



How to optimize your surveys for mobile devices

More and more people are taking surveys on their mobile devices. So it's important to design your surveys with the mobile experience in mind. From question choice to formatting, use these tips from our survey scientists to increase the likelihood that respondents will give you thoughtful answers and finish your surveys.

Question types

✓ Multiple choice

The best option for a great mobile survey experience

- Keep question wording short
- Limit the number of response options to minimize scrolling

✓ Dropdown menu

Avoid using unless you have a lot of response options that can be ordered

- Order the answer options logically (e.g., alphabetically, numerically) making response options easier to find
- See how this question renders on a couple of different devices to ensure a good experience

✓ Open ended

Limit use to 1 - 2 questions per survey

- Be sure respondents can answer in a few words
- Keep in mind that results from open-ended questions can be more challenging to analyze

✗ Matrix / rating

Avoid using this question type—instead, break up the matrix into individual multiple choice questions

If absolutely needed, here are a few tips:

- Shorten labels to limit excessive text wrapping and scrolling
- The fewer the number of vertical answer options, the better

Results from open-ended questions can be challenging to analyze. Be sure respondents are able to answer in a few short words.

Survey formatting

- Limit the number of questions per page
 - Only require responses to your most important questions
 - Keep surveys as short as possible to minimize dropouts
 - Skip progress bars and logos
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Multimedia

- Use a universal media player (e.g., YouTube) that works well on all mobile operating systems
 - Avoid using images—but if they're necessary, compress them so they load faster
 - Be aware of bandwidth constraints which can delay loading times and degrade quality of images and videos
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Final survey review

- Test surveys on different mobile devices
 - If inviting people to take your survey via email, keep the subject line and email content short
 - Consider texting an invitation (SMS) or using a QR code
 - Keep your survey URL as short as possible
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Tips for data analysis

- Assess how mobile responses may differ from responses on other devices
- [Survey people directly in your mobile app](#) for a better understanding of their experience
- Use [SurveyMonkey's mobile app](#) to monitor and analyze real-time results on the go



Watch: How to optimize surveys for mobile devices

Want more? Check out our on-demand webinar, hosted by survey scientists at Google and SurveyMonkey.

[Watch the webinar now →](#)