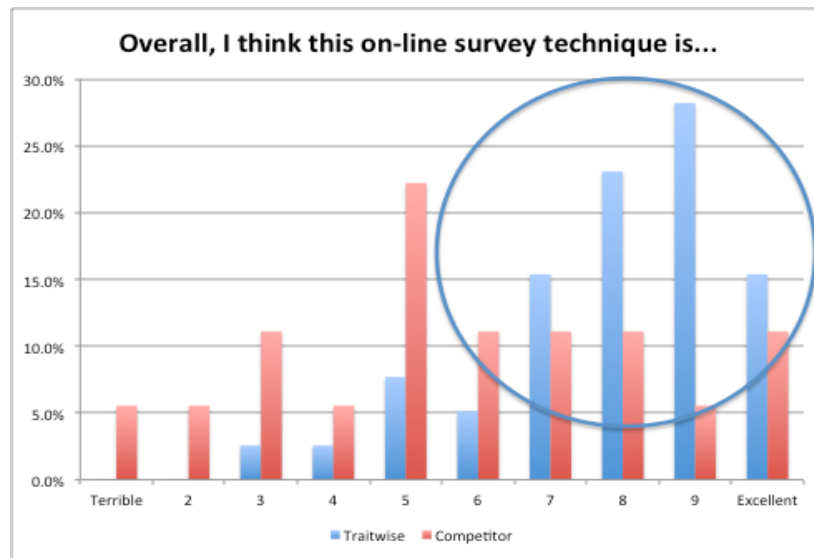




Traitwise, Inc.

Survey on Surveys

White Paper



“Engaged respondents provide more information with higher user satisfaction”

TRAITWISE SURVEY ON SURVEYS WHITE PAPER

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The Problem

Current survey tools, whether in-person, phone, or on-line are failing to generate the information necessary to make business and political decisions. We will state up-front that we are making the assumption that more data, more knowledge, is better. While the Internet is providing more data to more people than ever before, the usefulness of the information has never been lower. Getting survey data is the most difficult of all.

Two recent publications describe the survey research problem in detail. First is a quote from the Pew Research Center in an article *“Assessing the Representativeness of Public Opinion Surveys”*:

For decades survey research has provided trusted data about political attitudes and voting behavior, the economy, health, education, demography and many other topics. But political and media surveys are facing significant challenges as a consequence of societal and technological changes.

It has become increasingly difficult to contact potential respondents and to persuade them to participate. The percentage of households in a sample that are successfully interviewed – the response rate – has fallen dramatically. At Pew Research, the response rate of a typical telephone survey was 36% in 1997 and is just 9% today.

<http://www.people-press.org/2012/05/15/assessing-the-representativeness-of-public-opinion-surveys/>

The second is from an influential blogger and a champion of patient’s involvement in their own health, e-Patient Dave deBronkart:

THIS is how to do a survey: engage, participate, enjoy!

Have you ever been answering a survey and found yourself thinking, “I wonder if they’re gonna ask about THIS, because THAT’s what’s really important”? Have you ever thought, “The people who wrote this ... survey are stupid – do they really think this stuff is interesting?” And my favorite: “Do they really think I’m going to wade through their five minutes of junk? I’m outahere.” ... an Austin startup is turning this stuff inside out and upside down.

What I love about them is that, as in the best of participatory medicine, they do NOT assume that the researcher sitting somewhere has got it all figured out, and that we should drool with admiration. They make it fun (using game theory), and they even let you suggest new questions.

