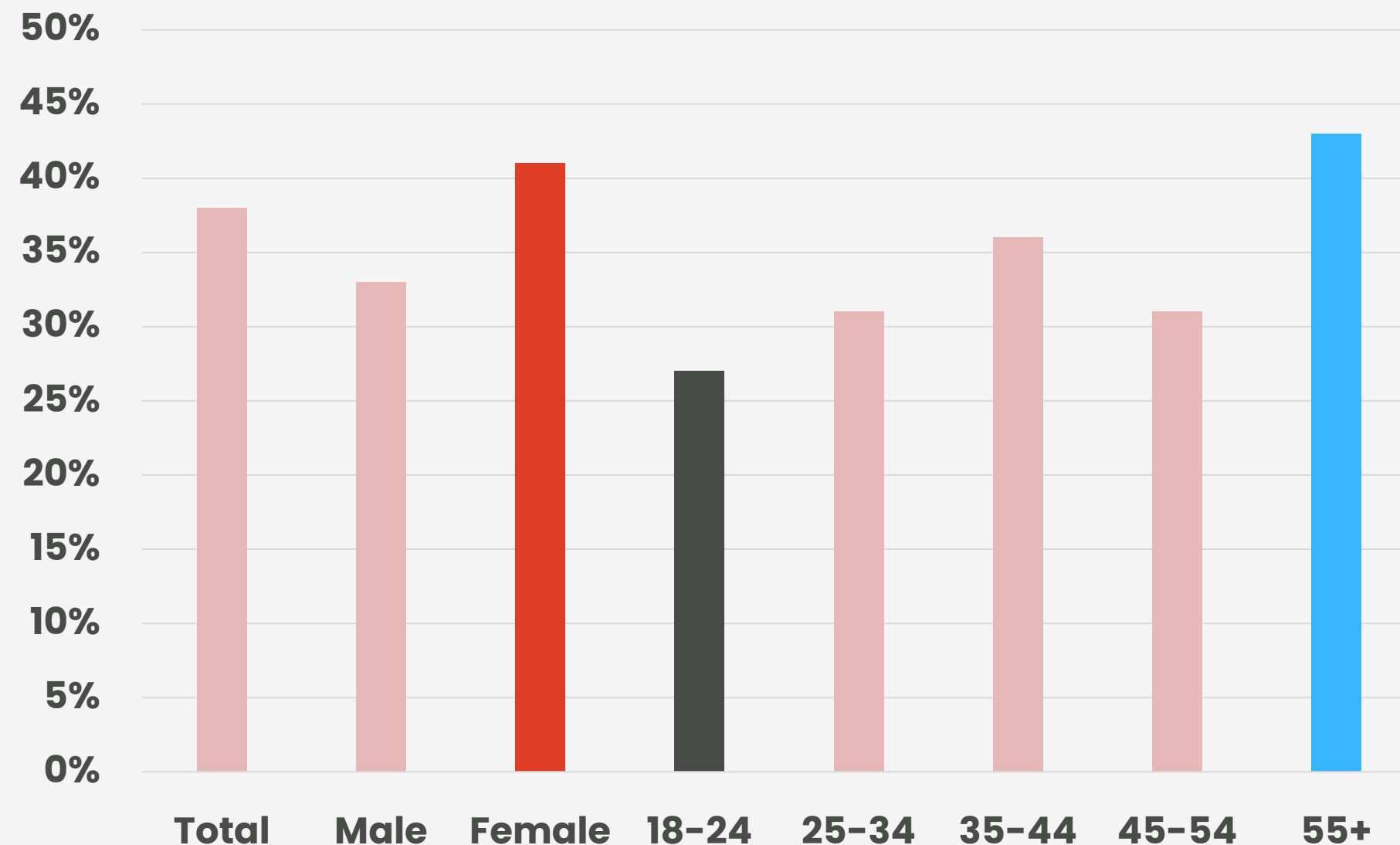
## The First Barrier: Just Getting In

The industry calls it screening.  
Respondents call it rejection.

