MR Questionnaire Design

1. Have you ever written a market research survey?

Yes

No

**[ASK SECTION IF YES IN Q1]**

2. How often do you encounter these sections in your surveys?
 **[RANDOMIZE ROWS]**

|  |  |  |  |
| --- | --- | --- | --- |
| **Survey Sections** | **Frequently** | **Sometimes** | **Rarely** |
| Screener section |  |  |  |
| Main survey section |  |  |  |
| Demographic section |  |  |  |
| Deep dive section |  |  |  |
| Brand section |  |  |  |
| Media section (images, ads) |  |  |  |
| User/non-user paths |  |  |  |

3. Do you prefer working with device friendly or traditional research surveys?

**[RANDOMIZE ROWS]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Device Friendly** | **<< Mobile** | **Equal** | **Monitor >>** | **Traditional Research** |
| Shorter questions or responses fit |  |  |  | Longer questions or responses fit |
| Renders to fit large or small devices |  |  |  | Renders to fit computer monitors |
| Auto advance navigation (less user input) |  |  |  | Continue button navigation (answer and click to advance) |
| Icon for hover display |  |  |  | Mouse-over hover display |
| Table options in clickable cells, no headings |  |  |  | Table option sin headings with input buttons in cells |
| Auto-scrolling tables |  |  |  | Full-view tables |

4. Drag each question type to the appropriate category.

**[CARD SORT; MAX 4 CARDS ALLOWED IN EACH TARGET; PLACE CARD AREA WITH OPTIONS ABOVE CATEGORIES.]**

|  |  |
| --- | --- |
| Single choice questions | **Closed ended** |
| Multiple choice questions |  |
| Pulldown menus |
| Short text responses |
| Long text responses | **Open ended** |
| Listbox questions |  |
| Number fields (age, zip) |
| Specialty formats (date, email) |

5. Which of the following is a quota instruction vs. a terminate instruction?

**[RANDOMIZE ROWS]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Quota** | **Terminate** | **Neither**  |
| Kick out if no kids |  |  |  |
| Allow half 1-3 kids, and half 4+ kids |  |  |  |
| Thank and close if prefer not to say income |  |  |  |
| Provide even split across all incomes |  |  |  |
| Ask if income was greater than $100,000 |  |  |  |
| Maximum 15% rural |  |  |  |
| Do not allow ages under 18 |  |  |  |

**EXERCISE LIST [RANDOMIZE]:**Tables with pulldown menus in each cell

Tables with numeric text fields in each cell

Repeating pages with auto-advance features

Repeating pages with detailed information

Survey questions with long, repetitive text

Survey questions designed for mobile devices

Interactive questions like shopping carts

6. From your experience, what level of **respondent fatigue** is caused for each respondent exercise?

**[ADD POP UP ON respondent fatigue:** Occurs when survey participants become tired of the survey task and the quality of the data they provide begins to deteriorate.**]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **High Fatigue** | **Moderate Fatigue** | **Low Fatigue** |
| **[USE EXERCISE LIST]** |  |  |  |

7. Of these common respondent exercises, which ones have you seen with the different research methods?

**[RANDOMIZE ROWS; ANCHOR NONE. MULTIPLE CHOICE PER COLUMN]**

|  |  |  |
| --- | --- | --- |
|  | **Method 1** | **Method 2** |
| **[USE EXERCISE LIST]** |  |  |
| None of these **[EXCLUSIVE]** |  |  |

8. In total, what percent of each respondent exercise do you use in your survey design?

**[RANDOMIZE ROWS; MUST TOTAL 100%]**

|  |  |
| --- | --- |
|  |  |
| **[USE EXERCISE LIST]** |  |
| Total | **[SHOW COLUMN TOTAL]** |

9. Rank each activity in order of importance to your work.

*Give a rank of 1 for your first pick, a rank of 2 for your second pick, and so on until each activity has a unique rank in order of importance to you.***[RANDOMIZE]**

Card sort

Shopping cart
Heat map exercises

Image or text highlighting
Pinning map locations
Maximum Difference
Conjoint (DCM, CBC)

10. Enter the details for each of the projects that closed last quarter.

|  |  |  |  |
| --- | --- | --- | --- |
| **Project** | **Total N (completes)** | **Length of Interview** | **Incidence** |
| **[Enter Project Name]** |  **[RANGE 1 TO 5000]**N = **\_\_\_\_\_**  | **[RANGE 0 TO 60]** \_\_mins | **[RANGE 0 TO 100] \_\_\_** % |
| **…** | **…** | **…** | **…** |
| **[ALLOW UP TO 10 PROJECTS; ALLOW OPTION FOR '**Did not have projects close last quarter**']** |