<http://epatientdave.com/2012/07/18/this-is-how-to-do-a-survey/>

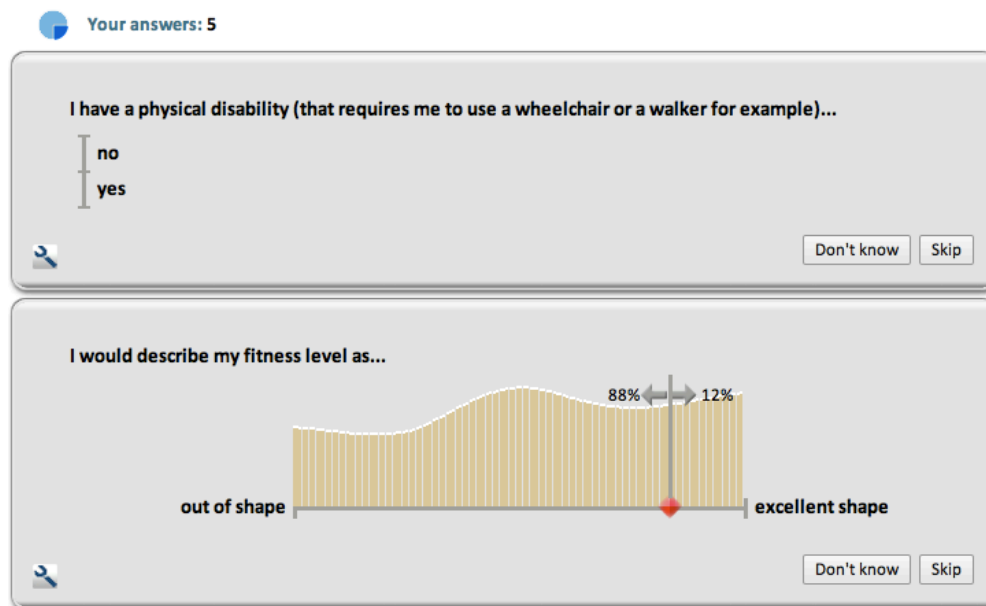
This second quote not only defines the problem but also summarizes the solution: Engage and Enjoy!

The Solution

Ultimately the solution is participant engagement. The only way for organizations to get more survey data is to make the experience fun and worth participant's time, more like a game. People participate in games because they are entertaining, stimulating, and above all else, fun. The key to the best games is feedback loops allowing people to enjoy immediate results and anticipate future moves. Games also take advantage of keeping score and comparing oneself to the competition.

Traitwise, with a 25-year history in computer gaming, has capitalized on these paradigms to create the most engaging survey technology available. On average, our customers report getting up to 10 times more information than any other on-line survey tool. In addition to more data, customers are enjoying much higher user satisfaction from using the Traitwise technology.

The Traitwise survey was designed to be engaging. Survey questions are presented in animated panels. Users select their answers and receive immediate feedback on how their answer compares to others answering the same question. After answering, a new panel slides into place at the top of the stack. The animated panels reduce page navigation and create anticipation for the next question (try a live demonstration at www.Traitwise.com).



This combination of feedback, benchmarking, and anticipation are the primary reasons that the Traitwise survey has been praised as the best survey ever, even addictive. A second advantage of Traitwise is the crowd-sourcing features built in to the technology. Users can contribute to the overall body of knowledge by adding their own questions they believe may be important. Users can also "like or dislike" individual questions, make comments about questions, and even rate the "surprise

value” of correlation and results. Then Traitwise analyzes the data to further enhance engagement.

In this report, we set out to quantify the advantages of using Traitwise. We created two similar surveys. The first using a leading on-line survey company. The second using the Traitwise survey technology. We received a total of 63 responses to the two surveys. The results confirmed that Traitwise delivered: 10 times more average data and higher user satisfaction.

The Methodology

We created two surveys with similar sets of questions (see appendix 1 and 2 for question list). We created an email campaign to 1,300 “connections” to Traitwise from LinkedIn. The list was scrubbed of any personal friends and existing customers, leaving a group of approximately 1,100. These were divided randomly into two groups. One group was sent a link to an on-line survey from the competitor. The second was a survey hosted on the Traitwise website dedicated for this project <http://Traitwise.com/feedback>.

Four email campaigns were launched to announce the anonymous survey. The initial campaign targeted 128 recipients for each survey with identical emails other than the link (see appendix 3 - 10 for the email text). The second campaign, one week later, utilized identical follow up emails to each group. The Traitwise survey questions were expanded to include 14 more engaging questions in addition to the original 11 “survey on survey”, for a total of 25.

