

SURVEYING STRATEGY

Research Tactics for Engaging Millennials



FRAMING THE CHALLENGE:

Effectively Engaging Millennials

Today, all eyes are on Millennials. Increased connectivity and accessibility to information has spawned a generation trained to champion “what’s next” as opposed to celebrating what’s tried and true. Brands have to make a concerted effort to keep up.

As we’ve been synthesizing our knowledge to date on this much talked about segment, we thought it was important that we look not only at what we’ve learned, but also how we’re soliciting information from them. After all, high quality survey design is the first step to high quality outputs.

The following pages outline best practices for engaging Millennials.



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Perception.

Teens & Young Adults drop out of surveys more often because they have shorter attention spans – evidenced by digital communication shorthand, usage of mobile apps, and constant engagement with social media.

The human attention span is approximately 20 min – young or old. Millennials have more demands for their attention, which makes **capturing** their attention more difficult.

Reality.

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Millennial Mindset

STRENGTHS

- Articulate sense of self
- Looking for outlets to connect with brands
- Comfortable sharing personal info for the benefit of a deal or improvement on a product/service

Leads to...

- Valuable insights from these “critical recruitment targets”

- Products of helicopter parenting
- Indecisive
- Presented with hyper-choice
- Overscheduled lives
- Hurried completion
- Expectation of rich experience across media platforms

Leads to...

- Disengaged survey completion and satisficing answers

CHALLENGES



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Millennial Mindset: Kelton's Perspective

It's not about simply providing more stimuli.

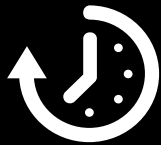
It's about changing the way we ask questions to make them more effective, interactive and provocative.

While the suggested survey tactics are specifically targeted at Millennial survey takers, you might just find inspiration for research you are doing with other cohorts.

KELTON'S INSIGHT:

Best Practices

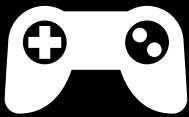
Key Considerations



Survey Length



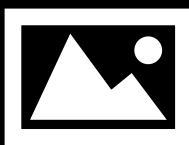
Question Language & Type



Gamification



Incentives



Visuals & Interactivity



Technological Context

Key Considerations

Survey Length

20 minutes should be the goal. For over-scheduled teens, the time to commit can mean more than money:

- **Limit the scope:** Make decisions about scope before a project begins.
- **Acknowledge effort:** Use motivational language between questions and offer breaks during the survey.
- **Use alternatives if necessary:** If the required question battery is too long, consider polling respondents within an online forum. Breaking the survey into small portions over a period of days allows more time for thoughtful responses.

Question Language & Type

Focus on posing a challenge to elicit the best response, and less on using their 'language' – abbreviations or slang. Young people can understand and respond to a well-written questionnaire:

- **Be provocative:** Don't compete for, but command their attention by presenting disruptive ideas.
- **Discover what's really important:** Methods like Q-sort and MaxDiff require Millennials to make clear choices, reducing the effects of entitlement or apathy.
- **Get real:** In conjoint testing, use the real and relevant scenarios in which these young people make decisions.

Key Considerations

Gamification

Build gaming elements into surveys to motivate and engage participants. Gamified surveys can give richer, deeper responses¹ than top-of-mind, satisficing responses often gained from standard surveys:

- **Re-frame questions:** Enlist the respondent's imagination: "go from recall to guesswork" by asking them to plan a scenario instead of recite their habits.
- **Set rules:** Instead of "Tell me about yourself," try "Using exactly 7 words, describe yourself."
- **Pique competitive nature:** Apply time limits to certain questions.
- **Keep the goal in mind:** It's not the frivolous experience often associated with play. Avoid building a non-relevant game on top of a questionnaire, which risks respondents 'playing' the survey or taking on a different persona.

Incentives

Practice shows that young people often require a significantly higher incentive to take a survey.² Extrinsic and intrinsic rewards can motivate Millennials:

- **Instant Gratification:** Sweepstakes add an element of excitement for Millennial respondents.
- **Altruism for all parties:** Survey providers offer charitable donations as incentives for completions, enhancing the positive brand halo of the business under study.
- **Use rewards imaginatively:** Intrinsic rewards link back to gamification. Offer respondents 'points' for selecting the "right" answers, or ask respondents to predict prices or values.

Key Considerations

Visuals & Interactivity

Millennials want to engage with graphics that mean something to them:

- **Keep it simple:** Resist designing for young respondents with unnecessarily brighter colors & images than typically used for the brand or topic tone. This graphic noise will only distract from the intention of your survey.
- **Conversely, for surveys to teens:** Replace text content with graphics where it's clear in the user flow. Teens tend to read less online.
- **Make it count:** Use an exploratory qualitative study to determine which images are most relevant for the survey.
- **Empower respondents:** Employ Like / Dislike callouts, heat maps and highlighters to determine a hierarchy of image effectiveness.
- **Drag & drop:** Decreases straight-lining, as it requires more cognitive effort in moving the object.

Technological Context

Though Millennials are more comfortable in the digital space than older demos, this hasn't yielded higher online survey completion rates.

Clarity and consistency in UX is key, as is mindful usage of the digital capabilities to engage them:

- **Reach them anywhere:** "Both modalities [mobile and traditional outreach] working together is the best approach – we are seeing 10% mobile in multi-modal and...we saw 18-29 year olds responding at 16% over mobile compared to 5% in 55+."³
- **The importance of brevity:** Experiences on mobile phones lasting more than a few minutes are tedious due to screen size.
- **The experience must be seamless:** If it isn't, they'll quit. The era of quick-turnaround product and software upgrades leaves patience for glitches low among Millennials.

Appendix

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References

1. Alberts, Kirsty & Findlay, Kyle, TNS Global, “Gamification: What it is and what it is not,” talk at the 2011 ESOMAR Congress
**Results based on Toluna survey fielding; when going back to a panel to solicit more participation, small incentive increases had little success with young people, only doubling the incentive resulted in more young people taking the survey. Toluna conducting research to further validate this finding.*
2. Puleston, Jon & Sleep, Deborah, 2011 ESOMAR panel paper “The Game Experiments.”
3. ESOMAR GMI Engage 2008 Panel conference paper “Measuring the Value of Respondent Engagement”
**Source: Kandice Coltrain, on Toluna’s Research*

Thank You.

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