AiRA_QNR_Labeling_v1_22Sep25 2713fa14efa08056a3e4e6e5bb6cffbd

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Steps:

1. All Golden Data QNR's are labelled with the list mentioned below at the Question level, Section level and Overall QNR level.

2. Some labels have a Mandatory flag as "Yes". This indicated that a question with this label is required in the final questionnaire

3. Some labels have "Applicable Labels" against them, this indicates that QNRs with those labels should also have this label.

Rules

Rule	Apply to	Category	Code
Programming Instructions not visible to respondents		Programming Instructions	
Question Numbering		Programming Instructions	
Sample split rules		Sampling	

QNR Tags

Tag_Name	Descr	Tag_Values
QNR_Industry	Multiselect	Consumer Electronics, Consumer Goods, Healthcare, MedTech, Medical Devices, Vision Care
Respondent_Type	Multiselect	Admin, Consumer, ECP, HCP, Nursing Staff, Patient
QNR_Country	Multiselect	Canada, EU, France, India, Japan, UK, US
QNR_Sections	Yes/No for each section	Additional Questions, Brand/Product Awareness & Usage, Concept exposure, Feature Priotitization, Methodology, QC, Sample Plan, Screener
Methodology	Multiselect	Conjoint, Feature Importance, Pricing
Pricing	Multiselect	Gabor Granger, Van Westendorp

Aa Tag_Name	☰ Descr	☰ Tag_Values
Mandatory_Logics	Must have logics in QNR	Piping Logic, Sampling Logic, Screener Logic
Mandatory_Sections	Must have sections in QNR	Additional Questions, Brand/Product Awareness & Usage, Concept exposure, Methodology, Programmer Instructions, Sample Plan, Screener

Screener

Aa Label	⊙ Applicable_Labels	☰ Descr	☑ Mandatory	⊙ Type
Category_Usage_Frequency		How often you use	☑	QNR
Medical_Conditions_General		Multiselect	☐	QNR
CoI_Check		Conflict of Interest check. Terminate	☑	QNR
Category_Usage_Financial		How much you spend now and in future	☑	QNR
Demog_Basic		Age, Gender. Check categories specific to country	☑	QNR
Recent_Participation		Participated in Market Research study recently. Terminate	☑	QNR
Study_Intro		Thanks for agreeing, inform eligibility, state LOI	☑	Text
Medical_Conditions_Study		Current, Past and future	☑	QNR
Category_Usage_Consider		are you considering in the future	☑	QNR
User_Categorization_Logic		User/Non-User, Continue/Terminate, Other categorization rules	☑	Rules
Confidentiality_Agreement			☑	Text
Category_Usage_Adnl		Where will you use and how	☐	

Brand Product Awareness & Usage 2773fa14efa080b6991ecd479af8ab59_all (1)

Label	Applicable_Labels	Descr	Mandatory	Type
Brand_awareness_funnel		What brands are you aware of. Funnel Questions - Aware → Considered → Purchased → Continue → Preferred	☑	QNR
Brand_Recall		Top of the mind brands	☑	QNR
Product_Usage		What products do you use in the category.	☑	Text
Product_Usage_Frequency		Frequency of usage and purchase, Quantity	☑	QNR
Category_Usage_Frequency		How often you use	☑	QNR
Product_Usage_Financial		How much do you spend and if it is higher, type of purchase - subscription etc, channel info	☑	QNR
Brand_Product_Satisfaction		With the products used in the past and current	☑	QNR
Purchase_Decision		Who influences purchase decision	☐	

Concept exposure

Label	Applicable_Labels	Descr	Mandatory	Type
Concept_eval_funnel		Likelihood to 1. Follow up and learn 2. New & Different 3. Meets needs 4. Recommend to others	☐	QNR
Concept_Feature_Highlight		Highlight most important & least important words/phrases from the concept descr. Additional text feedback	☐	QNR
Concept_impression		Overall Impression	☑	QNR
Concept_Intro	Concept_Intro	Concept Introduction for pricing and reaction with hyperlink	☑	Text
Concept_Purchase_Likelihood		How likely are you to purchase, how soon will you purchase	☑	QNR

Aa Label	≡ Applicable_Labels	≡ Descr	☑ Mandatory	⊘ Type
Message_reaction		Question to check preference for Product/Feature Name, Caption etc	☐	QNR

Methodology

Aa Label	≡ Applicable_Labels	≡ Descr	☑ Mandatory	≡ Type
VW_Likelihood	Van Westendorp	Additional likelihood on chosen price points for calibration	☐	QNR
VW_pricing	Van Westendorp	Good value, expensive etc	☑	QNR
Concept_Intro	Concept_Intro	Concept Introduction for pricing and reaction with hyperlink	☑	Text
GG_Likelihood	Gabor Granger	Random price point and change basis response	☑	QNR

Additional Questions

Aa Label	≡ Applicable_Labels	≡ Descr	☑ Mandatory	⊘ Type
Adnl_demographics		Education, Employment, Salary, Ethnicity	☐	QNR
Media_cons		What platforms active on? Where do you consume information	☐	QNR
Adoption_behavior		Adoption to new products and tech	☐	QNR
Adnl_awareness		Aware of features and potential new tech	☐	QNR