HOW LONG DOES A 360 QUESTIONNAIRE TAKE?

We surveyed 1,500 (1,466 to be precise!) feedback respondents from across 14 organisations. The respondents completed questionnaires comprising on average of 70 questions each with the opportunity to leave between 4 – 6 sets of written/ free text feedback comments.

Whilst it took 3 people only 2 minutes to complete their questionnaires and 1 person over 2 hours(!), the average completion time was 22 minutes, which broke down as follows:

    0 – 5 minutes = 3%
    6 – 10 minutes = 18%
    11 – 15 minutes = 23%
    16 – 20 minutes = 22%
    21 – 30 minutes = 21%
    31 – 40 minutes = 4%
    41 – 60 minutes = 8%
    61 – 90 minutes = 0 .7%
    90 plus minutes = 0.3%

The other interesting thing that came out of the research was that those who also provided written feedback comments, indicated that they preferred to have a free text box at the end of each competency area, as opposed to several comment boxes spread throughout the questionnaire.

So what does it mean? …. Given that most of us are unable to sustain attention on one thing for more than about 20 minutes at a time – this research draws me to the conclusion that questionnaires should:

- Be 70 questions or less
- Have the questions grouped into 5 competency areas/ factors
- Provide the opportunity to leave free text comments at the end of each block of questions

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