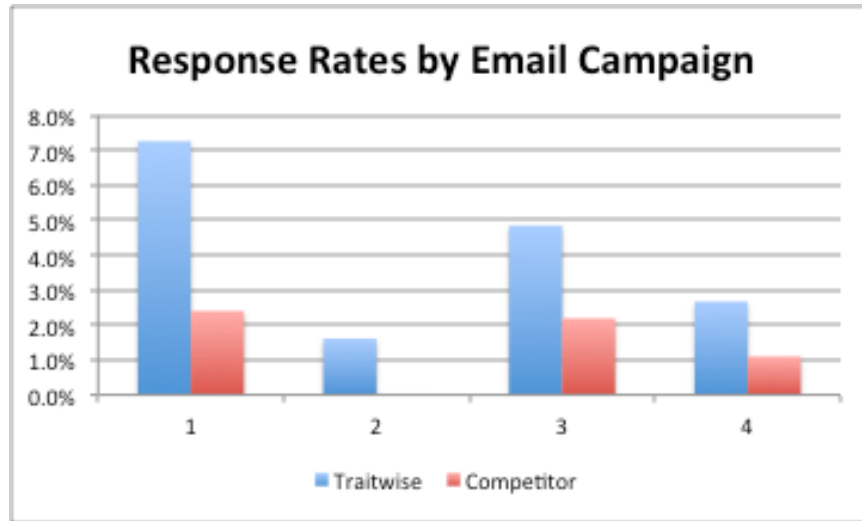
The third campaign expanded the list to 459 recipients each. Again, identical emails were sent except for the link. One week later, we launched the fourth campaign to the same audience. The fourth campaign modified the link in the Traitwise email to a graphic image:



In the next section, we will present the usage statistics, by campaign, to support this report’s findings.

Usage Statistics

Traditional response rate statistics focus on the number of responses per number of potential responses. For this report, the overall response rate was 5.4%. However, the response rate differed significantly between the Traitwise and the competitor. The overall Traitwise response rate was 7.8% compared to 3.1% for the competitor, or 2.5 times higher for the same effort.



The only difference between the email campaigns was the link. Both clearly asked for user feedback. The competitor's link was: <http://www.surveymonkey.com/s/CML53NM>. The Traitwise link was: <http://Traitwise.com/feedback/>. The link to a website rather than a survey, and specifically a website that each recipient had heard of at least once (all had asked for or accepted a LinkedIn connection), likely accounts for the difference in response rates.

Responses drop off quickly over time after an email campaign. Approximately 85% of the responses were within two days of the email campaign.



A second important statistic is the number of questions answered. In a typical survey, there are a finite number of questions. Too often, the bias is having the fewest number of questions possible to answer a specific question to minimize the burden on the respondent. Traitwise turns this assumption on its head. The overall number of questions answered on each of the competitor campaigns was ten, as that was the total number available to answer. The overall number of questions answered using the Traitwise survey technology averaged over four times more.

Number of Question Answered

	Traitwise	Competitor
Median	27	10
Average	42	10
Maximum	499	10

Over 42% of the total Traitwise respondents went on and answered at least one additional question, and 10% answered more than 100 questions. As seen in the next section, this level of engagement creates new opportunities to understand the user base without sacrificing respondent’s satisfaction.

Survey Results

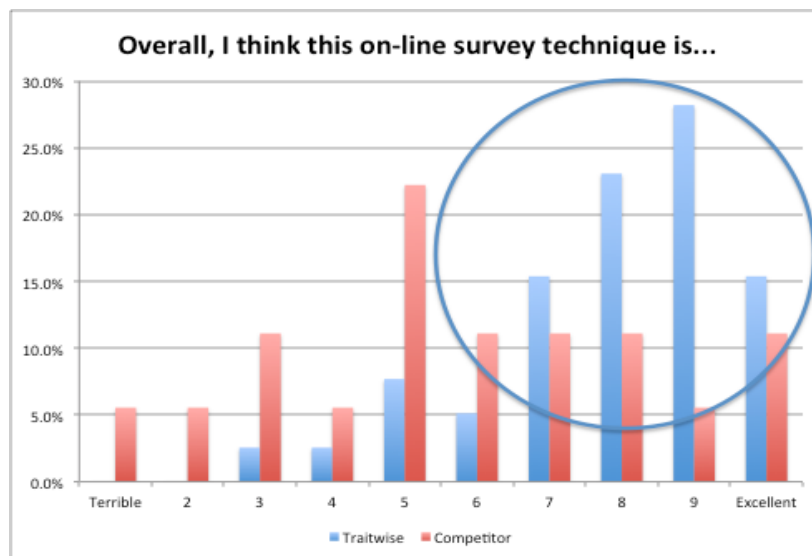
The results indicate in general that most people believe they are getting too many survey requests (59% agreed), and they are unlikely to respond (54% responded that they answer ‘20% or less of survey requests’). However, 94% agreed they are more likely to respond to surveys from organizations they trust (see all results in Appendix 11 and 12). Respondents indicated they would not start surveys if they think it will take too long, with 79% agreeing, and 76% agreed they would quit if they felt the survey was taking too long.

