

## Consumer Buzz

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### The Survey Says ...

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Retailers are using flawed surveys to gauge customer satisfaction, according to a recent study from Interaction Metrics. The study found retailers are collecting inaccurate data and the surveys are excessively long, averaging 23 questions. Overall, none of the surveys examined was fully scientific or engaging. One was considered decent, 12 were poor quality and 28 were “garbage,” according to Interaction Metrics, which means they weren’t worth the time they took to complete. Here’s a look at some other findings:

- 32% of all questions lead customers to give answers that companies want to hear
- 92% of surveys had at least one question that led customers toward a particular answer
- 63% of surveys had at least one scale that either lacked a numerical midpoint or used labels that favored toward the positive
- 82% of surveys had at least one question that used overly positive wording that biased customers’ responses **GP**