**Introduction Tutorial Questionnaire – Quotas**

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| Single Choice Questions |

A1. Do you like colors?    
Yes, No   
**[Single select] [MAX 10% No]**

A1A. What color is a ripe tangerine?  
Black, Blue, Green, Orange, Purple, Red, Violet, Yellow

**[Single select; split in 2 columns]**  
A1B. What color is a ripe banana?   
Black, Blue, Green, Orange, Purple, Red, Violet, Yellow  
**[Single select drop down menu]**

A1C. What color is a ripe strawberry?  
Black, Blue, Green, Orange, Purple, Red, Violet, Yellow  
**[Single select with horizontal scale]**

**[Terminate if two or more: A1A is not 4 (orange) / A1B is not 8 (yellow) / A1C is not 6 (red)]**

**[MIN 80% correctly select orange/yellow/red]**

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| Multiple Choice Questions |

**[Skip A2 if option 2 (no) is selected at A1]**A2. Of these, what colors do you like? **[Select all that apply]**Black, Blue, Green, Orange, Purple, Red, Violet, Yellow  
**[Allow multiple selection]**

**[Apply color quotas at QA2 if Yes at QA1; MAX n=125 per color; MAX three quotas assigned per respondent]**

Create an awareness variable titled AWARE

**[Select one based on most needed of the colors selected at A2]**

**[Skip A2A if options 3 (green), 6 (red), 8 (yellow) are NOT selected at A2]**A2A. What 3 colors are most common for apples? **[Select exactly 3]**Black, Blue, Green, Orange, Purple, Red, Violet, Yellow  
**[Multi-select, shown in 4 columns]**

**[QA2A create a quota for red/green/yellow apple colors combined, and then all others combined. Do not allow more than 40% for the "Other" group]**

A2B. What colors are grapes?  **[Select all that apply]**Black, Blue, Green, Orange, Purple, Red, Violet, Yellow **NEW:** Other (specify)  
**[Multi-select, with 'other specify' option]**

**[Terminate if option 3 (green) or 6 (red) are not selected at A2B]**

A2C. What colors are in a rainbow? **[Select all that apply]**Black, Blue, Green, Orange, Purple, Red, Violet, Yellow **NEW:** None  
**[Multi-select, with exclusive 'none' option]  
[Terminate if option 99 (none) is selected at A2C]**

**[Skip A2D if option only 1 option selected at A2]**A2D. Are any rooms in your home painted in these colors you like? **[Select all that apply]**Black, Blue, Green, Orange, Purple, Red, Violet, Yellow **NEW:** None **[Multi-select, exclusive 'none' option; Show options checked at QA2]**

A2E. Are any rooms in your home painted any of these colors? **[Select all that apply]**Black, Blue, Green, Orange, Purple, Red, Violet, Yellow**NEW:** None **[Multi-select, exclusive 'none' option; Show options not checked at QA2D]**

**[Skip A2F if option 99 (none) is selected at A2D AND option 99 (none) is selected at A2E]**A2F.  What color decor accents do you prefer? **[Hold ctrl, scroll or click to pick up to 4]**  
Black, Blue, Green, Orange, Purple, Red, Violet, Yellow **NEW:** White, Brown, Grey  **[Multi-select, with new local options. Only allow up to 4 colors]**

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| Text Entry Questions |

A3. What color is your hair?  
**[PROVIDE TEXT BOX]**Enter natural color  
**[Terminate if 'green' entered at A3]**

A3A. What is the most common color you dye your hair?   
**[Enter color or select 'I do not dye my hair']**Preferred hair dye color:\_\_\_\_\_\_ / I do not dye my hair **[EXCLUSIVE]**

A3B. How many times a day do you wash your hair?**[Enter a number 0 to 5]**   
**[FORCE NUMBER]**\_\_ time(s) per day

**[Ask follow up questions A3C-A3G if 1 or more entered at A3B]**A3C. For classification, what is your zip code?  
**[ZIP FORMAT]**Zip code: \_\_\_\_\_

A3D. Where can we email our hair care instructions?  
**[EMAIL FORMAT] [Enter your email]**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A3E. Best number to reach you?  
**[PHONE FORMAT]**Phone number...

