Basic Marketing Research

Building Your Survey

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Introduction

Surveys... You've taken dozens of them. Usually because someone asked you, or because someone made you really happy or really mad. You wanted to right a wrong and the feedback form was the way to do just that. Or, maybe you registered an electronics product or received a gift card to give your opinion.

Surveys are all around us. They have been a part of society since at least the Roman Empire and probably earlier than that. The United States has taken a census every decade since 1790. Governments around the world have similar provisions.

Speaking of governments, elections themselves are really just surveys. Of course, instead of deciding which advertisement to use, customer service rep to promote, or color for the walls in your home, an election decides how a society will be run.

Surveys are inescapable. But how do you create a great one? You probably picked up this book to answer that exact question. And writing great surveys is what this book is all about.

We begin by giving you great tips for designing surveys and writing questions. In Chapter 3, we introduce 14 question types that are at the core of all survey research. Each question type has formatting and use options, resulting in hundreds of variations, one of which is sure to be perfect for the way you want to collect your data.

Chapter 4 introduces 50 answer scales that are ready for you to use. We include answer scales because researchers have created scales that reflect the subtleties of meaning. After all, concepts like satisfaction have broad meaning and may be measured using a simple satisfaction–dissatisfaction scale, but you may want to consider displeased-please; unhappy–happy; short of expectations–exceeded expectations; worse–better; poor–good; not like my ideal–like my ideal; and even miserable–delightful. Scales are an important part of the measuring meaning.

In Chapter 5, we present demographic and survey administration questions. You can plug these these regularly-asked questions into any survey you create.

Much customer research focuses on measuring customer satisfaction and testing new products and concepts. Chapters 6 and 7 cover each of these topics in a little more depth. We explain the measurement theory and questions most often used in satisfaction and new product testing.

Lastly, we present the Qualtrics Survey Library as a resource for you to use in building your survey. We provide a selection of more than 50 surveys in the Appendix for you to examine and consider when selecting questions for your own survey.

It's all here for you. Let's get started.

GETTING STARTED IN 1 HOUR

This book contains a ton of great information, but don't feel intimidated. While this book can provide hours of information and serve as a long-term reference, it only takes one hour to get started writing great surveys.

To get started, follow the steps below. After that, use this book as a reference guide in your research. You can always come back to answer your questions.

1. **Read Chapter 1, Chapter 2, and Chapter 3 (20 minutes)**
   In total, it's about 20 pages. The first two chapters will give you 14 tips for writing questions and surveys. Chapter 3 gives a profile of each question type available in Qualtrics. Be sure to return and use the chapters as a reference.

2. **Read the Introduction to Chapter 4 and the demographics explanation (5 minutes)**
   This is about three pages. The introduction to Chapter 4 explains scales and why you should use them. In addition, it gives good tips for using scales in your analysis. The demographics explanation also covers why many surveys ask for your age, gender, or employment situation.

3. **Flip through Chapters 4 and 5 (10 minutes)**
   Get a feel for the scales and questions that are pre-built for you. This should only take 10 minutes.

4. **If you want to learn more about satisfaction or concept test surveys, look at Chapters 6 and 7. The sample surveys at the end of each chapter will also give you a quick overview (10 minutes)**

5. **Find and review 5 different surveys in Chapter 8 and the Appendix (15 minutes)**
   Unless one of the survey research genres fits you exactly, try reading one survey from each of five different genres. This will give you a feel for the proper flow of a survey and also show you multiple ways to handle similar situations.

EXTRA CREDIT: If you have 15 more minutes, go to the Qualtrics survey library and flip through the surveys.

So let's get started. There is no time to waste.

7 Tips for Writing Surveys

Survey design and flow give power to your research.
But great questions are the foundation for great research.

Keep It Simple

Do you remember taking the SAT or ACT? It's a long and boring process.

Your average survey respondent can start to feel that way about 15 minutes into a survey. Fifteen minutes is a good upper-limit for most surveys.

WHEN A SURVEY IS TOO LONG, THREE BAD THINGS CAN HAPPEN

RESPONDENTS DROP OUT: They simply quit taking the survey. It costs money to find respondents, and a high drop-out rate can not only cost a lot, but can influence the quality of your results. Having a reward for completion can reduce drop-outs, but you can't stop it completely.

