

Survey Design,
Distribution & Analysis
Software

professional quest



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Whitepaper
Using Professional Quest
for Market Research
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WHITEPAPER

Using Professional Quest for Market Research

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Introduction

“Professional Quest MR” is a version of Professional Quest specifically developed for the market research industry. This version of the software gains all the features of the Enterprise Edition, together with additional enhancements specifically for Market Research.

A number of the specific features available in the MR edition of the software are discussed in this whitepaper, together with some of the standard features that are of particular use when creating and managing Market Research surveys.

The features that are discussed in this whitepaper are:

- 1) Creation of Page Loops
- 2) Progressive Piping of values from one question to another
- 3) Page, question and code randomisation
- 4) Quota management
- 5) Integration with 3rd-Party panel providers
- 6) Export to SPSS and other MR products such as Surveycraft
- 7) The Web Administration Portal
- 8) Market Research reporting

It should be noted that while the requirements for market research surveys are specifically catered for in the MR module, other surveys can also benefit from these features. For example, you may wish to use question randomisation to limit bias in your own surveys. The MR module is available as an option to all users of the Enterprise Edition of the software.

What makes Market Research surveys different?

Market research surveys have much in common with regular surveys. It's not that they are different from normal surveys - it's just that market researchers demand more of a survey than an average survey designer.

Non-market research surveys are usually just about asking the right questions and collecting data in an efficient manner. A market researcher, however, cares about more than just what is asked - they care about *how* it is asked. A market researcher is concerned about issues such as the effect of bias on the answers to the survey. For example, they want to minimise the effect of a question's positioning on the answers given. They consider things such as whether the ratings provided by respondents for a number of television ads could be affected by the order the ads are shown. Solutions to such problems must be available when the survey is generated - in this case, randomising the order of the ads will average any effect that bias would have on respondents' answers.

Another significant difference between market research surveys and standard surveys is the audience that will be answering the survey. Standard surveys are generally answered by an indeterminate number of previously unknown respondents (e.g. a web site satisfaction survey that is open to anyone who visits

the site) or by a group of people that are “known” to the organisation conducting the survey (e.g. customer or employee surveys). Generally, the larger the number of responses, the more successful the survey is considered. It is very rare that the respondents will be paid for their input. Market research surveys, however, are often sent to a targeted group of people that fit a certain set of criteria (age, gender etc.). This “panel” of people is not generally known to the MR survey coordinator - they are often provided by third party “panel” providers. They are often paid for their response to the survey. This creates two situations that are peculiar to MR surveys:

<p>Quotas are needed</p>	<p>Particularly in cases where responses cost money, it is important to get the appropriate respondents, and the appropriate demographic “mix”. Collecting of data from an inappropriate demographic (e.g. perfume buying preferences from men) can be both expensive and counter-productive. Thus quotas must be able to be enforced on the survey.</p>
<p>Panel Automation</p>	<p>Online panel providers usually expect to be informed of each respondent’s participation in the survey. This is required primarily for payment purposes. This means some form of automated panel update needs to occur once the survey is complete.</p>

In general, market researchers will want to do more intensive analysis of the data once it has been collected. It is therefore very important for them to be able to export their data into other applications such as SPSS and Surveycraft.

Page Loops

It is quite common in market research firms to ask a respondent to choose one or more products (for example) that they may know about or use, and then proceed to ask a series of questions about the products they selected. The questions are usually the same for each of the products. The Professional Quest MR Edition features “Page Loops”, which provide a quick means of generating the content and logic needed for such circumstances. The basic steps in creating a page loop are as follows:

- 1) The source question for the loop (eg. “Which of these brands have you heard of?”) is created in the questionnaire.
- 2) Pages that contain the questions that will be asked for each value selected in the source question are set up.
- 3) A **Page Loop** is created linking the source question to the pages that need to be looped.

Once a page loop is set up, Professional Quest will automatically handle the creation of the necessary pages and flow control on the fly. A special data piping

symbol – {loopvalue} – can be used within the looped pages. It will be replaced with the appropriate product name etc. from the source question.

Page Loops: An Example

Let's consider a simple example of page looping.

Step 1: Creating a Source Question

A source question is just like any other question in a survey. The only rule is that it must be a multi-selection range-of-values question. An example of such a question is as follows:

Q5. Which of the following, if any, do you read?
Please click all that apply

- Daily Newspapers
- Weekend Newspapers
- Weekly "gossip" magazine (ie Who, NW etc)
- Monthly magazines
- Free/local papers
- Industry and specialist magazines
- Other
- Do not read any books/magazines or newspapers

Step 2: Create Pages that will be looped

One or more pages can be set up in the questionnaire to be looped. In this simple example, let's just create a single page to be looped. The page appears in the **Questionnaire Structure Window** as follows:



Note the use of {loopvalue} in the question title. This will be replaced by the name of the appropriate item from the source question when the loop is generated by Professional Quest. The preview of the question looks as follows:



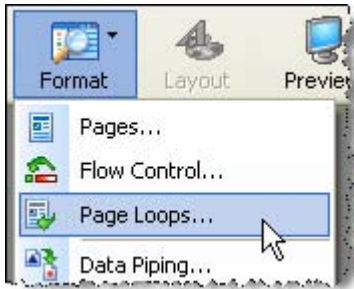
0% 25% 50% 75% 100%

Q8. Which {loopvalue} titles do you currently read?
Please type in your response in the box below

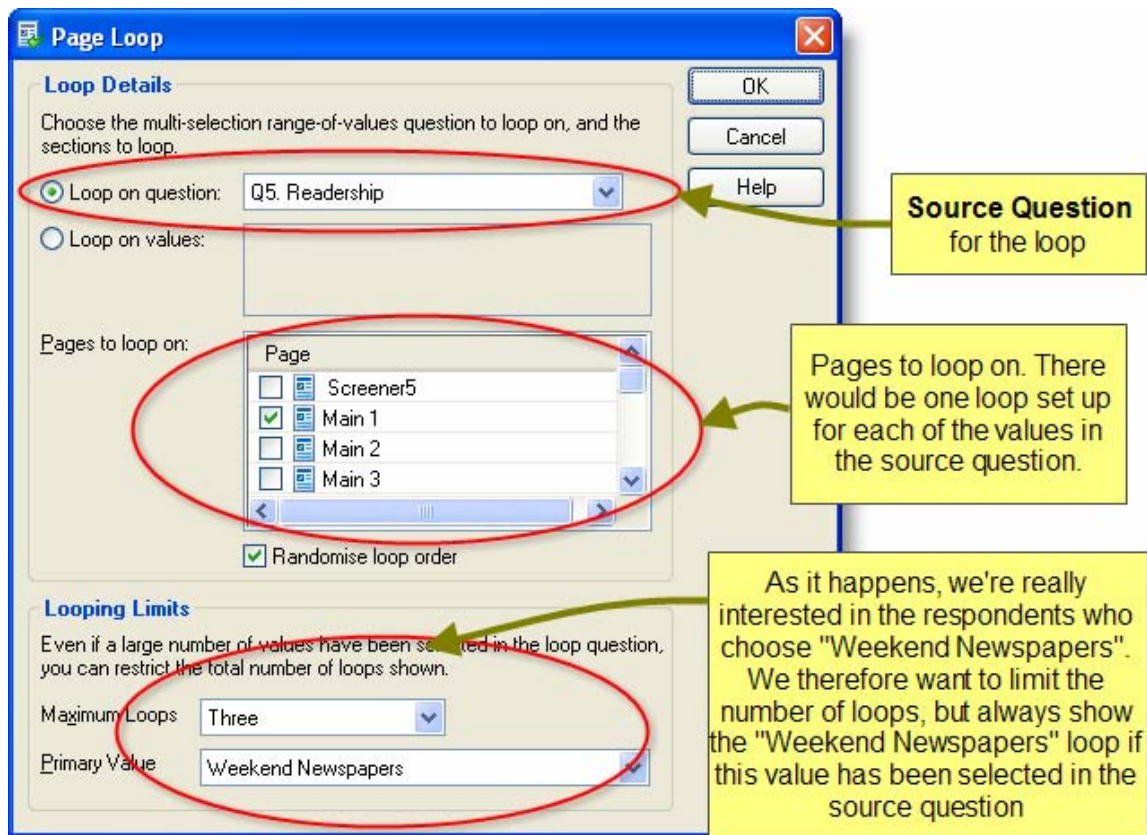
0/3000

Step 3: Create the Page Loop

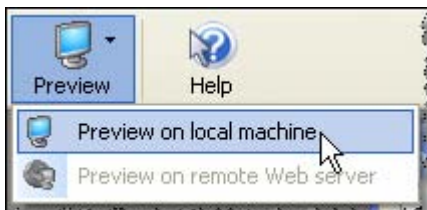
The final step is the creation of the page loop. This will link the question and the pages together. Page Loops are accessible from the **Format** button on the toolbar.



