

stalkyourself.com

A survey about surveys

Introducingactually this survey was part of the market research we did before setting up stalkyourself.com. We assumed all regular web users did silly surveys with their friends and were unimpressed with the current online survey websites out there.

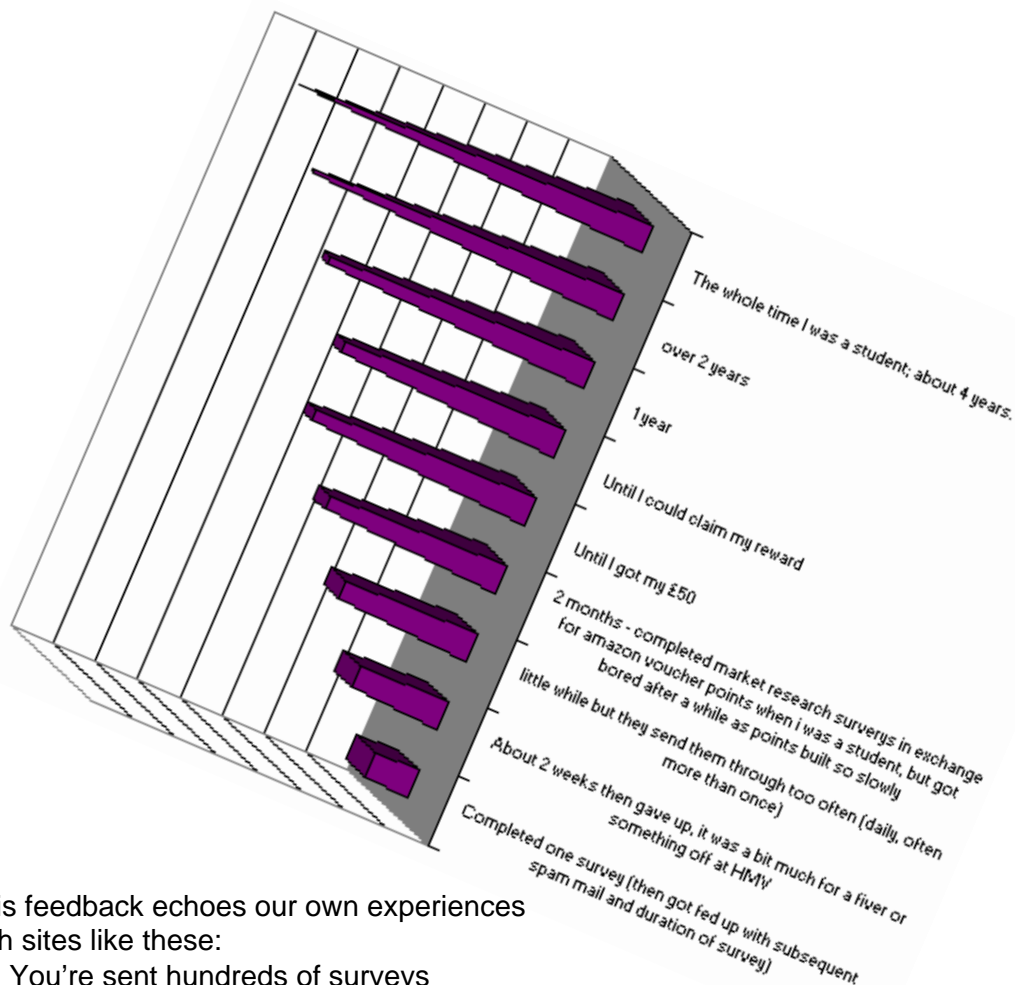
This is what they said:

69% answer silly surveys e.g Which Sex and they City character are you?

When asked if they learn more about themselves using these surveys, the majority said no, saying they are just for fun and showing an awareness that these surveys are written to fit set characters or scenarios and lead you to a certain outcome.

- "Not really, they're just a bit of fun"
- "Not really, they are normally a generated answer. With only 10 or so possible answers".
- "No, most of the questions are too leading without a wide enough choice of answers."
- "not really- i do them to pass the time"

52% had joined survey websites that offer money/points for their answers and opinions. So, survey websites: How long did you last?



This feedback echoes our own experiences with sites like these:

- You're sent hundreds of surveys
- Only get points if you meet set criteria
- They're boring! About software and insurance
- You need to do loads of surveys to earn the points needed for a £10 voucher.

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How honest are you in surveys?

85% vs. 71%

85% answer surveys as honestly if possible when anonymous, compared to 71% when they have to give contact details.

You said:

- *“A key factor influencing people's responses during surveys is the administrative body and how comfortable they feel about disclosing (especially personal) information.”*
- *“i dont like giving my info, because of being 'spammed' “*

100% helpful

This survey helped us develop several aspects of stalkyourself.com; our members' profiles can be set to public or anonymous, we let everyone answer our survey and questions of the day, we never bombard our members with emails and because we don't offer points or rewards the quality of the data gathered on the stalkyourself survey is better than anything else around! Thanks again to all those who participated.

Those surveyed:

Average Age	25 years
Gender	60% female
Country	UK 77%, of which, 63% based in South England (incl London)
Date	August 2008