PEOPLE STOP PAYING ATTENTION: Remember your elementary-school classmate who just filled in random bubbles during a test? He grew up. If it takes too long to take your survey, he might do it again. We actually see this a lot, and encourage researchers to use attention filters (see page 86) to prevent this problem.

CLIENTS GET ANGRY: The irony of upsetting customers with an overly long satisfaction survey is not lost on your respondents.

The best way to collect quality data is to keep your surveys short, simple, and well organized.

Use Scales Whenever Possible

Scales are more than a little important. They're the subject of an entire chapter of this book. (see Chapter 4)

Rather than asking respondents a basic yes or no question, use scales that measure both the **direction** and the **intensity** of opinions. This is critical for research. Someone who "Strongly Supports" a decision is very different from someone who only "Slightly Supports" it.

Scales extend the power of analysis from basic percentages to high level analyses based on means and variance estimates (like t-test, ANOVA, regression, and the like).

MEAN: Often referred to as an average, it is the sum of all the values divided by the number of values.

MEDIAN: The middle point in a data set. To determine the median, lay out a distribution from lowest to highest and select the middle value.

RANGE: The highest and lowest data points in a distribution form the range.

VARIANCE: A dispersion measure of how far a set of numbers is spread out.

EXAMPLE:
Assuming we have data points 1, 2, and 6:

Mean: 3 = (9 / 3)
Median: 2
Range: 1-6
Variance: 7

Use scales whenever you can. You will get more information from each question.

Chapter 4 of this book shows the many scale types.

Keep Coded Values Consistent

Every survey response, option, question, or answer is coded as a numeric value that is reported as a percent of responses or as a mean, median, range, etc. These values are the basis for analysis.

Values must be coded consistently. Generally, we assign the highest value to the best outcome (ie "Strongly Agree" that customer service is responsive) and then move down from there.

For simplicity, keep your scale direction consistent throughout your survey. This makes it easier for respondents to answer and for you as a researcher to conduct your analysis. If scales have the same scale of points, you can quickly compare responses to different questions. For example, if a survey asks respondents to rate a series of statements from Strongly Disagree to Strongly Agree, the responses are given these values:

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
◯	◯	◯	◯	◯

Standard scaling helps managers to quickly understand customer service ratings by simply looking at averages. For example, once managers understand that a 5-point agreement scale is being used, they could be given the mean results for the following customer evaluation (agreement) statements:

- I AM COMPLETELY SATISFIED WITH THE CUSTOMER SERVICE — 3.15
- THE CUSTOMER SERVICE IS PROMPT — 4.12
- CUSTOMER SERVICE REPRESENTATIVES ARE POLITE — 4.67
- CUSTOMER SERVICE REPRESENTATIVES ARE KNOWLEDGEABLE — 2.08

Since all the statements are positive and the values are scaled consistently, a higher mean reflects better results in that area. A manager can look at these means and quickly identify the 2.08.

We see that customer service representatives are prompt and polite, but they don't seem to know what they're talking about. As a result, overall satisfaction with customer service is perhaps much lower than it could be.

You can reverse scales (or word questions negatively) to encourage respondents to read more carefully. However, if you use reversed scales or negative wording for some items, be sure to recode the scales so that all scales point in the same direction. This will allow you to quickly compare multiple areas of customer service. (You can do recodes easily in Qualtrics.)

The simplest solution is just to keep all scales consistent throughout every survey.

Explain Why

Respondents are more likely to help you if they see something of positive value for them. Value offerings can range from a very general alttruistic appeal for their help to a very specific offer of an economic incentive. For instance, with a customer feedback survey, you can explain that feedback will help improve customer service.

MAKE IT SPECIFIC TO THEM
With employee evaluations, you can explain that feedback will be used to determine awards, promotions, and pay raises and will help management make organizational decisions that will affect them.

EXPLAIN UNEXPECTED QUESTIONS
Explain unexpected questions. For instance, if it's important for you to ask toy store customers their preferred color of jeans, you might want to explain why that is relevant.