The loop details for a page loop are entered in the **Page Loop Window**.

A screenshot of the 'Page Loop' dialog box. The dialog is divided into three main sections: 'Loop Details', 'Looping Limits', and 'Pages to loop on'.
1. 'Loop Details': The 'Loop on question:' dropdown is set to 'Q5. Readership'. A red circle highlights this dropdown, with a yellow callout box pointing to it that says 'Source Question for the loop'.
2. 'Pages to loop on': A list of pages is shown: 'Screener5', 'Main 1', 'Main 2', and 'Main 3'. 'Main 1' is checked. A red circle highlights this list, with a yellow callout box pointing to it that says 'Pages to loop on. There would be one loop set up for each of the values in the source question.'
3. 'Looping Limits': The 'Maximum Loops' dropdown is set to 'Three'. The 'Primary Value' dropdown is set to 'Weekend Newspapers'. A red circle highlights these two dropdowns, with a yellow callout box pointing to them that says 'As it happens, we're really interested in the respondents who choose "Weekend Newspapers". We therefore want to limit the number of loops, but always show the "Weekend Newspapers" loop if this value has been selected in the source question'.
Buttons for 'OK', 'Cancel', and 'Help' are visible on the right side of the dialog.

The resulting loop can be tested (as can all survey logic) by creating a **Live Preview** of the survey. To view a live preview, click **Preview on local machine** from the **Preview** button on the toolbar.



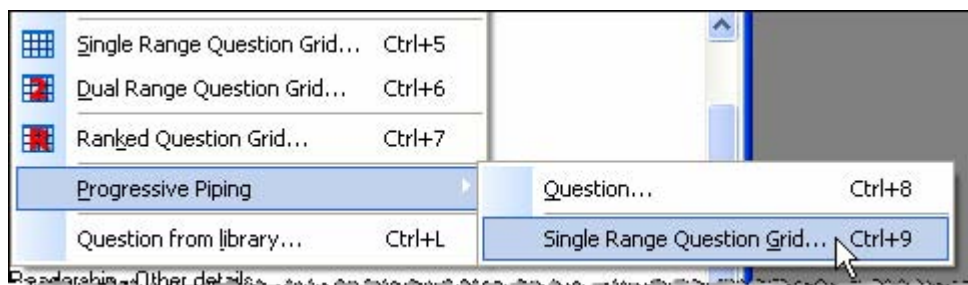
The preview will show the looped page multiple times based upon the values selected in the source question.



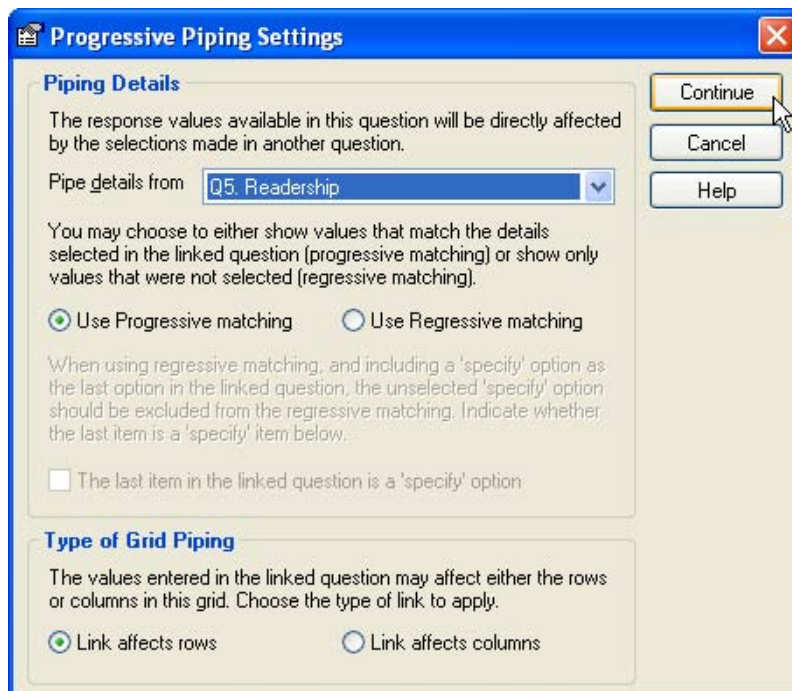
Progressive Piping

Progressive piping is an advanced feature used to pipe responses from a question into other questions. It allows you to show or hide questions (or values within a question) based upon the answer to another question. This is similar to flow control, except that it provides much more "granular" control. Flow control shows or hides an entire page - progressive piping can effect what is shown within a page.

Progressive piping is created at the time of adding the question that will receive the data from another question in the survey.



The piping details that must be entered are shown below:



The Rules for Progressive Piping

The rules when using Progressive Piping are as follows:

- 1) The MR module must be registered to use Progressive Piping
- 2) The survey must be shown using ASP Web pages - other forms of survey distribution (Email, Network etc.) do not support progressive piping
- 3) Questionnaire Pages must be used
- 4) A question that is affected by progressive piping must be in a page that appears after the page containing the question that determines what is displayed
- 5) Multiple-selection Range of Values questions can be used for all types of progressive piping. Single-selection Range-of-Values questions can be used for piping if regressive matching is used (ie. instead of piping all the values that were selected, all the values that were not selected are piped)

Example of Progressive Piping

An example of progressive piping is shown below. The answer to a readership question affects the rows shown in a grid later in the survey:

Q5. Which of the following, if any, do you read?
Please click all that apply

- Daily Newspapers
- Industry and specialist magazines
- Monthly magazines
- Free/local papers
- Weekend Newspapers
- Weekly "gossip" magazine (ie Who, NW etc)
- Other
- Do not read any books, magazines or newspapers

Q7. And how often **on average** do you read these...

	Daily	Weekly	Fortnightly	Monthly	Bi-Monthly	Less often
Daily Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry and specialist magazines	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Weekend Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

< BACK NEXT >

Randomisation - preventing bias

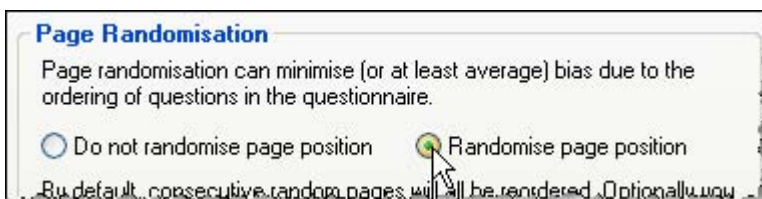
It is common practice in Market Research questionnaires to randomise the order of questions within a questionnaire to minimise the effect bias. There are a number of ways that the ordering or layout of questions can effect bias. For example, when presented with a long list of rating questions, a respondent is likely to take more care with the first questions than the last questions. The solution is to randomise the questions so that the effect of position on responses is averaged amongst respondents.