While surveys can be an imposition, 66% of the respondents reported conducting more than one survey in their life for their work, hobby, school, or religious affiliation, indicating the understanding of a need for survey research. In the Traitwise results, 80% of the respondents said that survey research was important or very important for organization’s products and services.



Interestingly, results from the competitor’s survey had a much lower response for ‘important’ and ‘very important’ totaling only 40%, half of the Traitwise result. Using the kruskal-wallis test, the difference is statistically significant with a p-value of 0.02 (i.e. there is a 2% likelihood this result was due to random chance). Given that the surveys differed only in delivery methods and number of questions answered, we can infer that the Traitwise feature set resulted in users conferring greater importance to using surveys.

The most critical result was the “satisfaction” rating for each survey technology. Both surveys included the question: Overall, I think this on-line survey technique is... terrible <-> excellent (ratings from 1 to 10 in the competitor’s survey). The Traitwise technology showed a statistically significant difference as well, with a p-value of 0.002. Traitwise’s technology showed a much higher level of user “satisfaction” with an average rating of 7.8 versus 5.8 for the competitor as seen in the following chart:



A key result from higher engagement and user “satisfaction” is a reduced error rate due to boredom or fatigue. The ranking of each technology coupled with the higher response rates and the total number of questions answered makes the following conclusions clear.

Conclusions

Traitwise provides the most engaging and highest satisfaction survey. Even a low interest level survey, like a survey on surveys, can gather up to 10 times more data: 2.5 times the responses and 4 times the average number of questions answered ($2.5 \times 4 = 10$) than traditional on-line survey techniques.

Surveys with a motivated audience have shown much higher utilization rates. Two of our recent customers have launched surveys with average number of questions answered between 75 and 86 and maximum number of questions answered of 865 to 887. Up to 56% of the respondents went on to answer additional questions. The findings indicate that engaging technology is more important than brevity to minimize the burden on respondents. The additional information may be critical context for an organization’s decisions.

In addition, embedding surveys on customer’s web sites are superior to survey links. The 2.5 X response rate to a website link versus a survey link are supported by the survey results. People are much more likely to take a survey from an organization they trust.

As e-Patient Dave deBronkart stated, “THIS is how to do a survey: engage, participate, enjoy!”

Appendix

Appendix 1 – Competitor survey questions

1. In general, do you receive too many survey requests?

- Strongly disagree
- Disagree somewhat
- Agree somewhat
- Strongly agree

2. In general, if you are emailed or get a pop-up window, do you complete surveys?

- Never
- 20% or less of the time
- 21 - 40% of the time
- 41 - 60% of the time
- 61 - 80% of the time
- 81 - 99% of the time
- Every time

3. Overall, how do you think this on-line survey technique is?

Terrible	2	3	4	5	6	7	8	9	Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Have you create surveys for work, hobby, school or religious affiliations?

- Never
- Once
- More than once
- Often

5. Are you more likely to complete surveys from organizations you trust?

- Yes
- Not sure
- No

6. Do you start surveys and quit if you think they are taking too long?

- Never
- Rarely
- Sometimes
- Often
- Always

7. Do you think survey feedback is important to an organization's ability to create new and better products?

- Not at all important
- Not too important
- Somewhat important
- Important
- Very important

8. Do you like providing feedback to organizations about what you think is important to their products and services?

- Yes
- Not sure
- No

9. Do you believe that when you answer survey questions, your opinions will actually be heard?

Never	2	3	4	5	6	7	8	9	Always
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Do you answer more survey questions when you get more feedback on how you relate to others?

