

The Big Five

Advantages Of Online Surveys



1. COST

- More competitive pricing broadens market
- Buyers of research are going to be attracted to a significantly lower price
- Unless a cheaper product is significantly inferior, buyers buy on price in many cases.



2. SPEED

- Expectations are for faster research
- Businesses like to be in a position to respond quickly to the results of a market research study
- Speed matters



3. ACCESS & CONVENIENCE

- Being online opens up greater possibilities
- Online surveys provide immediacy
- It is easy to add a question or change a question
- In a nutshell it enables agility



4. FEW GEOGRAPHIC BOUNDARIES

- Online surveys mean that in most countries;
- You can reach the audience you are seeking
- Wherever they live or work



5. INCREASED DATA VALUE

- Easier to deliver results in real-time
- Deliver data alongside other business data
- Enables all research data to be available to clients in online dashboards with other relevant business e.g sales, KPIs, targets, sales enquiries etc