There are three types of randomisation that can be used with Professional Quest MR - Page, Question and Code randomisation:

Page	Page randomisation controls the display order of Pages (ie. pages) within the questionnaire. Block Page randomisation controls the display order of multiple “tagged groups” of Pages. All Pages in each tagged group remain in the same order, but the position of the entire group can be randomised.
Question	Question randomisation controls the display order of grid and ranked questions.
Code	Range-of-Values questions list a series of distinct values (ratings, choice of products etc.). If you use code randomisation, the display order of these values is randomised.

Page randomisation

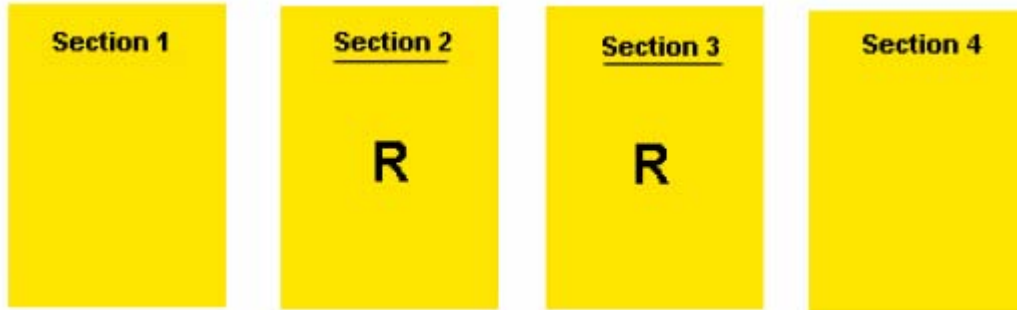
Page randomisation is used to randomise the display of consecutive Pages. Randomising a Page’s position in a questionnaire is as simple as selecting the **Randomise Page position** radio button when adding or editing a Page:



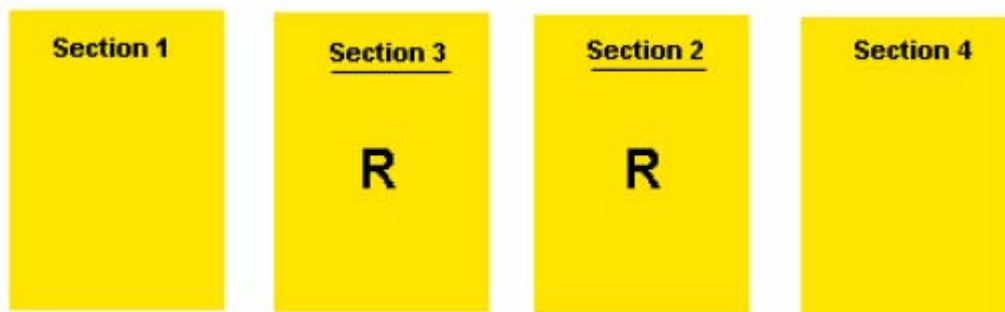
Consecutive Pages that have been flagged as randomised will swap positions amongst themselves.

Page Randomisation Example

In the example below we have a survey with 4 Pages. Two of the Pages have randomisation enabled (indicated by the letter R) and the remaining two Pages, Page 1 and 4, do not.



In this example only Page 2 and Page 3 will position themselves randomly. The minimum amount of consecutive Pages that can be randomised is two and the maximum is all available Pages with the exception of the first and last Page. There are only two Pages in this particular example, so the only other combination that could be displayed is as follows:



Block Page randomisation

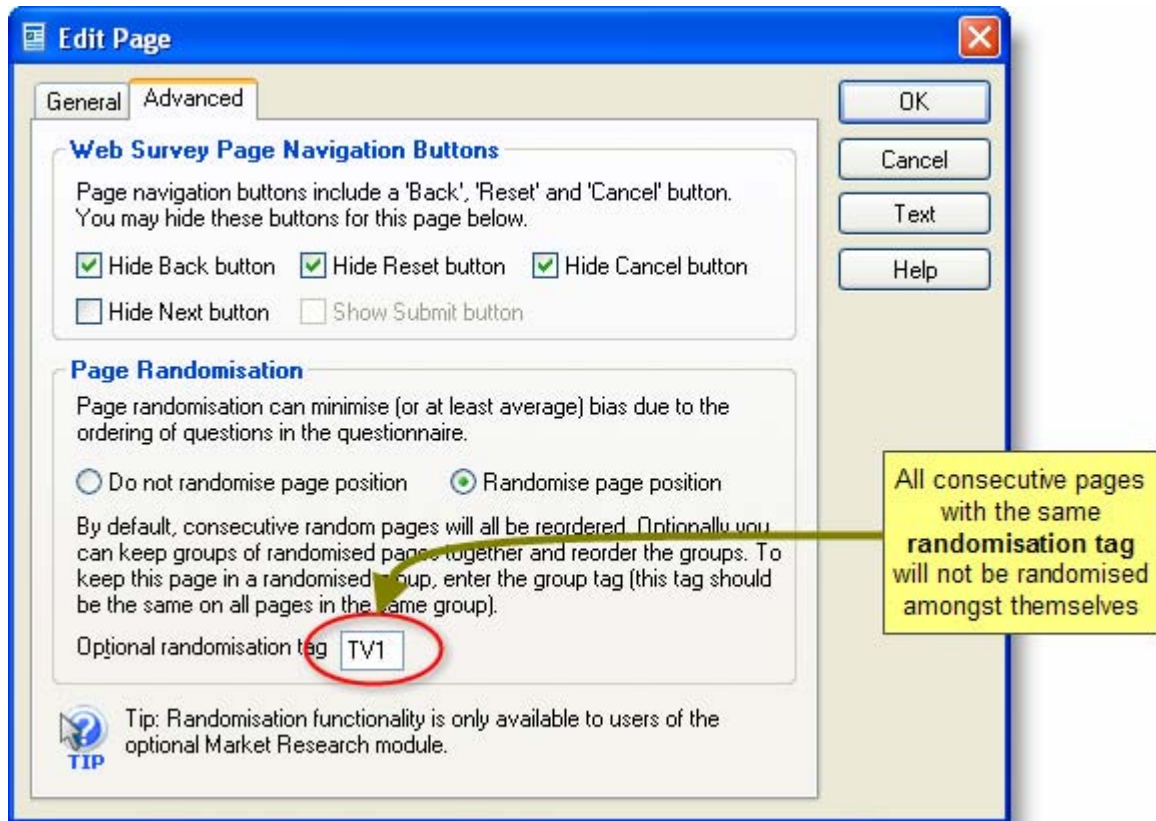
Block Page randomisation works in a similar way to Page randomisation but with the added ability to randomise *multiple blocks* of consecutive Pages. This is useful if you have 2 or more Pages that need to remain together in their original order, but still require randomising against other Pages.

Block Randomisation Example

Let's assume you are testing 3 different Television commercials (TVC). For each TVC there are multiple questions, split over 4 Pages. In the first Page you display the TVC and ask "Have you seen this ad on TV recently?" then in the next 3 Pages you go on to ask questions related to that particular TVC (possibly using flow control to restrict the questions to those who have "seen the ad").

In order to minimise the likelihood of bias due to the order in which the commercials are shown, you wish to randomise the order in which the 3 TVC Pages are displayed. This can be done very easily by coding each of the related Pages (in this case the 4 Pages relating to each TVC) with the same randomisation tag.

The example below shows how the tag “TV1” could be entered for all the Pages related to TVC1. Block randomisation is invoked by using tags in the Advanced Tab of the **Page Window**.



