# Qualtrics – Import & Export Surveys Advanced
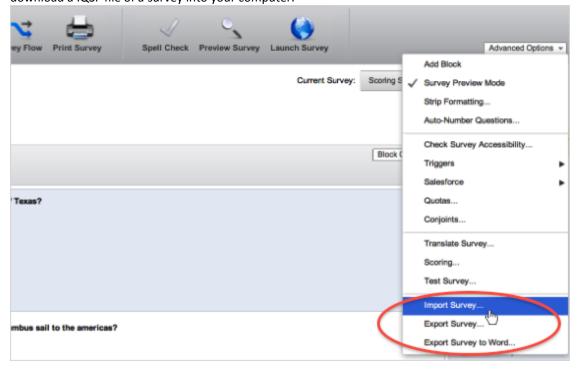
**https://siue.qualtrics.com**

The Import Survey option allows you to upload a .QSF or .TXT file of a survey into Qualtrics. The Export Survey option allows you to download a .QSF file of a survey into your computer.



## Export Survey

Download your survey as a .QSF file to use as a backup file. Or download a Word document which you can use for a paper version of the survey or as a reference sheet for the coded values of your answer choices.

**To export your survey:**

1. On the **Edit Survey** page, select **Advanced Options**
2. Select **Export Survey** or **Export Survey to Word**.
3. Select to **Download** or **Save** the file in the browser download box (with Internet Explorer, you might need to click on the yellow bar at the top of the page to give it permission to download the file).

## Import Survey

To import a survey, simply open the **Advanced Options** menu on the **Edit Survey** page and select to **Import Survey**. There are two options for importing a survey.

- **.QSF** – This would be a survey you had created and exported, or that someone else had created and sent to you. The survey will import without any further formatting.
- **.TXT** – The text file option is appropriate in an automated system, where you have a back-end program that automatically generates .TXT surveys for you to import. Generally, if you are creating surveys yourself or bringing a survey in from another survey platform, it is quicker and easier to simply recreate it within Qualtrics.

**To Prepare a .TXT file in simple format for importing:**

The text file option is appropriate in an automated system, where you have a back-end program that automatically generates .TXT surveys for you to import. To create a survey in the Simple .TXT format,

1.  Format questions.
    - A question begins with a number followed by a period ("."). Choices are below the question text with a blank line between the question and the answer choices.
    - For Matrix questions: Answers are after choices with a blank line between.
    - Make question multiple answer by using **[[MultipleAnswer]]** on the line just below the question text.
    - Insert a page break by entering **[[PageBreak]]**.
2.  Save as a .TXT file and import into Qualtrics.

**The following is an example of Simple .TXT formatting:**

```
1. This is a multiple choice question. Every question starts with a
number followed by a period. There should be a blank line between
the question text and the choices.

a
b
c
d

[[Block:My Block Name]]
2. This is a multiple choice- multiple answer question.
[[MultipleAnswer]]

a
b
c
d

[[PageBreak]]
3. This is a matrix question that has longer question text.
It is a matrix question because it has two groups of choices.

The question text is on two lines.

ma
mb
mc
m1
m2
m3

4. This is a matrix multiple answer question.
[[MultipleAnswer]]

ma
mb
mc
m1
m2
m3

[[Block]]
5. What is your gender?

Male
Female
```

**To prepare a .TXT file in advanced format for importing:**

The text file option is appropriate in an automated system, where you have a back-end program that automatically generates .TXT surveys for you to import. When using the Advanced .TXT format each part of the question must be explicitly defined using the **[[]]** tags. The tags begin with **[[** and end with **]]** with no spaces in-between the brackets.

## Question Type Tags

- **MC** – Multiple Choice
- **Matrix** – Matrix Table
- **TE** – Text Entry
- **CS** – Constant Sum
- **RO** – Rank Order
- **DB** – Text/Graphic (Descriptive Block)

## Other Tags

- **[[AdvancedFormat]]** – Specifies the file is an advanced formatted file.
- **[[SimpleFormat]]** –Specifies the file is a simple formatted file.
- **[[Question:*question type code*]]** – Specifies a new question with a specific type, either MC, Matrix, TE, CS, RO, or DB.
- **[[Choices]]** – Specifies the choices for a multiple choice question, or the statements for a matrix question (one per line after the tag).
- **[[Answers]]** – Specifies the choices for a matrix question (one per line after the tag).
- **[[MultipleAnswer]]** – Specifies that the question should be a multiple answer question.
- **[[ID:*question ID*]]** – Specifies question ID and export tag.
- **[[PageBreak]]** – Specifies a page break.
- **[[Block]]** – Specifies a block should begin.
- **[[Block:*block name*]]** – Specifies a block should begin with a specific name.

## The following is an example of Advanced .TXT formatting:

```
[[AdvancedFormat]]
[[Question:MC]]
[[ID:q1]]
This is a multiple choice question.

[[Choices]]
a
b
c
d

[[Question:MC:MultipleAnswer]]
[[ID:q2]]
This is a multiple choice question multiple answer question.

[[Choices]]
a
b
c
d

[[PageBreak]]

[[Question:Matrix]]
This question is a matrix question.

It has lots of question text on multiple lines.
```

```
[[Choices]]
ma
mb
mc
[[Answers]]
m1
m2
m3

[[Question:Matrix]]
[[MultipleAnswer]]
This question is a matrix multiple answer question. Use the HTML break tag to actually have question
text recognized as different lines.

It has lots of question text on multiple lines.

[[Choices]]
ma
mb
mc

[[Answers]]
m1
m2
m3
```