- Yes
- Not sure
- No

Appendix 2 – Traitwise Survey Questions

1. **In general, I believe I receive too many survey requests...** 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree
2. **In general, when I am emailed or I get a pop-up window, I complete a survey...** 1. never 2. 20% or less of the time 3. 21 - 40% of the time 4. 41 - 60% of the time 5. 61 - 80% of the time 6. 81 - 99% of the time 7. every time
3. **Overall, I think this on-line survey technique is...** terrible <-> excellent
4. **I have created surveys for my work, hobby, school, or religious affiliations...** 1. never 2. once 3. more than once 4. often
5. **I am more likely to complete a survey from an organization that I trust...** 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree
6. **I will start a survey and quit if I think it is taking too long...** 1. never 2. rarely 3. sometimes 4. often 5. always
7. **In my opinion, survey feedback is important to an organizations' ability to create new and better products...** 1. not at all important 2. not too important 3. somewhat important 4. important 5. very important
8. **I like providing feedback to organizations about what I think is important for their products or services...** 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree
9. **I believe that when I answer survey questions, my opinions will actually be heard...** never <-> always
10. **I answer more survey questions when I get more feedback on how I relate to others...** 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree
11. **I won't start surveys because I think it will take too long...** 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree

Appendix 3 – Competitor Email Campaign 1



May 17, 2012

Hi,

You may not ever take a survey, however we would appreciate your help on a survey about surveys. Your feedback is critical to future of survey technology. We would like to ask you to take a few minutes to give us your thoughts on surveys and your survey needs. Your information will be kept strictly confidential. To get started, please click here: <http://www.surveymonkey.com/s/CML53NM>

Thank you in advance,

--

Appendix 4 – Competitor Email Campaign 2



May 23, 2012

I would like to thank you for generously providing your time to give us feedback about surveys. Your help is greatly appreciated, and we will be highlighting the findings on our website in the coming weeks.

If you have not had a chance to provide your thoughts, it is not too late. To get started, please click here: <http://www.surveymonkey.com/s/CML53NM>

Thank you again!

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Appendix 5 – Competitor Email Campaign 3

Hi,

We are writing a research paper on "survey and user feedback technologies" and would appreciate your thoughts. Please click on the following link to start a short on-line anonymous interview. We will be posting the research paper on our website in the coming weeks. Thank you for your help! <http://www.surveymonkey.com/s/CML53NM>

We appreciate your support of Traitwise. We have launched our redesigned home page and invite you to check us out at www.Traitwise.com!

Best regards,

Appendix 6 – Competitor Email Campaign 4



We appreciate your support of Traitwise and the excellent response to the survey.

If you have not had a chance to have your voice heard, you still have a chance! Please click on the following link to start a short on-line anonymous interview. We will be posting the research paper on our website in the coming weeks. Thank you for your help! <http://www.surveymonkey.com/s/CML53NM>

We have also launched our redesigned home page and invite you to check us out at www.Traitwise.com!

Best regards,

Appendix 7 – Traitwise Email Campaign 1



May 17, 2012

Hi,

You may not ever take a survey, however we would appreciate your help on a survey about surveys. Your feedback is critical to future of survey technology. We would like to ask you to take a few minutes to give us your thoughts on surveys and your survey needs. Your information will be kept strictly confidential. To get started, please click here: <http://Traitwise.com/feedback/>

Thank you in advance,

--

Appendix 8 – Traitwise Email Campaign 2



May 23, 2012

I would like to thank you for generously providing your time to give us feedback about surveys. Your help is greatly appreciated, and we will be highlighting the findings on our website in the coming weeks.

If you have not had a chance to provide your thoughts, it is not too late. To get started, please click here: <http://Traitwise.com/feedback/>

Thank you again!

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Appendix 9 – Traitwise Email Campaign 3

Hi, we appreciate your support of Traitwise.

We are writing a research paper on "surveys and user feedback technologies" and would appreciate your thoughts. Please click on the following link to start a short on-line anonymous interview. We will be posting the research paper on our website in the coming weeks. Thank you for your help! <http://Traitwise.com/feedback>

We have also launched our redesigned home page and invite you to check us out at www.Traitwise.com!