Below is an example of how the different types of randomisation could affect the order of Pages within a survey:

Survey Pages in Order



Survey Pages in Random Order

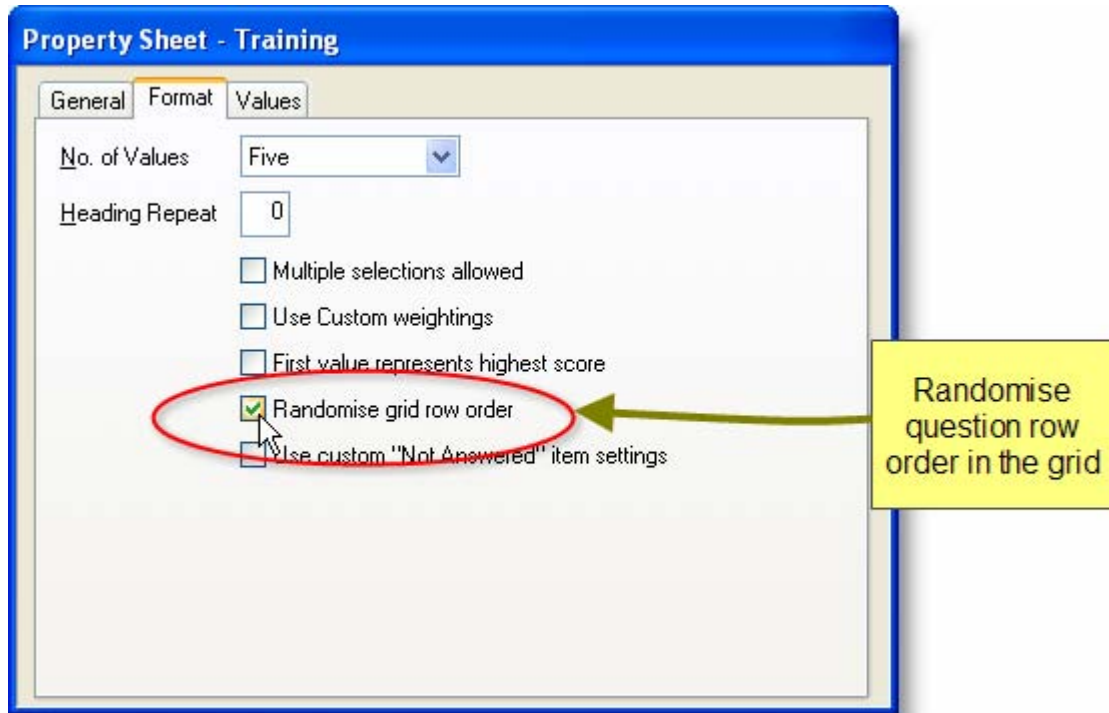


Survey Pages in Randomised Groups of three



Question randomisation

When presented with a long list of rating questions, a respondent is likely to take more care with the first questions than the last questions. Question randomisation minimises the effect of question position, by randomly sorting the rows that appear in a grid question. Question randomisation is enabled by ticking the randomise button on the property sheet of your grid question.



Once enabled Quest will automatically randomise the order of all the displayed rows in the grid. For example here we have a standard grid question with a list of attributes down the side and a scale across the top.



Thinking about **Lays**. Please read each of the following statements and indicate how much you agree that each statement applies to **Lays**.

	Agree Strongly	Tend to Agree	Neither/Unsure	Tend to Disagree	Disagree Strongly
Nice tasting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A brand for all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A modern/contemporary brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wide variety of flavours available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stand out from other brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A quality product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A brand that suits me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When another respondent comes to answer the same grid question, they are likely to see the questions within the grid in a different order. For example, the respondent may see the question as follows:



Thinking about **Lays**. Please read each of the following statements and indicate how much you agree that each statement applies to **Lays**.

	Agree Strongly	Tend to Agree	Neither/Unsure	Tend to Disagree	Disagree Strongly
A modern/contemporary brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A brand that suits me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A brand for all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wide variety of flavours available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stand out from other brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A quality product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nice tasting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Code randomisation

Code randomisation randomises the display order of codes (values) within a single range-of-values question. This is particular useful in cases of where questions have long brand lists, and you do not wish to have the choice of brand biased by the order in which the brands are shown.

Code randomisation is enabled by clicking on the format tab in the required question's property sheet and ticking "Randomise value item order". Once clicked you will also have the ability to exclude the last code from randomising, this can be used when the last code is "Don't Know" or "None" etc.

Code randomisation can be applied to single or multiple response questions, however the ability to randomise codes is disabled when using lists instead of buttons.

Property Sheet - Q5. Readership

General **Format** Values Validation

No. of Values: Eight

No. of Columns: One

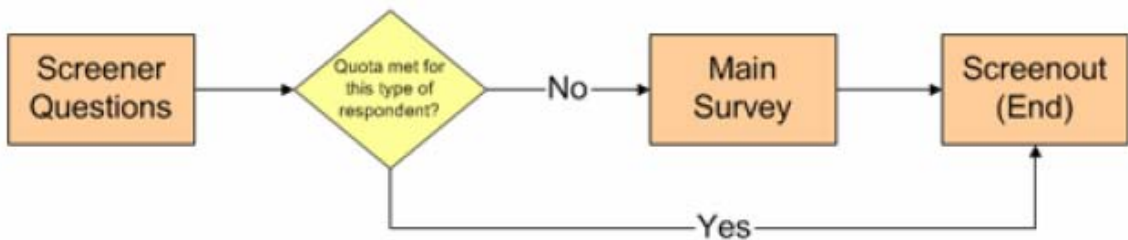
- Multiple selections allowed
- Use Custom weightings
- First value represents highest score
- Randomise value item order
- Exclude last value item from randomisation
- Exclude 2nd last value item from randomisation

The order of items can be **randomised** and you can optionally indicate that the

Quota management

Market researchers often conduct surveys where it is necessary to ensure that respondents are representative of the population of the particular market that is being tested. They therefore need to control the number and type of respondents - for example they may need to control the number of females and males from different states who complete the survey. This management of respondents is known as “quota management”.

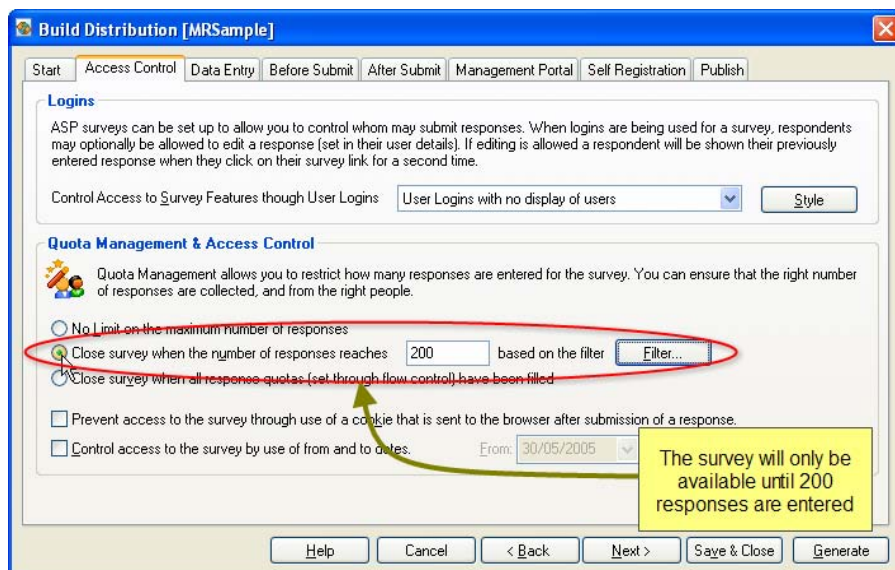
The most basic form of quota management is the restriction of the total number of responses that may be entered into a survey. More advanced “flow based” quota control limits the number of respondents based upon their answers to certain “screener” questions in the survey. In general, the screener questions will be demographics questions, such as gender. If a quota is met, the respondent will not have to answer any additional questions in the survey (they will “screen out”). This process is shown below:



Total responses quotas

You may wish to limit the number of responses to your survey. This type of quota can be particularly useful where a cost is incurred for each respondent completing a survey (for example, if you have a panel with a rewards system for the completion of the survey). It can be hard to estimate the number of responses you will get for your survey, and failing to limit the number of responses can end up being an expensive exercise if you have to reward more respondents than you had budgeted for.

