What is this survey?

An example. It was created to show **the visual and functional possibilities** of the online surveys I create. I included the basic types of objects in it:

- single-choice question,
- multiple choice,
- open-ended question,
- numerical value from a given range,
- drop-down list with automatic search for the entered phrase,
- marking value on a slider.

The survey script has the necessary functionalities, which means, among others, that:

- if conflicting answers are entered, a warning message will appear,
- some questions are displayed based on logic conditions,
- the order of displayed answers in some questions is random – different for each respondent,
- using the survey ID you can finish the survey you started earlier,
- a survey with a specific ID can be completed only once.

The questionnaire can be completed on any device (computers, smartphones, tablets).

> This is a kind of survey simulator – normally the respondent does not assign himself an ID. In this particular case the goal is to provide the opportunity to test the survey – to go through it multiple times to check how the selection or question display filters work. The ability to download an automatically generated dataset is also used for this purpose. By opening the database, you can verify whether the answers have been saved correctly. Normally the respondent does not have access to this. Similarly, identifiers in a real research project are assigned to real user accounts, and not selected.

Explanation of colours used in the questionnaire (in the .pdf version of the survey):

- title of the questionnaire section

- question type

- screening conditions (specific criteria used to filter potential respondents)

- conflicting answers are given - warning messages

- rules for displaying questions based on conditions, conditional logic

Research sample – assumptions:

- N = 500,
- age: 18-65,
- education: at least secondary,
- people who do not currently (or in the past) work in the following industries: marketing, market research, pharmacy, medicine,
- people who have had problems falling asleep at least several times in the last month or suffer from insomnia or have shallow sleep.

> **Main research questions:**
> - what percentage of people who have sleep problems at least several times a month use dedicated herbal dietary supplements?
> - what should be the optimal price of a package of such a supplement?

SINGLE-CHOICE QUESTION

X1. Select your gender:

1. Female
2. Male
3. Hard to say

NUMBER (1-99)

X2. How old are you?

…………………..

Condition X2<18 or X2>65 ends the survey!

SINGLE-CHOICE QUESTION

X3. Education obtained:

1. Primary
2. Secondary
3. Vocational
4. General
5. Higher

Condition X3=1 ends the survey!

SINGLE-CHOICE QUESTION - DROP-DOWN LIST WITH SEARCHING

X4. Gmina where you live:

List of gminas in Poland

SINGLE-CHOICE QUESTION

X5. Size of the town where you currently live:

1. Village
2. City up to 50 thousand inhabitants
3. City with 50 to 100 thousand inhabitants
4. City with 100-200 thousand inhabitants
5. City with 200 to 500 thousand inhabitants
6. City with more than 500 thousand inhabitants

SINGLE-CHOICE QUESTION

X6. Professional status:

1. I am student
2. I work (full-time/part-time, contract, I run my own business)
3. I am a housewife/I am on parental leave
4. I am unemployed
5. I am retired/disabled
6. Other situation (what?)

………………………………………..

MULTIPLE-CHOICE QUESTION

S1. Do you work or have you worked in any of these industries?

1. Marketing
2. Market research
3. Medicine
4. Pharmacy
5. None of the above

Condition S1<>5 ends the survey!

ANSWER 5 EXCLUDES THE REST

MULTIPLE-CHOICE QUESTION - ROTATION OF THE ORDER OF DISPLAYED ANSWERS

S2. Which of the following symptoms have you experienced at least several times in the last month?

1. Muscle pain
2. Joint pain
3. Rheumatological ailments
4. Headaches (migraines)
5. Stomach pain (intestinal problems)
6. Trouble falling asleep (insomnia/sleeplessness)
7. None of the above

Condition S2<>6 ends the survey!

ANSWER 7 EXCLUDES THE REST

SINGLE-CHOICE QUESTION

S3. Due to sleep problems, have you purchased a preparation (supplement) to aid in falling asleep in the last month?

1. No
2. Yes

CONDITIONAL LOGIC: DISPLAY S4 IF S3 =1

OPEN QUESTION – min. number of characters: 10

S4. Why didn't you decide to purchase such a supplement?
…………………………………………………………………………..

CONDITIONAL LOGIC: DISPLAY S5-S7 IF S3=2

NUMBER (between 1 and 100)
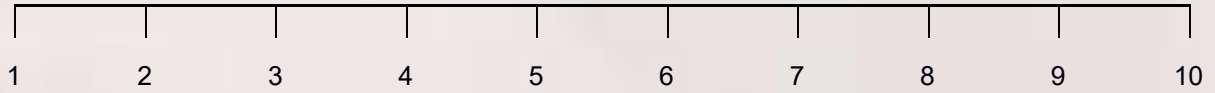
S5. What was the price of the product you purchased?

……………

S6. What is your opinion about this supplement?

………………………………………………………….

S7. How would you rate the effectiveness of this product on a scale of 1 to 10? (1 - didn't help me at all, 10 - helped me a lot)

1	2	3	4	5	6	7	8	9	10

NUMBER (1-15) ON THE SLIDER (step by 1)

A1. At what price would you consider a sleep aid product to be cheap, but of adequate quality?
Question concerns the packaging that lasts for 30 days.

1 euro   15 euro

NUMBER (1-15) ON THE SLIDER (step by 1)

A2. At what price would you consider a sleep aid product to be expensive, but worth the purchase?
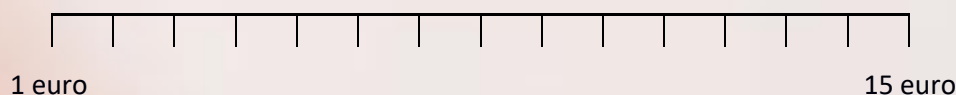**Question concerns the packaging that lasts for 30 days.**

1 euro   15 euro

NOTE: the value in A2 must be greater than in A1

NUMBER (1-15) ON THE SLIDER (step by 1)

A3. At what price would you consider a sleep aid product to be too expensive and not worth buying?
Question concerns the packaging that lasts for 30 days.

1 euro   15 euro

NOTE: the value in A3 must be greater than in A2

NUMBER (1-15) ON THE SLIDER (step by 1)

A4. At what price would you consider a sleep aid product to be too cheap to be of good quality?
Question concerns the packaging that lasts for 30 days.

1 euro   15 euro

NOTE: the value in A4 must be smaller than in A1