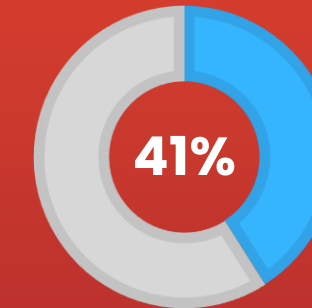


# Qualification

**38% of respondents cite qualification as the biggest problem in online surveys**

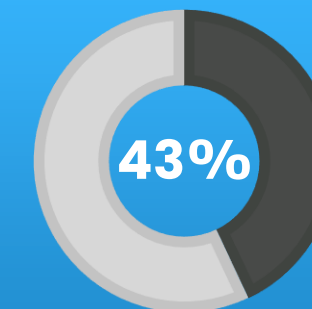


## Females



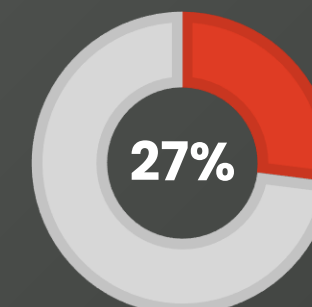
While qualification was the primary concern for both genders, females expressed a stronger aversion to it.

## 55+ Year Olds



The 55+ age group exhibits the highest level of frustration across all age categories.

## 18 – 24 Year Olds



Screening caused the least frustration for 18-24 year olds, yet it was still their second biggest concern.





# 02

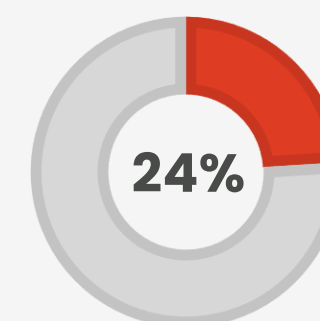
## The Value Gap

The Economics of Engagement

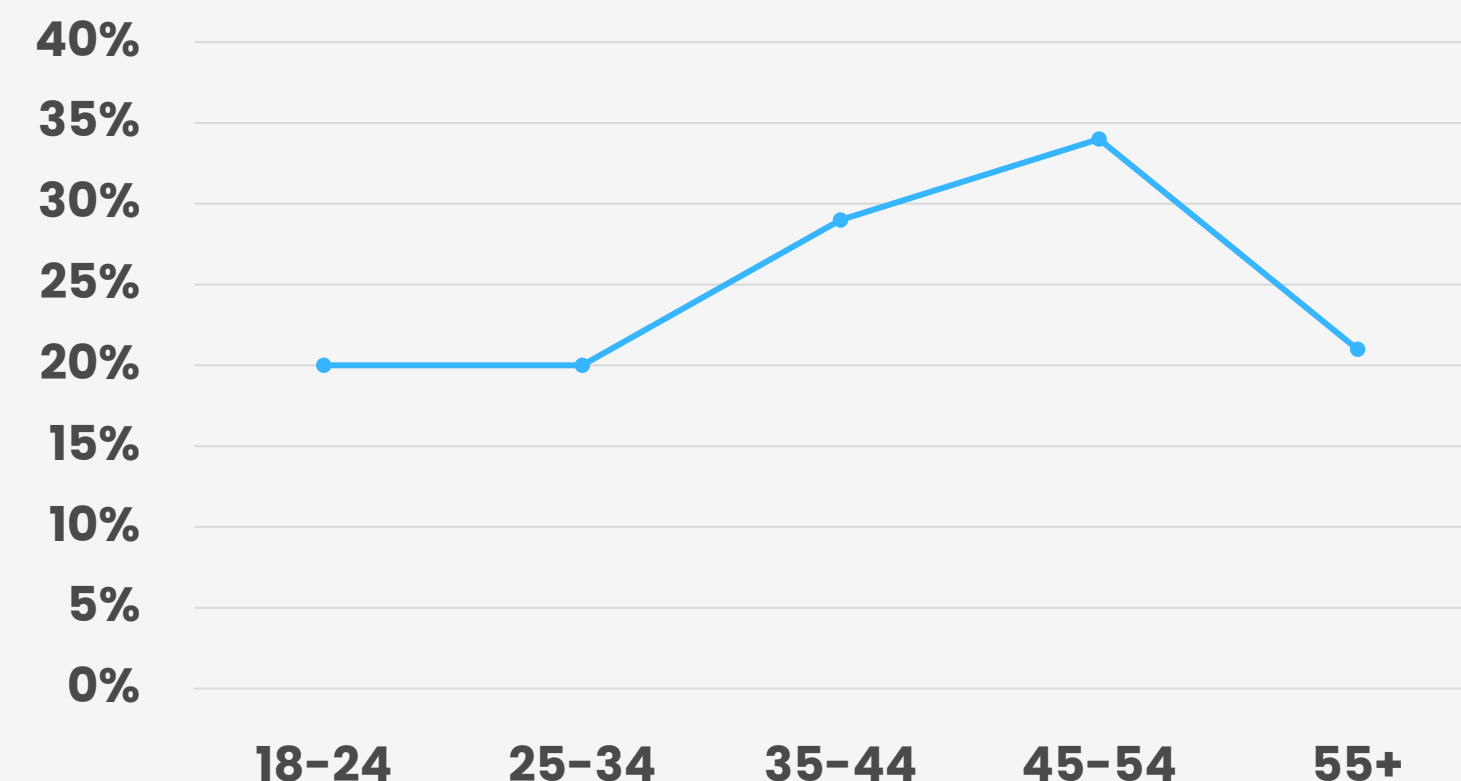
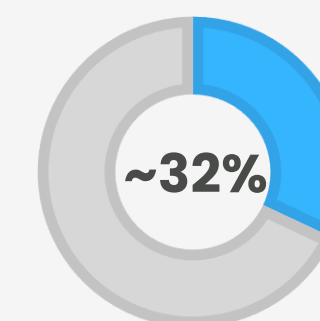
# Incentives