Total response quotas limit the total number of responses to your survey. The total response limit is set up at the time the ASP Web survey is created:



You can optionally use a filter to determine which responses are “counted” in the total. Once the total has been reached, new respondents will be prevented from entering more responses - they will simply be shown a message indicating that no more responses are required, and the survey is closed.

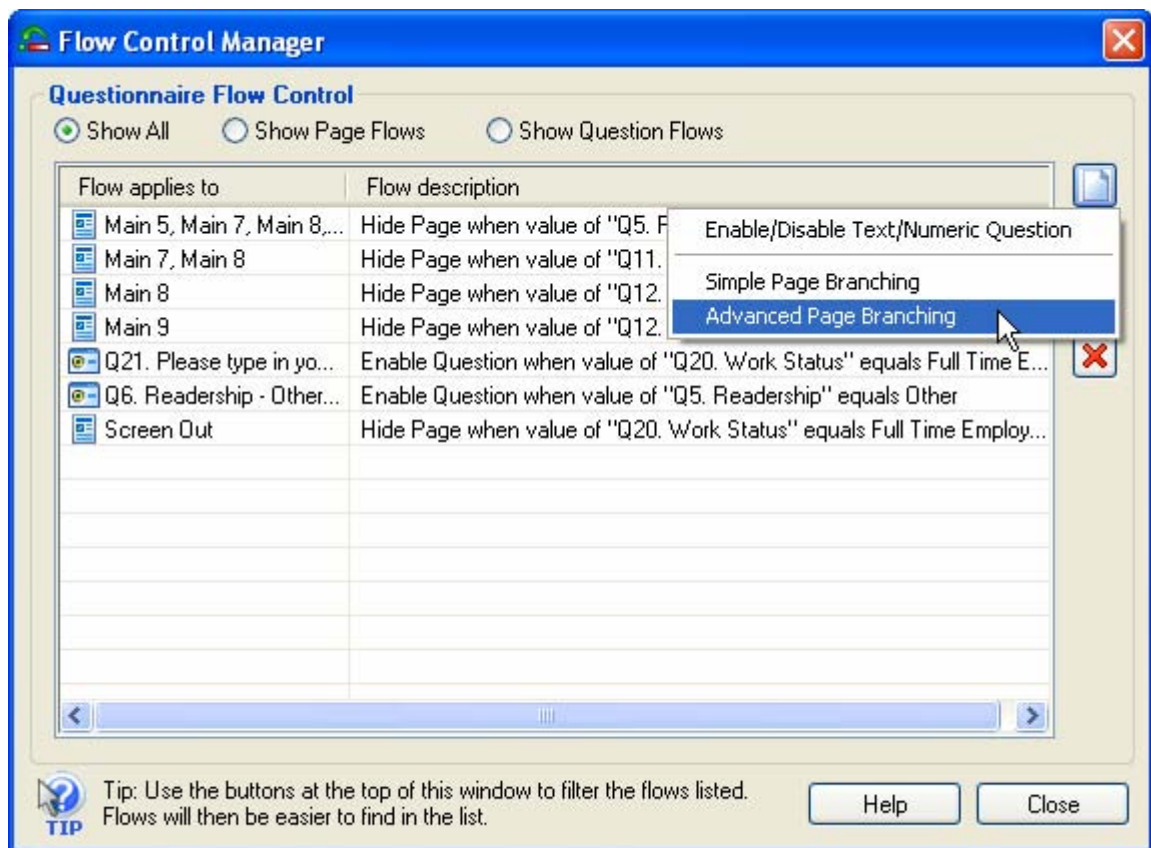
In order to calculate a valid number of total responses it is recommended that your filter is based on a mandatory question that is asked of everyone who completes the main part of your survey. This ensures that only people who have completed the full survey are counted (some people, for example, may not have completed the full survey because they didn't meet certain conditions set up in flow control, and therefore they were “skipped” past the main survey questions).

Another example of how a filter may be used is when you want to close the survey after a certain number of respondents of a certain type have answered the survey (e.g. after 300 females have answered the survey) and you don't care how many other people outside of the target group answer. In this case you would apply the filter using Gender = “Female” as the filter condition. Professional Quest will close the survey as soon as 300 respondents have answered “Female” in the gender question, regardless of how many have responded with “Male”.

Flow control quotas

Flow control quotas allow for more powerful and flexible management over your sample. These allow the survey to stay open until all quota targets are ‘full’. These quotas allow you to collect exactly the right number of each group of respondents you are after. For example, you may want to collect 100 females and 100 males.

Flow control quotas can be set via the Flow Control Manager in Advanced Page Branching:



In the event of a respondent matching one of the ‘full’ quotas, the specified flow control will become active. Generally the flow control would be set to hide all the remaining Pages, and go immediately to the “screenout” Page of the survey.

When entering this type of quota, two pieces of information are required:

Quota Limit	The maximum number of responses required from people who meet the quota condition set up in the quota filter.
Quota Filter	The filter to use to determine which responses should be included when determining whether the quota limit has been met.

The quota acts as an “on/off valve” for the flow control statement. Basically, the flow will be ignored until the quota condition is met. Once the condition is met, the flow control will work as normal (the flow would usually be set to hide all Pages up to the screenout Page).

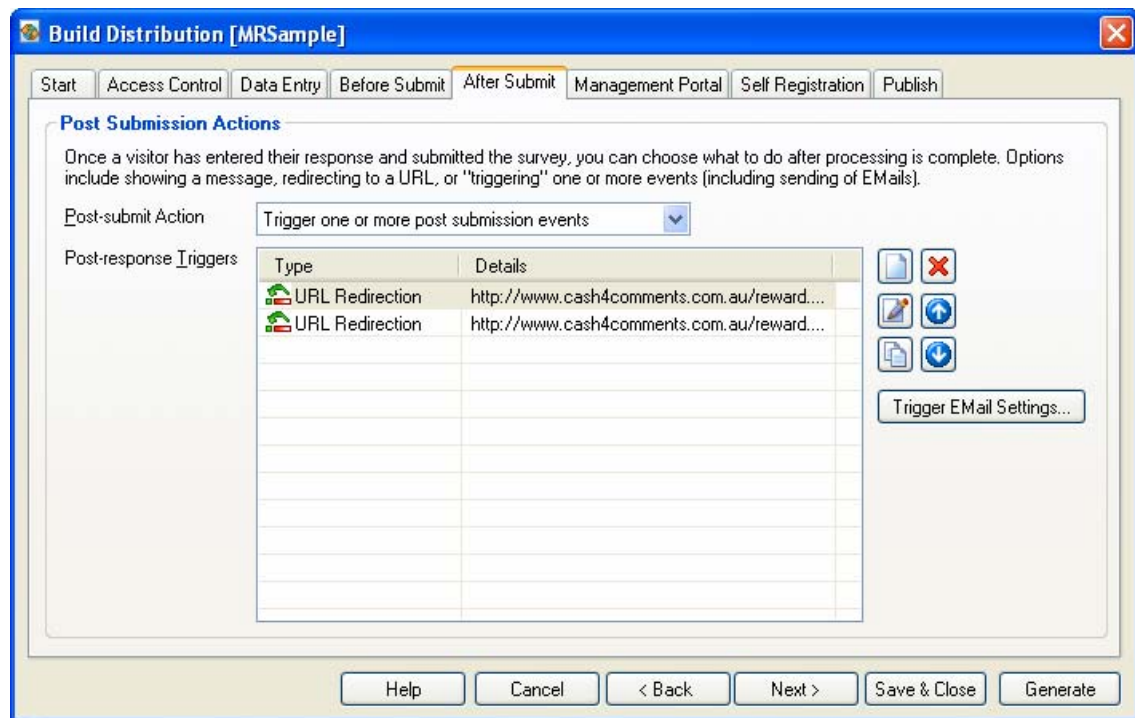
Quota limit numbers can also be altered via the web portal when using the SQL version of Professional Quest MR. For more information on this please see “Web portal” later on in this whitepaper.

