MR Industry Jargon Survey

S1. Have you ever participated in an online survey?

Yes

No **[TERMINATE]**

S2. What was the date of your last online survey? Your best guess is fine.

**[ADD INSTRUCTIONS]** **[Enter as MM/DD/YYYY or select date from calendar.]**

S3. How many online surveys have you taken in your life?

**[ADD INSTRUCTIONS]** **[Your best guess is fine.]   
[ENTER NUMBER 0-99999]** \_\_\_\_\_ Survey(s) in total

S4. Type the first word that comes to mind when you think of industry specific jargon.  
**[SHORT OPEN END]**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

S5. What made you think of **[PIPE IN S4 RESPONSE]**? Be as detailed as possible.  
**[LONG OPEN END]**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

S6. Which of these is IntelliSurvey's main focus of business?

**[SELECT ONE]**

Qualitative data collection

Quantitative data collection

S7. Which of these collection methodologies are you familiar with for market research?

**[SELECT ALL]**

Online surveys

Social media/website streaming   
CAPI (computer assist personal interviews)

CATI (computer assist telephone interviews)  
F2F (face to face interviews)

On location/mall intercept  
Focus groups

Product placement/diaries   
Paper surveys  
All of these **[SELECT ALL]**

None of these **[EXCLUSIVE]**

S8. Which of these is an indicator of how hard it will be to find the target audience?

**[SELECT ONE]**

Completion rate

Incidence rate  
Response rate

S9. What two kinds of contact methods are most common for online surveys?

**[SELECT UP TO TWO; RANDOMIZE, ANCHOR NONE]**

Panel sample

Client customer lists

Cold call lists

River sample  
Over sample

None of these **[EXCLUSIVE]**

S10. Are you aware of any of these sampling methods used for fielding online surveys?

**[SELECT ALL; RANDOMIZE, ANCHOR NONE]**

Representative/census (**probability sample**)

General population (random sample)

Augments (n**on-probability sample**)

Multi-stage sampling (combination of methods)

None of these **[EXCLUSIVE]**

S11. Reporting results is our business. Which reporting methods are you familiar with?

**[SELECT ALL; ALPHABATIZE, ANCHOR NONE]**

Base counts

Response reports

Topline (aggregate)

Tabulations (crosstabs)

Frequency reports

None of these **[EXCLUSIVE]**

S12. Data is our deliverable. Which data files have you heard of before today?

**[SELECT ALL; RANDOMIZE, ANCHOR OTHER]**

Excel

SPSS

ASCII

Other: \_\_\_\_\_\_\_\_\_

S13. IntelliSurvey deals with standard data output. Select the formats you've worked with.

**[SELECT ALL; RANDOMIZE ‘Closed’ OPTIONS TOGETHER; RANDOMIZE ‘Open’ OPTIONS TOGETHER; RANDOMIZE THE CLOSED AND OPEN OPTION SETS; ANCHOR OTHER]**

Closed end single choice data   
Closed end multiple choice data

Open end text data

Open end numeric data

Other: \_\_\_\_\_\_\_\_\_

S14. Are you familiar with any of this industry jargon?

**[SELECT ALL; RANDOMIZE, ANCHOR ‘I am not familiar’]**

|  |  |  |
| --- | --- | --- |
| Quota  Terminate  Attention check  Screener  Redirects | Rating scale (NPS)  Ranking  Battery (table)  Deep dive  Brand priority | Branching (skips)  Auto-code  Demographics  PII (personally identifiable info) I am not familiar **[EXCLUSIVE]** |

**[SKIP AND AUTO-CODE IF ONLY ONE SELECTED AT S14]**

S15. Of this industry jargon you know about, with which area are you most confident?

**[SELECT ONE; SHOW OPTIONS CHECKED AT S14]**

S16. Upload an image of something that makes you think of market research.

**[ENABLE IMAGE UPLOAD; ALL FILE TYPES ACCEPTED]**

S17. Rate your experience level with online surveys on a scale of 1 to 10, where 1 means you are a **novice**, and 10 means you are an **expert**.

**[SHOW HORIZONTAL RATING SCALE]**