JUSTIFY REQUESTS FOR SENSITIVE INFORMATION
This is particularly true with any information that may be deemed sensitive. You can often diffuse respondents' concerns about sharing information by telling them how it is going to be used. For instance, you can explain that purchasing habits will only be analyzed in aggregate for benchmarking purposes or that results will not be shared outside your organization.

Speak Your Respondents' Language

Asking about caloric content, bits, bytes, and other industry specific jargon and acronyms is confusing. Make sure your audience understands your language level and terminology and above all, that they understand what you are asking.

The best move is to write to your least-informed respondent. If a respondent won't understand an acronym, either define it, or don't put it in.

Follow a Logical Order

Make your survey easier for respondents by keeping questions in their logical order. Avoid changing topics unnecessarily.

USE THE FUNNEL APPROACH

The funnel approach makes the respondent's job easier.

- Start with broad and general questions that qualify the respondent and introduce the topic
- Move into more specific questions
- Finish with general, easy-to-answer questions (like demographics)

This approach allows respondents to warm up with broad and general questions, work into more specific and in-depth questions, and cool down at the end.

This turns the survey into a smooth road for respondents, which decreases drop-out rates and may even increase the quality of answers you receive.

Take Your Survey for a Test Drive

Even the best researchers have the occasional typo, misdirected question, or unfamiliar buzz word in their surveys. Finding these last little issues is a difficult process. Fortunately, there is an easy solution:

ASK 5 PEOPLE FROM YOUR TARGET DEMOGRAPHIC TO TAKE YOUR SURVEY

Then ask them:

- HOW LONG DID IT TAKE? (be sure to keep it short.)
- WHICH QUESTIONS WERE CONFUSING?
- WERE THERE ANY OTHER PROBLEMS WHILE TAKING THE SURVEY?

This allows you to quickly correct lingering problems before distribution.

Summary

Survey building is as much an art as it is a science. It involves attention to detail in the design and flow of your survey. Keep it simple, keep your scales consistent, and communicate well. Review your question flow and then pretest. These simple tips will go a long way toward building your "perfect" survey.

Chapter 2

7 Tips for Writing Great Questions

Details, details, details. Follow these simple tips to make sure you get the little things right in your next survey.

Avoid Leading Words / Questions

Subtle wording differences can produce great differences in results. "Could," "should," and "might" all sound about the same, but may produce a 20% difference in agreement to a question.

Q - T I P

Strong words, such as "force" and "prohibit" represent control or action and can bias your results.

◉ E X A M P L E

The government should force you to pay higher taxes.

No one likes to be forced, and no one likes higher taxes. This agreement scale question makes it sound doubly bad to raise taxes. Wording alternatives can be developed. How about simple statements such as: *The government should increase taxes, or the government needs to increase taxes.*

How would you rate the career of legendary outfielder Joe Dimaggio?

This question tells you Joe Dimaggio is a legendary outfielder. This type of wording can bias respondents. How about replacing the word "legendary" with "baseball" as in: *How would you rate the career of baseball outfielder Joe Dimaggio?*

Give Mutually Exclusive Choices

Multiple choice response options should be mutually exclusive so that respondents can make clear choices. Don't create ambiguity for respondents.

Q - T I P

Review your survey and identify ways respondents could get stuck with either too many or no correct answers. Revise accordingly.

◉ E X A M P L E

What is your age?

• 0–10 • 10–20 • 20–30 • 30–40 • 40+

What answer would you select if you were 10, 20, or 30? Questions like this will frustrate a respondent and invalidate your results.

What type of vehicle do you own?

    • Van   • SUV   • Sedan

This question has the same problem. What if the respondent owns a truck, hybrid, convertible, cross-over, motorcycle, or no vehicle at all?

Ask Direct Questions

Questions that are vague and do not communicate your intent can limit the usefulness of your results. Make sure respondents know what you're asking.

Q-TIP

Test your survey with five friends and check to see if responses are on topic.

EXAMPLE

What suggestions do you have for improving Tom's Tomato Juice?

This question may be intended to obtain suggestions about improving taste, but respondents will offer suggestions about texture, the type of can or bottle, about mixing juices, or even suggestions relating to using tomato juice as a mixer or in recipes.

What do you like to do for fun?