The screenshot shows the 'Advanced Page Branching' dialog box. The 'General' section has a description 'Quota to restrict older respondents to 100 responses' and a list of page names including 'Intro', 'Screener1-5', and 'Main 1'. The 'Branching Conditions' section contains a table with one condition: 'Q2. Please indicate...' with the condition description 'Response equals "65+"'. The 'Web Survey Quota Management' section has two radio buttons: 'No quota management for this flow' (unselected) and 'Only apply this flow when the following quota conditions are met:' (selected). Under the selected option, there is a 'Quota Limit' field with the value '100' and a 'Filter...' button. Two yellow callout boxes with arrows pointing to the dialog provide additional context: one points to the branching condition table and states 'This branching condition will only be invoked if 100 responses meeting this quota have been entered', and the other points to the 'Filter...' button and states 'An advanced filter can be used to determine which responses should be included when checking if the quota limit has been reached'. The dialog also includes 'OK', 'Cancel', and 'Help' buttons.

Integration with 3rd party panel & reward providers

The use of online panels in Market Research web surveys is becoming very common, whether it be your own panel or a panel provided by a 3rd party. Professional Quest MR provides the ability to easily integrate with these applications by “Triggering a post-event response”.

These events are set up in the **After Submit Tab** of the ASP Web survey distribution wizard.



Generally, most online panels will have some incentive or rewards scheme in order to encourage responses to surveys. Many panels reward their members based on length and complexity of survey and will reward them for full completion of the survey and possibly give a lower reward for semi-complete/screen-outs.

An Example of Integration with a 3rd Party Panel Provider

In this example, our panel provider “cash4comments” rewards all invited participants based on two-tier reward system. A partial reward for “screening out” and a full reward for “completing”. This is the process:

- 1) A request is given to “Cash4Comments” to provide a selection of Males and Females in the 18-54 age range who live in Sydney or Melbourne. Like most panel providers, they will not directly provide a list of e-mail addresses - instead, they will Email their members on your behalf.
- 2) In order to provide security to the survey as well as anonymously identify those who have responded, “Cash4Comments” will provide a list of “user codes” and names in a CSV format.
- 3) “Cash4Comments” provide a two tier reward system - therefore they need to also provide two “reward codes” with each respondent “user code” The “reward code” that should be used will be dependent on whether the respondent qualifies or screens out of the survey.

- 4) We now have a csv file with three columns, User Code, Reward Code1 and Reward Code 2. This list will need to be imported through **Respondents->Import Respondents**.



- 5) It is necessary to map the fields correctly to the Import Text File. In this example, we are going to use "Login Identifier" to store "user codes", "User Field 1" to store the "Screenout" codes and "User Field 2" to store the "Qualify" codes. If a password is required it recommended to ask the panel providers to include this in the csv file they will send. Once imported and options set the database must then be uploaded.

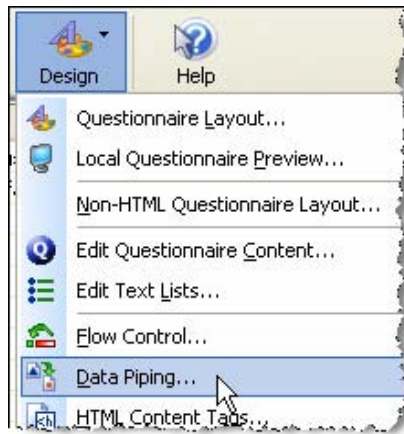
 A screenshot of the 'Text File' import dialog box. It contains several sections:

- Text File:** A text box for 'Filename' containing 'C:\Documents and Settings\dse\Desktop\SAMPLE.csv'.
- Text Delimiter and Qualifier:** 'Delimiter' is set to 'Comma' and 'Qualifier' is set to '"'. 'Header Rows' is set to '0'.
- Field Listing (only first 30 rows shown):** A table with 7 rows and 4 columns: 'Row', 'Field 1', 'Field 2', and 'Field 3'.

Row	Field 1	Field 2	Field 3
1	QWR536	1847474	9Q1847474
2	QWR537	1854875	9Q1854875
3	QWR538	1862276	9Q1862276
4	QWR539	1869677	9Q1869677
5	QWR540	1877078	9Q1877078
6	QWR541	1884479	9Q1884479
7	QWR542	1891880	9Q1891880
- Field Mapping:** A grid of dropdown menus for mapping source fields to target fields.

Source Field	Target Field
Login Identifier	Field 1
Password	{none}
Last Name	{none}
Given Names	{none}
Email Address	{none}
Category	{none}
User Field 1	Field 2
User Field 2	Field 3
User Field 3	{none}
User Field 4	{none}

- 6) Before setting the "after submit" settings we will need to set "respondent piping" so that we can merge the information in the provided list with the trigger URL. Respondent piping can be set in Designer and Project Manager. To access data piping in the Professional Quest Project Manager, click the **Design button** on the toolbar.



You then enter a new respondent data pipe. In this example, we need to create three datapipes, for USERCODE, QUALIFY (user field 1) and SCREENOUT (user field 2). An example of the information entered for QUALIFY is shown below.



- 7) The last step is to set the trigger parameters and redirection instructions in "After Submit". The steps for adding the trigger are as follows:
- a) Click Trigger a post-response event, then click the Add trigger button.
 - b) Click set trigger condition and select a key question that can be used to determine whether the respondent has qualified or has screened-out. Generally it is best to select the first mandatory question after the last screening question, therefore only those answering this question will be those who have successfully passed the screening process and are classed as qualifiers. In this survey "Q3. Which of these countries did you visit in the last 12 months?" will be our key question. Add this question in the filter setting the condition to "is NOT empty" click "OK" then we need to set the trigger URL to the following address:

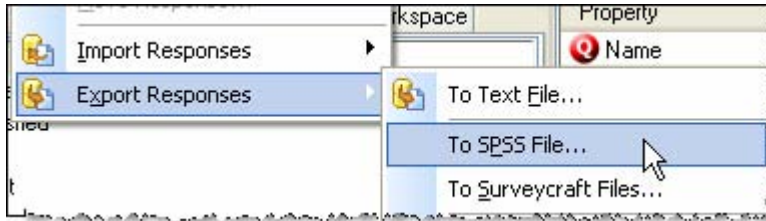
<http://www.cash4comments.com.au/reward.asp?ID={USERCODE}&REWARD={QUALIFY}>

- 8) Repeat step 7 for "Screen-Outs" by replacing the filter condition to "IS Empty" and editing the URL so it will pass the "SCREENOUT" code instead of the "QUALIFY" code to the panel provider. The link would look as follows:

<http://www.cash4comments.com.au/reward.asp?ID={USERCODE}&REWARD={SCREENOUT}>

Exporting to Surveycraft and SPSS

Professional Quest MR can transfer data to third party analysis and data capture software including Surveycraft and SPSS. The export feature is available in project manager by clicking on **Responses->Export Responses** and then choosing the type of export to perform.



Surveycraft

Quest MR creates two export files for Surveycraft as follows:

{Survey Name}.txt

{Survey Name}.seq

A file with the extension “.txt” contains the survey structure script in a format that can be directly imported into Surveycraft’s Questionnaire Specification. A file with the extension “.seq” contains the survey data.

