

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](#)

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

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

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

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

Need more help?

Try these next steps:



Post to the help community

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