Finding out that respondents like to play Scrabble isn't what the researcher is looking for, but it may be the response received. It is unclear that the researcher is asking about movies vs. other forms of paid entertainment. A respondent could take this question in many directions.

Add a "Prefer Not to Answer" Option

Sometimes respondents may not want or be able to provide the information requested.

Questions about income, occupation, finances, family life, personal hygiene, and personal, political, or religious beliefs can be too intrusive and be rejected by the respondent. Privacy is an important issue to most people. Incentives and assurances of confidentiality can make it easier to obtain private information.

While current research does not support that PNA (Prefer Not to Answer) options increase data quality or response rates, many respondents appreciate this non-disclosure option.

Furthermore, different cultural groups may respond differently. One recent study found that while U.S. respondents skip sensitive questions, Asian respondents often discontinue the survey entirely.

Q - T I P

Some types of demographic questions are very sensitive for some categories of respondents. So when in doubt, give respondents a PNA for the question.

◉ E X A M P L E

What is your race?   *What are your religious beliefs?*

What is your age?   *What are your political beliefs?*

Did you vote in the last election?   *What is your annual household income?*

These questions should be asked only when absolutely necessary. In addition, they should always include an option to not answer. (e.g. "Prefer Not to Answer").

Cover All Possible Answer Choices

Do you have all of the options covered? If you are unsure, conduct a pretest using "Other (please specify)" as an option.

Q - T I P

If more than 10% of respondents (in a pretest or otherwise) select "other," you are probably missing an answer. Review the "Other" text your test respondents have provided and add the most frequently mentioned new options to the list.

◉ E X A M P L E

You indicated that you eat at Joe's Fast Food once every 3 months. Why don't you eat at Joe's more often?

○ There isn't a location near my home

○ I don't like the taste of the food

○ Never heard of it

This question doesn't include other options, such as healthiness of the food, price/value or some "other" reason. Over 10% of respondents would probably have a problem answering this question.

Use Unbalanced Scales Carefully

Unbalanced scales may be appropriate for some situations and promote bias in others. For instance, a hospital might use an Excellent - Very Good - Good - Fair scale where "Fair" is the lowest customer satisfaction point because they believe "Fair" is absolutely unacceptable and requires correction.

The key is to correctly interpret the scale. If "Fair" is the lowest point on a scale, then a result slightly better than fair is probably not a good one.

Additionally, scale points should represent equi-distant points on a scale. That is, they should have the same equal conceptual distance from one point to the next. For example, researchers have shown the points to be nearly equi-distant on the strongly disagree–disagree–neutral–agree–strongly agree scale.

Q - T I P

Set your bottom point as the worst possible situation and top point as the best possible, then evenly spread the labels for your scale points in-between.

E X A M P L E

What is your opinion of Crazy Justin's auto-repair?

Pretty Good	Great	Fantastic	Incredible	The Best Ever
○	○	○	○	○

This question puts the center of the scale at fantastic, and the lowest possible rating as "Pretty Good." This question is not capable of collecting true opinions of respondents.

Ask One Question at a Time

There is often a temptation to ask multiple questions at once. This can cause problems for respondents and influence their responses.

Q - T I P

Review each question and make sure it asks only one clear question.

What is the fastest and most economical Internet service for you?

> This is really asking two questions. The fastest is often not the most economical.

How likely are you to go out for dinner and a movie this weekend?

> Even though "dinner and a movie" is a common term, this is two questions as well. It is best to separate activities into different questions or give respondents these options:
>
> • Dinner and Movie   • Dinner Only   • Movie Only   • Neither

Summary

While not totally inclusive, these seven tips are common offenders in building quality questions:
• Avoid leading words/questions
• Give mutually exclusive choices
• Ask direct questions
• Consider adding a "Prefer not to answer" option
• Cover all the possible choices
• Use unbalanced lists carefully
• Ask one question at a time

These tips focus on creating clear questions and having an understandable, appropriate, and complete set of answer choices. Great questions and great answer choices lead to great research success.