To import the survey structure script into Surveycraft

- 1) Open up the Questionnaire specification in Surveycraft.
- 2) Press “Ctrl-T” to import the text file.
- 3) Press [F3] and choose the .txt file created in Professional Quest MR.
- 4) Select the “Import” option

To import the survey data into Surveycraft

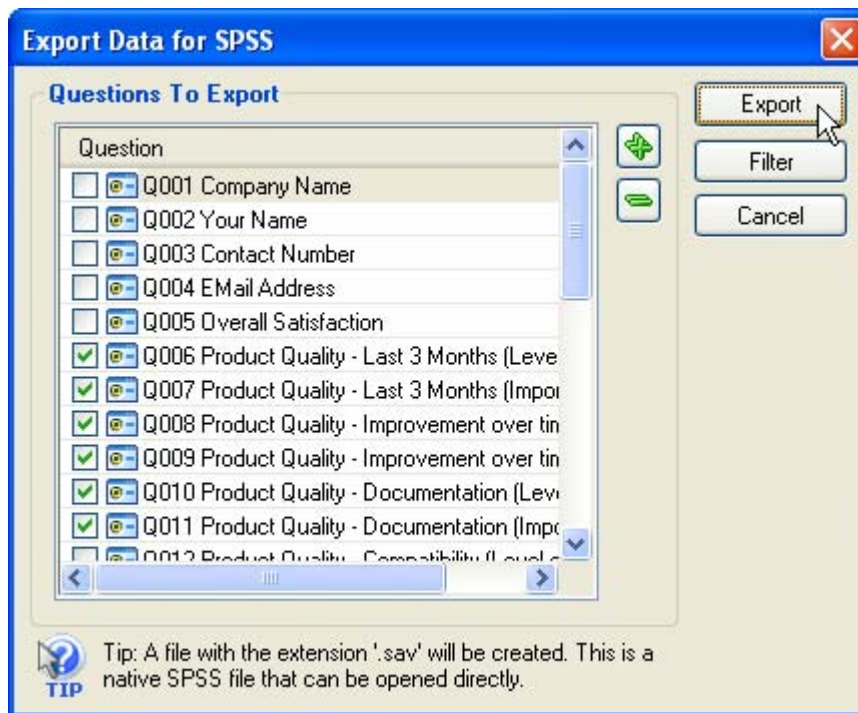
- 1) Select Data->Import->SEQ menu in Surveycraft
- 2) Select Create Cases
- 3) Press [F3] and choose the .seq file created in Professional Quest MR.
- 4) Leave <<Case>> offset blank and select create.

Surveycraft will import the cases sequentially beginning from case 1. The Surveycraft export from Professional Quest will always export the cases in the same order, so it is possible to re-create a Surveycraft SEQ export at any time during the project. When re-importing an SEQ file, Surveycraft will simply ignore the cases already filed in and begin the import from the last case added.

SPSS

On export, Quest MR will create a .sav file. This .sav file can be used natively in all SPSS versions from Release 7 onwards. The steps in exporting the .sav file are as follows:

- 1) Click **Export to SPSS File** from the **Export** submenu under the **Tools** menu.
- 2) Enter the name and location of the export file.
- 3) Choose the questions you wish to export, and press the **Export** button.



Management Portal

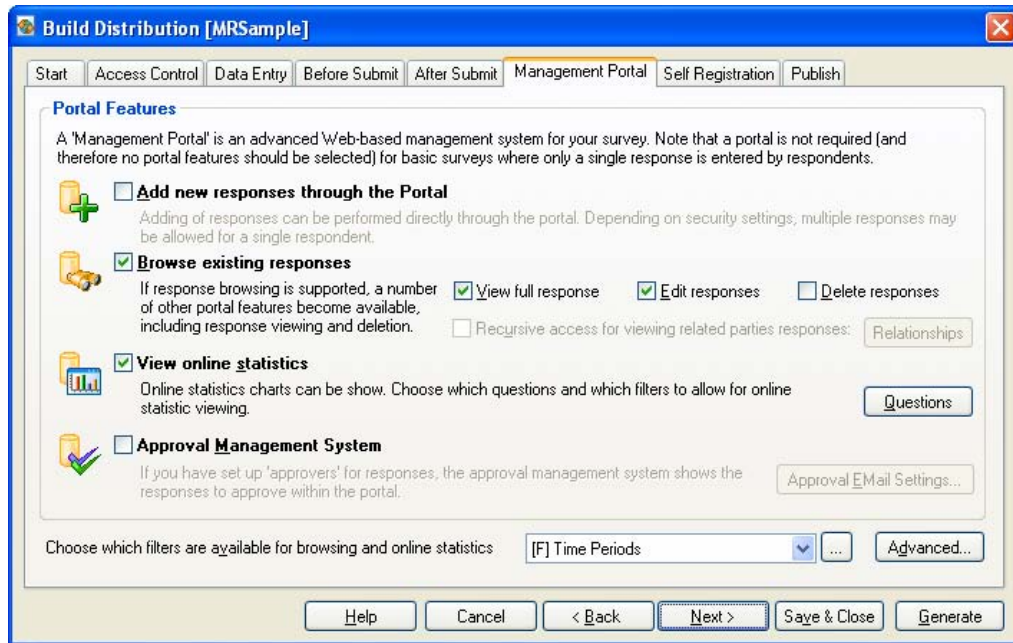
When an ASP Web survey is created, there is an option to also build a “management portal”. This portal provides online access to stats, quotas and progress reports. This can be an invaluable tool for survey administrators, and can be used for a number of purposes including:

- 1) Remote access for a survey administrator to review data and statistics through a browser interface
- 2) Access for clients, to allow them to gain access to the latest and most up to date results

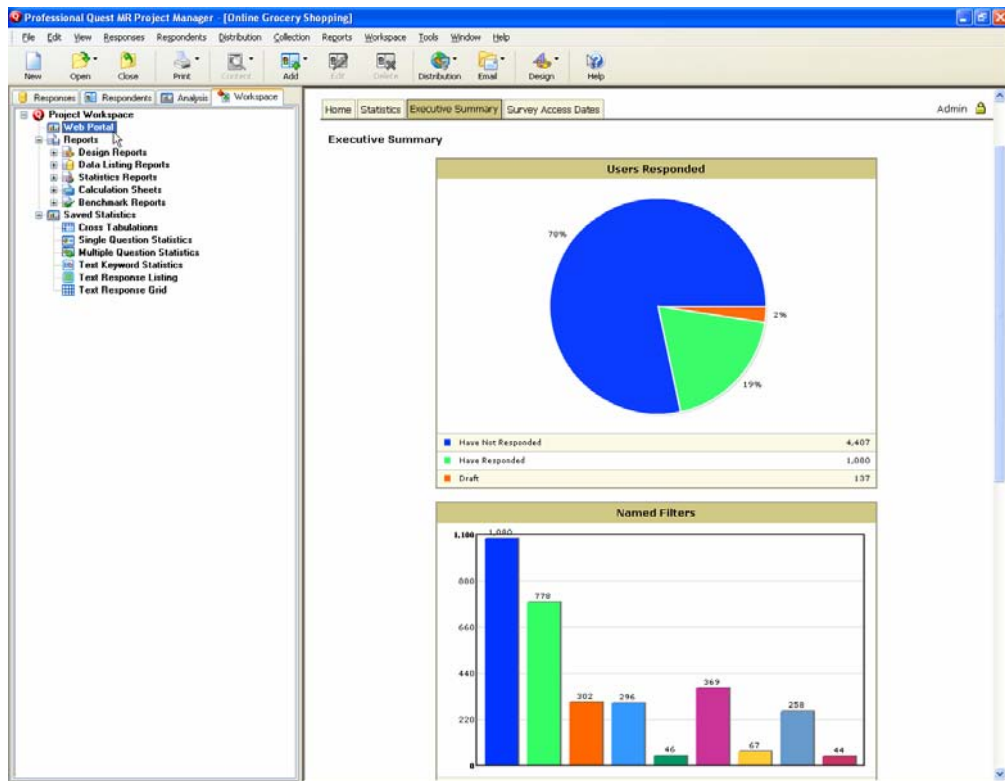
Individual logins can have specific security settings, thus allowing different levels of access for different users. For example, an administrator can have complete access to all responses, while survey respondents may only be able to access their own responses.

