



# how to: gauge mood with a quick pulse survey

**1 You don't need to ask everyone:** online sample size calculators like this one will tell you how many people to ask if you want a statistically significant result.

<http://bit.ly/2samplesize>  
[www.surveymonkey.com/mp/lp/sample-size-calculator](http://www.surveymonkey.com/mp/lp/sample-size-calculator)

How big does your sample group need to be



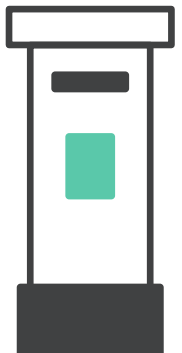
**2 Write your questions:** to test sentiment, ask people to what extent they agree with some statements. These are even more effective if they align to your strategy, vision or values. To keep it quick, try not to do more than five statements in total.

- A** .....
- B** .....
- C** .....
- D** .....
- E** .....

**3 Set your scale:** an even numbered scale means people can't sit on the fence. The points on your scale can be anything: words, images or even emojis.



**4 Distribute your survey:** an email is usually the easiest way to reach people quickly, but you could also use buttons on your intranet, iPads set up in communal spaces, or even a good old-fashioned paper form and post-box.



**5 Measure, analyse, repeat:** sentiment is best-tracked against a consistent scale over time. This way you can see how different activities (both inside your business and externally) influence the mood among your people.

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For more information on how we can help you with your ongoing IC measurement, contact: [hello@scarlettabbott.co.uk](mailto:hello@scarlettabbott.co.uk)