

## Create a survey

Creating a new survey is simple:

1. Visit <https://surveys.google.com/your-surveys> .
2. Click + **NEW SURVEY**.
3. In step 1 (**Write questions**), select the appropriate question type(s) and write your question(s). Click **CONFIRM**.
4. In step 2 (**Pick audience**), name your survey and select your target audience. Click **CONTINUE**.
5. In step 3 (**Confirm survey**), review your survey questions and purchase responses. You also have the option here to adjust the survey frequency. Click **BUY NOW** or **START TEST\*** if your survey has [screening questions](#).
6. Your survey is sent to our team for review and you receive a confirmation email once it has been started.
7. You receive another email with a link to your results once your survey is completed.

You can start seeing results once your survey is approved and data is processed, which usually happens in a matter of hours.

*\*If you use screening questions, an [audience test](#) is required and the minimum incidence rate is 5%.*

## Survey creation frequently asked questions

Expand all

Collapse all

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[How can I target the appropriate audience with my survey questions?](#)

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[What types of language targeting are available?](#)

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[Where will my survey questions appear?](#)

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[Can I create matrix-grid-type questions?](#)

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Need more help?

Try these next steps:



**Post to the help community**

Get answers from community members