A primary concern for online market research participants is the low compensation relative to the time commitment, often leading to frustration over "*pennies for 20 minutes.*"

Low Incentives:  
Primary Pain



Incentive Concern  
(35-54)







# Survey Length

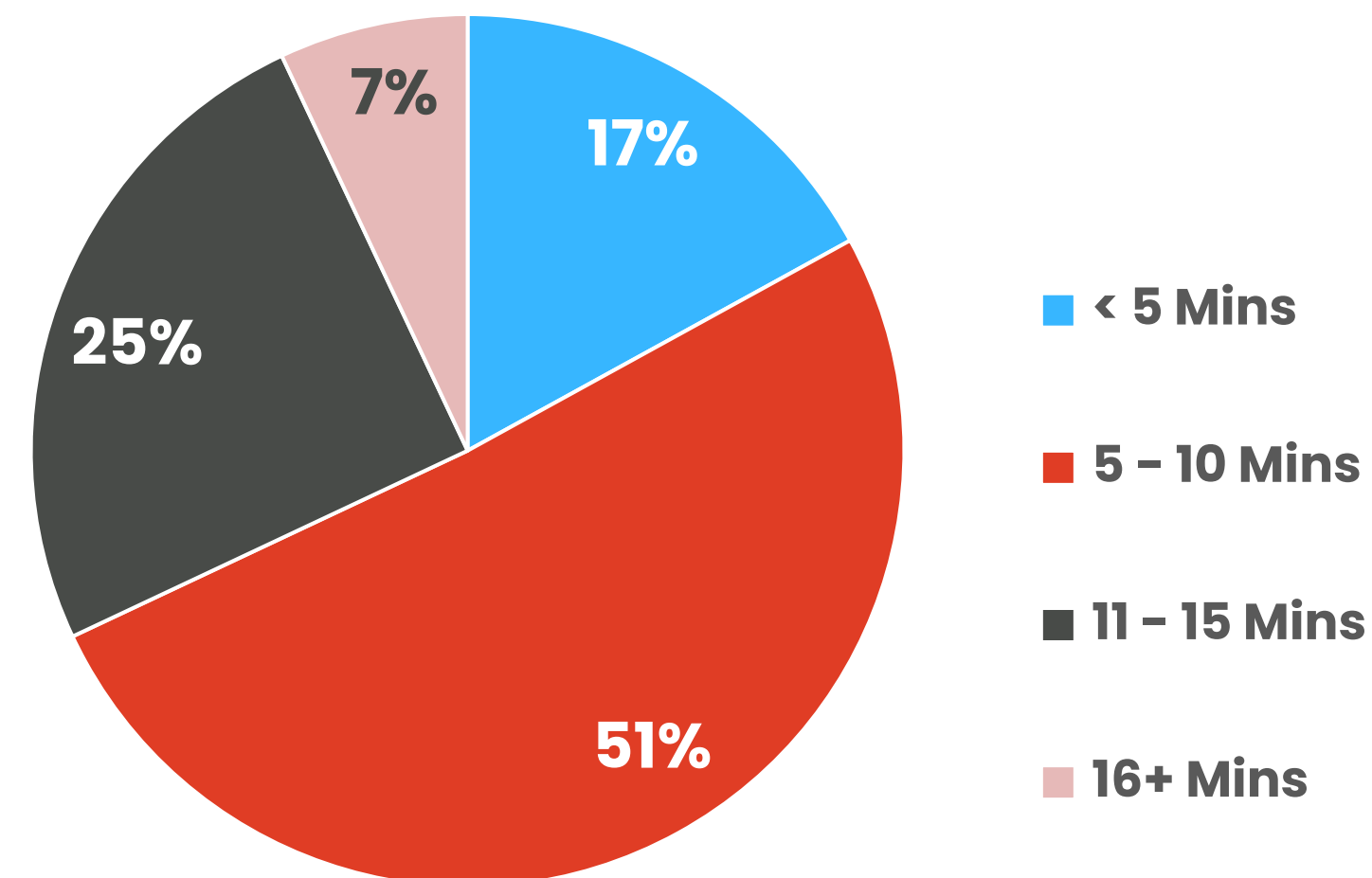
How Long Is Too Long?

