

MARKETING

Brief surveys perform better as consumer attention span drops

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It is vital that surveys are designed with mobile devices in mind. Image credit: Kantar

By LUXURY DAILY NEWS SERVICE

Here is some bad news for market researchers: the average human attention span is at an all-time low.

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Distracted by text messages and push notifications, the average person only manages to concentrate on a single task for eight seconds a 33 percent decrease since 2000, according to a new survey from market researcher Kantar.

"Modern consumers are busy," Kantar said in its report. "They are constantly racing against a ticking clock, only pausing during fragmented bits of leisure called time confetti."

Short by design

If marketers rely on surveys to gauge consumer opinion, their data could be spoiled by responder dropout, straight lining and other biases related to humans' hyperactive brains.

"Most people spend these brief moments scrolling social media or answering emails," the report said.

That is why it is vital that surveys are designed with mobile devices in mind.

Kantar found that this approach will increase the reach of the fielded survey by at least 30 percent. Answers will also better reflect the opinions of those consumers that the survey is targeting.

With both mobile devices and decreasing attention in mind, short surveys are ideal.

Researchers should design no longer than 10-minute surveys, per Kantar.

Not only should the survey be short, but so should the questions. Concise wording and avoiding repetition are key.

Surveys that are efficiently worded have a higher participation rate. Consumers do not want to search for the bottom line.

"Nearly 20 percent of workers will stop reading an email after a paragraph," Kantar said in the report. "Keep this in mind when you are developing questionnaires."

Hear hear

The goal with modern surveys needs to be more than getting answers. It must keep the consumer's attention.

Not only that, but consumers need to feel heard.

Redundant questions are frustrating, and make consumers feel that their first answer was unheard. This leads to an increase of incomplete surveys.

Surveys that are to the point, clear and keep the consumer in mind tend to get more respondents.

Consumers want their time to count more than they want to take surveys.

If researchers want to conduct successful studies, they must design their surveys around that fact.

Marketers can collect reliable insights by being proactive about data quality during questionnaire development.

It is time well spent to polish the survey upfront for accurate insights, rather than reactively manage quality concerns post-fielding, Kantar said in the report.

"Well-crafted surveys are just one essential element for collecting honest and reliable marketing research data," Kantar said.

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