Creating a Management Portal

The Management Portal can be created at the same time that you create your ASP survey page for the questionnaire. All settings are entered via the **Management Portal tab** in the **Create Scripted Web Questionnaire Window**.



The management portal settings allow you to choose which features will be made available to users who log in and have sufficient security rights. Features include the ability to add responses, browse responses and view statistics. The portal is accessible from any Web browser, or directly from within the **Professional Quest Workspace** as shown below.



MR reporting features

Professional Quest MR boasts almost 20 separate reports, however in this whitepaper we will be covering two of the main reports that would be used with Market Research surveys:

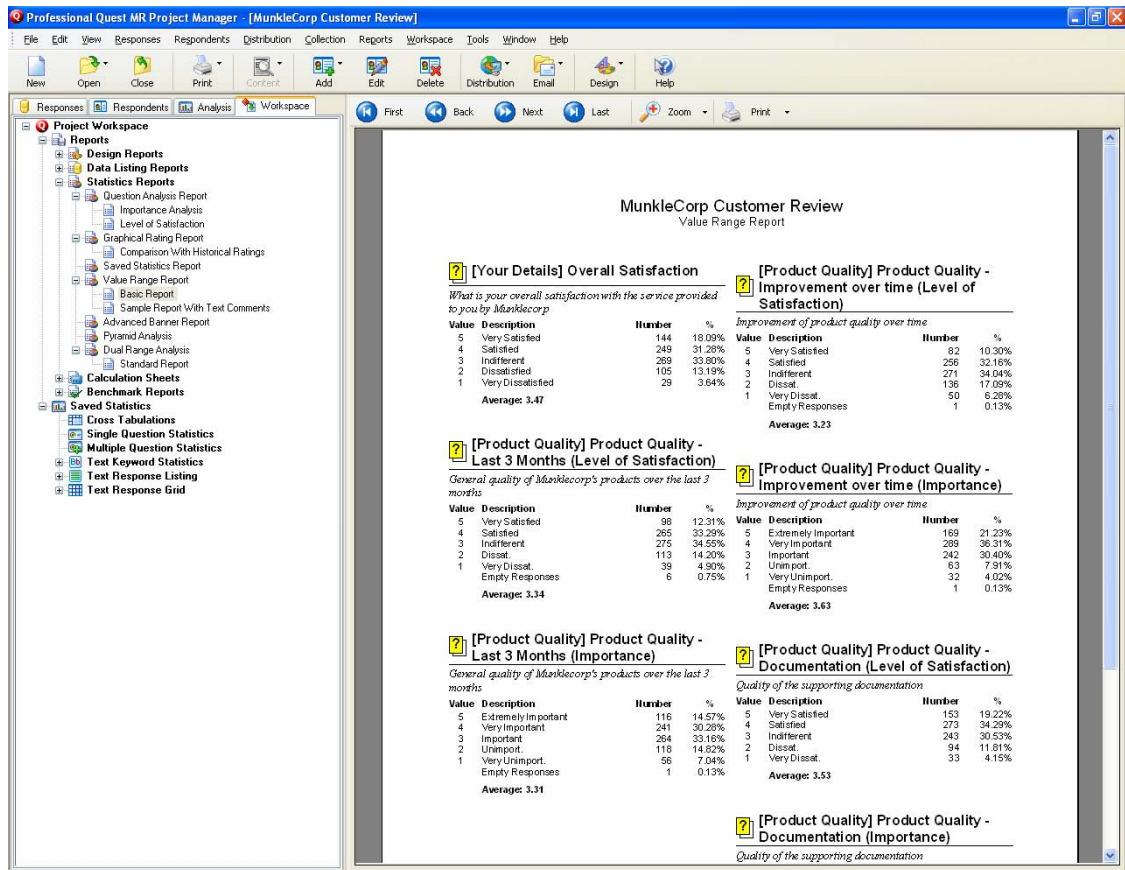
<p>Value Range</p>	<p>Provides holecounts for all questions and can also list open ended text responses.</p>
<p>Advanced Banner</p>	<p>Creates cross-tabulation reports, and includes more advanced features such as significance testing.</p>

Value range reports

The value range report provides a quick statistical view of the questionnaire data. It is designed to be a compact and easy to print holecount report.

This report is a great starting point for analysis of your survey data - it is simple to use, compact, and includes all statistical questions within the questionnaire. You can review this report to look for areas of interest within your data, as a top-line report for your client or to simply to check against data in an export.

You may optionally include all the text responses for selected questions in the questionnaire - these responses may be comments that enhance the understandability of the report as a whole.



Advanced banner reports

The advanced banner report provides an easy comparison of different “strata” of the questionnaire data. It features a “banner” across the top of the report which can be used to create columns for analysis of different groups of data. For example, a particular group of data could be based upon the age of each respondent, with different age groups appearing as columns in the report. Report rows can be made up of range-of-values and numeric questions. Calculations such as row/column percentage, mean, standard deviation and standard error can all be calculated.

The report itself appears like a table. Advanced features include the ability to flag significant relationships in the data (at both 90% and 95% confidence levels). This would make it easy to identify, for example, significant differences in responses due to age, gender, or whatever else is being shown in the columns of the report.

Employee Satisfaction Survey
Advanced Banner Report - By Region/Department/Age

Overall Satisfaction		Region										Department					
	Total	Australia (A)	United States (B)	United Kingdom (C)	South Africa (D)	New Zealand (E)	Germany (F)	Customer Service (G)	France (H)	Sales and Marketing (I)	Research and Development (J)	Human Resources (K)	18or under (L)	19-25 (M)			
Respondents	1445	159	500	55	165	48	10	184	239	21	73	29	3	56			
Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			
Row %	10.4%	13.1%	34.6%	3.8%	11.4%	3.3%	0.7%	12.8%	16.5%	1.5%	5.0%	2.0%	0.2%	3.9%			
Extremely Satisfied	254	21	140	28	62	12	1	46	55	35	133	5	1	60			
Very Satisfied	444	111	147	60	206	25	0	25	147	139	178	17	33	95			
Satisfied	463	56	314	11	66	11	5	64	71	85	234	9	1	191			
Somewhat Satisfied	181	37	141	1	7	4	1	0	41	37	101	6	0	66			
Not Satisfied	74	16	47	1	7	3	0	7	13	9	48	0	0	20			
Mean/Average	3.2	3.4	4.2	3.7	3.6	3.3	3.7	3.3	3.4	3.4	3.4	3.4	4.0	3.5			
Std. Deviation	1.12	1.06	0.95	1.01	1.17	0.83	1.00	1.06	1.02	1.12	1.12	1.00	0.82	1.02			
Std. Error	0.08	0.03	0.13	0.07	0.17	0.26	0.07	0.07	0.06	0.04	0.19	0.47	0.04	0.04			

Salary Range		Region										Department					
	Total	Australia (A)	United States (B)	United Kingdom (C)	South Africa (D)	New Zealand (E)	Germany (F)	Customer Service (G)	France (H)	Sales and Marketing (I)	Research and Development (J)	Human Resources (K)	18or under (L)	19-25 (M)			
Respondents	1445	159	500	55	165	48	10	184	239	21	73	29	3	56			
Column %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			
Row %	9.6%	66.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	8.0%	11.3%	0.0%	0.0%	10.8%			
Less than \$30,000	131	131	0	0	0	0	0	0	27	23	58	0	0	59			
\$30,000 to \$39,999	484	0	301	0	163	0	0	179	98	63	154	0	1	194			
\$40,000 to \$49,999	582	0	562	0	0	0	0	3	70	127	363	29	2	168			
\$50,000 to \$59,999	38	0	0	0	0	0	0	10	9	16	0	0	0	17			