A3F. What is/was the date of your appointment?  
**[DATE FORMAT] [Enter or select date]**\_\_\_\_\_\_\_\_\_\_

A3G. Please explain how you wash your hair in full detail.   
**[Please type in a response]**

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| Table Rows |

B1A. How common or rare is each shape?  
**Options:** 1=Common to 10=Rare  
**[One per row]**Circle, Square, Triangle, Rectangle, Trapezoid

**[Classify 2 most common shapes, options 1 or 2 at B1A]**  
**[Terminate if selected option 10 (rare) for each shape at table B1A]**

B1B. How many of each shape do you typically encounter per day?   
**Options:** None, 1 - 5, More than 5  
**[One per row]**Circle, Square, Triangle, Rectangle, Trapezoid

**[Classify all with 5 or more encounters per day, options 5 or 6 at B1B]**

B1C. Do you talk about shapes in any of these places?   
**Options:**At work, At home, In nature, The city   
**[All per row]**Circle, Square, Triangle, Rectangle, Trapezoid  
**[Include opt-out option]** I don't discuss them

**[Skip B1D if None for all shapes at B1B]**B1D.  Do you see shapes in any of these places?  
**Options:** At work, At home, In nature, The city **NEW:** I don't **[All per row]**Circle, Square, Triangle, Rectangle, Trapezoid

B2. Indicate your preference for each pair of statements.  
**[Select the level that closest fits you]**  
Option scale: < Fits Me, Equal, Fits Me >  
**[RANDOMIZE ROWS]**

Large shapes / Small shapes  
Solid shapes / Shape outlines  
3D shapes / 2D shapes  
Curved shapes / Angled shapes  
Irregular shapes / Semitic shapes

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| Table Columns |

B3A. Which attributes do you associate with each shape?  
**[Check all that apply for each shape]  
Across:**Circle, Square, Triangle, Rectangle, Trapezoid  
**Down:**Useful tool, Pleasing lines, External boundaries, None of these

B3B. Select two features that most describe each shape.  
**[Check two for each shape]  
Across:**Circle, Square, Triangle, Rectangle, Trapezoid  
**Down:**Shapely, Geometric, Uniform, Precise, Symbolic

B4. Enter your preferences for each shape you use.   
**[Select yes/no to indicate use]   
[ASK COLOR AND SIZE FOR EACH SHAPE WITH YES]   
Color:** Black, Blue, Green, Orange, Purple, Red, Violet, Yellow  
**Size: [numeric entry in inches]**

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| Table Features |

B5A. Select the properties that you like about each shape.  
**Options:** Angle(s), Point(s), Line(s), Curve(s)   
Circle, Square, Triangle, Rectangle, Trapezoid **NEW:** Ellipse, Crescent, Star, Heart **[ONLY ALLOW RELEVANT PROPERTIES FOR THE SHAPES:**NO angles/points with circles/ellipses; curves ONLY with circles/ellipses/crescents/hearts**]**

B5B. Do you know the formula to calculate the area of each shape?  
**Options:** Yes, No, N/A  
Circle, Square, Triangle, Rectangle, Trapezoid**NEW:** Ellipse, Crescent, Star, Heart   
**[INCLUDE OTHER SPECIFY]**

B5C. What percent of space would you use for each shape? **[Must total 100%]  
[SHOW TOTALING ROW]**Circle, Square, Triangle, Rectangle, Trapezoid

B5C2. Why do you have the most space for a **[Insert shape with the largest percent from B5C]**?  
**[Single select; randomize; anchor other]**  
1. Convenient shape in the space  
2. Is helpful for random tasks  
3. Helps me define borders  
4. Offers me the best price  
5. Other (specify)

B5D. What shapes come to mind? **[CAPTURE RESPONSE; ALLOW UP TO 10 SHAPES]**