Best regards,

Appendix 10 – Traitwise Email Campaign 4



We appreciate your support of Traitwise and the excellent response to the survey.

If you have not had a chance to have your voice heard, you still have a chance! Please click on the following link to start a short on-line anonymous interview. We will be posting the research paper on our website in the coming weeks. Thank you for your help!

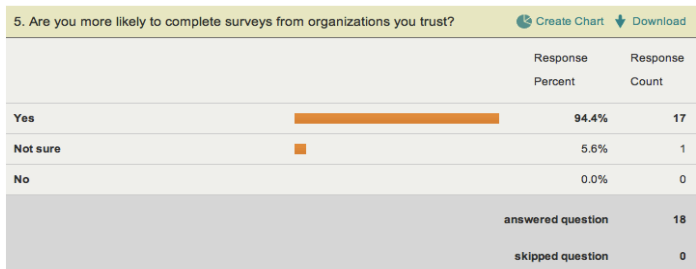
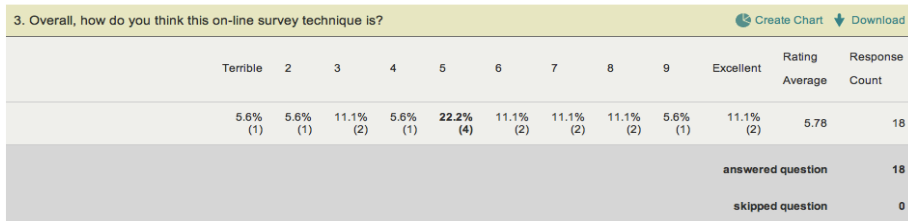
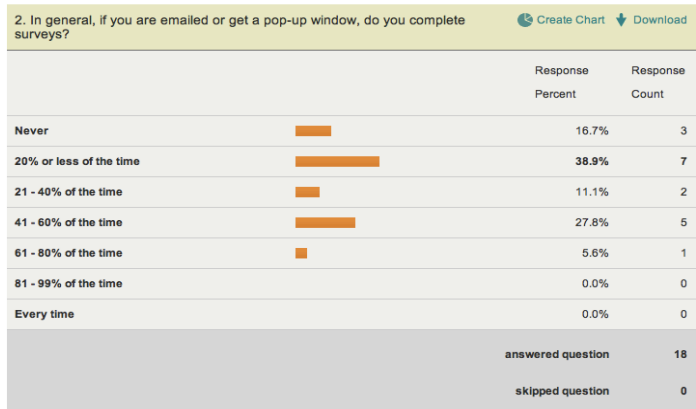
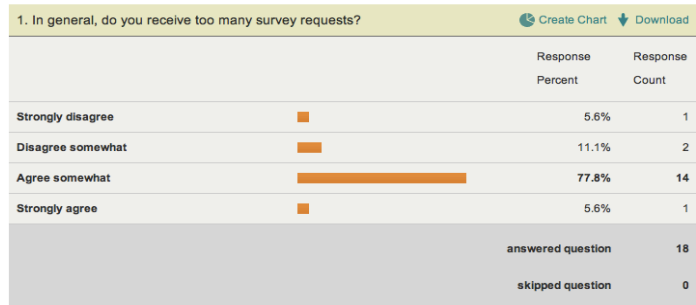


We have also launched our redesigned home page and invite you to check us out at www.Traitwise.com!

Best regards,

Appendix 11 – Competitor Responses

PAGE: 1



6. Do you start surveys and quit if you think they are taking too long? [Create Chart](#) [Download](#)

	Response Percent	Response Count
Never	0.0%	0
Rarely	5.6%	1
Sometimes	61.1%	11
Often	22.2%	4
Always	11.1%	2
answered question		18
skipped question		0

7. Do you think survey feedback is important to an organization's ability to create new and better products? [Create Chart](#) [Download](#)

	Response Percent	Response Count
Not at all important	0.0%	0
Not too important	11.1%	2
Somewhat important	50.0%	9
Important	27.8%	5
Very important	11.1%	2
answered question		18
skipped question		0