# 03



# The Goldilocks Zone

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**51%** **5 – 10 Minutes**

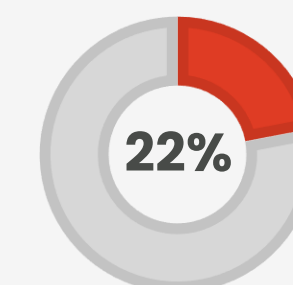
Over half of the respondents who participate in online surveys prefer surveys that are 5 – 10 minutes long

**68%** **10 Minutes or Less**

Over two-thirds of respondents prefer surveys that are 10 minutes or less

# The Generational Gap

## Survey Length



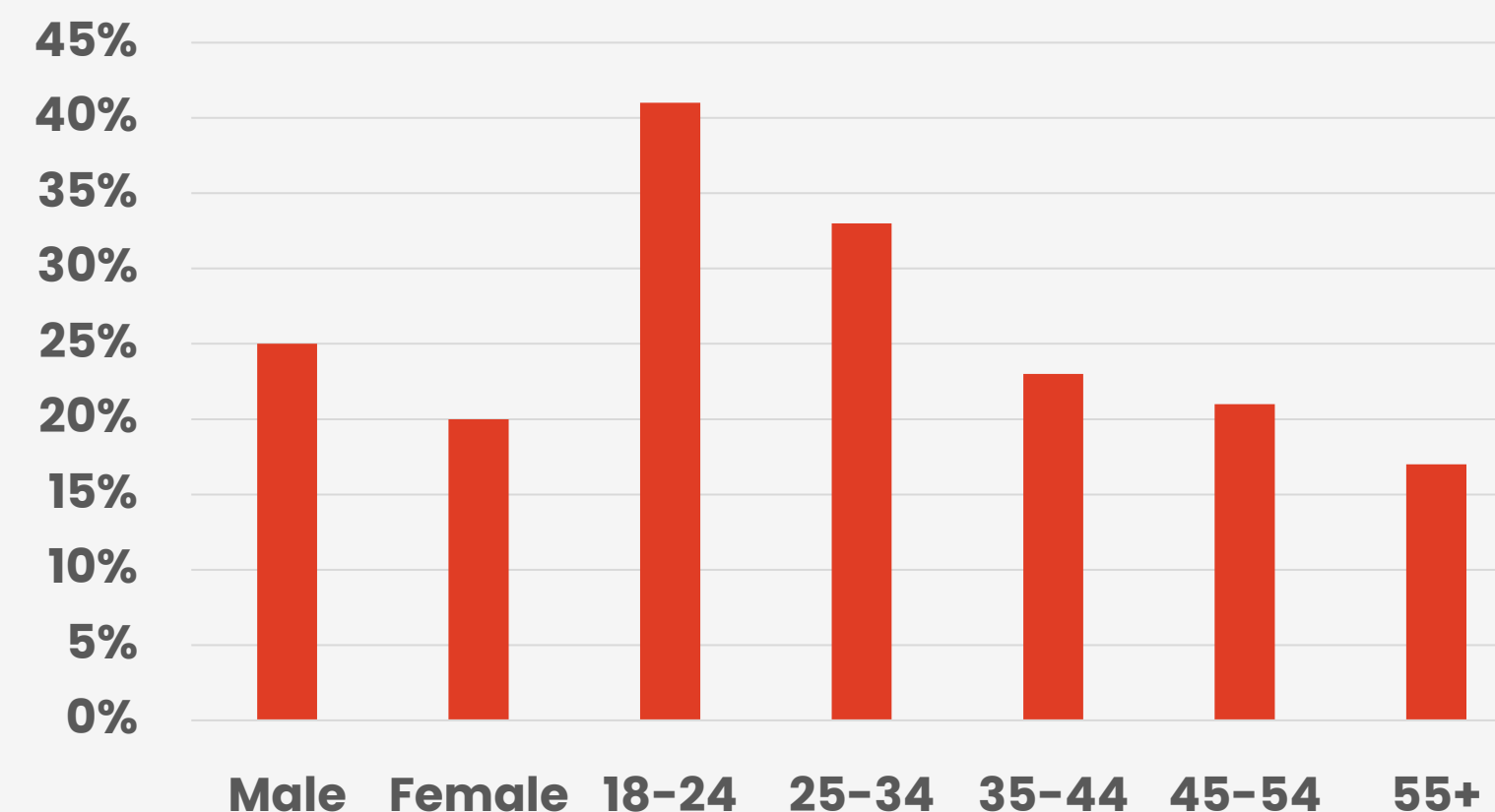
## TikTok Tolerance

Younger respondents expect speed and clarity—surveying them is more like competing for screen time.



## Patience Grows With Age

Older audiences show more patience, but they still expect relevance







# 04

## UX Friction

The Invisible Drop-Off



# When UX Gets in the way...

Only **16%** cite UX directly—but its impact is everywhere

*"I wish survey apps would automatically fill-in my basic information so I wouldn't have to do it with every survey"*

*"Way too many grid questions"*

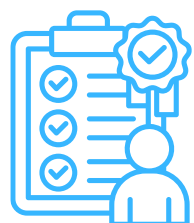
*"Advertising misleading time frames, saying it's a 5-minute survey and then saying it'll take 20-minutes to complete"*

*"Small font is a big issue – that and mobile compatibility"*





# The Friction Framework



## Qualification

Am I allowed in?



## Incentives

Is it worth my time?



## Survey Length

Will this take too long?



## Respondent UX

Can I even get through it?





# Design the Experience, Not Just the Survey



## UX Solution

- Prioritize mobile-first usability
- Use simple, intuitive formatting
- Add visual progress indicators
- Reduce redundant or confusing instructions

### ► Survey Length

- Target the “Goldilocks Zone”
- Use modular designs
- Match LOI expectations to age and attention span of your audience

### ► Incentives

- Align compensation with time and cognitive effort
- Offer partial payment for partial completes or question blocks
- Segment incentive strategy by audience

### ► Screening

- Be transparent about screening criteria
- Leverage pre-profiled data
- Minimize repeated questions
- Streamline screeners for speed and clarity

The background of the image is a grayscale photograph of a city skyline, featuring various skyscrapers and buildings. On the left side, there is a large, bold, red abstract shape that resembles a stylized 'Z' or a series of connected curves. Overlaid on the right side of the image is the text "Treat Respondents Like People. Not Just Data Points." in a bold, black, sans-serif font.

**Treat Respondents Like People.  
Not Just Data Points.**

# Thank You

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