8. Do you like providing feedback to organizations about what you think is important to their products and services? [Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	72.2%	13
Not sure	22.2%	4
No	5.6%	1
answered question		18
skipped question		0

9. Do you believe that when you answer survey questions, your opinions will actually be heard? [Create Chart](#) [Download](#)

	Never	2	3	4	5	6	7	8	9	Always	Rating Average	Response Count
	0.0% (0)	0.0% (0)	5.6% (1)	11.1% (2)	38.9% (7)	16.7% (3)	5.6% (1)	5.6% (1)	11.1% (2)	5.6% (1)	5.94	18
answered question												18
skipped question												0

10. Do you answer more survey questions when you get more feedback on how you relate to others? [Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	38.9%	7
Not sure	55.6%	10
No	5.6%	1
answered question		18
skipped question		0

Appendix 12 – Traitwise Responses

In general, I believe I receive too many survey requests... 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree

strongly disagree	0	0%	
disagree somewhat	17	39%	
agree somewhat	15	34%	
strongly agree	11	25%	
Don't know	0	0%	
Skip	0	0%	
Total	43		

In general, when I am emailed or I get a pop-up window, I complete a survey... 1. never 2. 20% or less of the time 3. 21 - 40% of the time 4. 41 - 60% of the time 5. 61 - 80% of the time 6. 81 - 99% of the time 7. every time

never	4	8%	
20% or less of the time	21	46%	
21 - 40% of the time	9	20%	
41 - 60% of the time	9	20%	
61 - 80% of the time	2	4%	
81 - 99% of the time	0	0%	
every time	0	0%	
Don't know	0	0%	
Skip	0	0%	
Total	45		

Overall, I think this on-line survey technique is... terrible <-> excellent

terrible	0	0%	
	2	4%	
	4	9%	
	11	25%	
excellent	26	59%	
Don't know	1	2%	
Skip	0	0%	
Total	44		

I have created surveys for my work, hobby, school, or religious affiliations... 1. never 2. once 3. more than once 4. often

never	9	20%	
once	6	13%	
more than once	25	55%	
often	5	11%	
Don't know	0	0%	
Skip	0	0%	
Total	45		

I am more likely to complete a survey from an organization that I trust... 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree

strongly disagree	2	4%	
disagree somewhat	0	0%	
agree somewhat	16	34%	
strongly agree	28	60%	
Don't know	0	0%	
Skip	0	0%	
Total	46		

I will start a survey and quit if I think it is taking too long... 1. never 2. rarely 3. sometimes 4. often 5. always

never	1	2%	
rarely	9	21%	■
sometimes	20	47%	■
often	6	14%	■
always	6	14%	■
Don't know	0	0%	
Skip	0	0%	
Total	42		

In my opinion, survey feedback is important to an organizations' ability to create new and better products... 1. not at all important 2. not too important 3. somewhat important 4. important 5. very important

not at all important	0	0%	
not too important	1	2%	
somewhat important	7	16%	■
important	17	39%	■
very important	18	41%	■
Don't know	0	0%	
Skip	0	0%	
Total	43		

I like providing feedback to organizations about what I think is important for their products or services... 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree

strongly disagree	1	2%	
disagree somewhat	7	15%	■
agree somewhat	24	54%	■
strongly agree	12	27%	■
Don't know	0	0%	
Skip	0	0%	
Total	44		

I believe that when I answer survey questions, my opinions will actually be heard... never <-> always

never	5	11%	■
	6	14%	■
	9	21%	■
	14	33%	■
always	7	16%	■
Don't know	1	2%	
Skip	0	0%	
Total	42		

I answer more survey questions when I get more feedback on how I relate to others... 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree

strongly disagree	4	8%	■
disagree somewhat	2	4%	
agree somewhat	26	54%	■
strongly agree	15	31%	■
Don't know	0	0%	
Skip	1	2%	
Total	48		

I won't start surveys because I think it will take too long... 1. strongly disagree 2. disagree somewhat 3. agree somewhat 4. strongly agree

strongly disagree	3	7%	■
disagree somewhat	6	14%	■
agree somewhat	26	63%	■
strongly agree	6	14%	■
Don't know	0	0%	
Skip	0	0%	
Total	41		