Chapter 2 Note

Concepts, Constructs, Variables and Measurement

Survey research drives many decisions of practical interest, including concept testing for new products, positioning brand and corporate image, evaluating ad copy, and determining how to satisfy customers. Regardless of the research topic, useful data is obtained only when the researcher exercises care in defining:

1. What construct is to be measured?
2. How is the construct measurement to be scaled?
3. How is the measurement conducted?
4. How is the resulting data analyzed?

Definitions and decisions play a significant role in scientific inquiry, especially in marketing research and the behavioral sciences.

In this note, we focus on conceptual and operational definitions and their use in research. Increasingly, behavioral scientists are paying greater attention to defining concepts and their associated measurement scales.

Later, in Notes for Chapter 3, we discuss measurement scales and their relationship to selecting appropriate statistical techniques. This section serves as useful background for the discussion of statistical analysis.

The overall quality of a research project depends not only on the appropriateness and adequacy of the research design and sampling techniques, but also on measurement procedures.

Definitions in Marketing Measurement

Marketing success is measured by new product ratings, increased brand awareness, brand likeability ratings, uniqueness, purchase intent, and customer satisfaction. Researchers often model and measure these constructs.

Models represent reality and therefore raise the fundamental question of how well the model represents reality on all significant issues. The quality of a model is judged against the criteria of *quality* and *utility*. Quality refers to a model's

accuracy in describing and predicting reality; whereas, utility refers to the value a model adds to decision making. A sales forecasting model that does not forecast sales accurately is worse than no sales forecasting model at all because of the impact on morale, hiring, and expenditures.

Model quality depends on two drivers of model accuracy: completeness and validity. Managers should not expect a model to make decisions for them, but instead models should be viewed as one additional piece of information to help them make decisions.

Managers clearly benefit from models that are easy to understand and manage operationally. But models for million-dollar decisions should be more complete than those used to make hundred-dollar decisions. The sophistication of a model depends on the model's purpose. One measure of a model's value is its efficiency in helping us make a decision. Models should be used only when they can help us get results faster with less expense or more validity.

Building Blocks for Measurement and Models

We cannot measure attitude, market share, sales or any other concept without first understanding what we are measuring and how it is defined, formed, and related to other marketing variables. With this in mind, we briefly mention the building blocks of measurement theory: concepts, constructs, variables, operational definitions, and propositions.

CONCEPTS AND CONSTRUCTS

A concept is a theoretical abstraction formed by a generalization about particulars. "Mass," "strength," and "love" are all concepts, as are "advertising effectiveness," "consumer attitude," and "price elasticity." Constructs are also concepts, but they are observable and measurable and defined in terms of other constructs. For example, the construct "attitude" may be defined as "a learned tendency to respond in a consistent manner with respect to a given object." Attitudes are often measured as a sum of brand attribute performance and importance evaluations.

VARIABLES

Researchers loosely give the name "variables" to the constructs that they study. A question in a survey is a variable representing the constructs in measured and quantified form. The answer reports the different values that the respondents give to the variable.

MEASUREMENT

We can talk about "consumer attitudes" as if we know what the term means, but the term makes little sense until we

define it in a specific, measurable way. An operational definition assigns meaning to a variable by specifying what is measured and how it is measured. It is a set of instructions defining how we are going to treat a variable. For example, expectancy value models use attitudes to predict behavioral intention (intention to try, intention to purchase, intention to recommend, or intention to re-purchase a product or service). First developed in the 1960's, this methodology has become a mainstay of marketing research and performs well in predicting both consumer behavior and consumer satisfaction/dissatisfaction.

The Expectancy value model uses attitudes and beliefs in a mathematical formulation that links attitudes to intentions to behavior in the following manner:

• Actual purchase of a Toyota Prius (Behavior B), is approximated by intention to purchase a Toyota Prius (Behavioral Intention BI), which in turn is approximated by the Overall Attitude toward a Toyota Prius.
• The Overall Attitude toward a brand, which in this case is the Toyota Prius, equals the sum of all relevant and important attitudes, $(\sum_{i=1}^{k} a_i)$ about the brand. These attitudes are weighted by how important each attitude is in the purchase decision process (bi).

• The overall attitude is formed by multiplying ai (the person's liking of attribute i), by bi (the importance of attribute i in the purchase decision).

Mathematically, this is expressed as:
$$B \approx BI \approx A_o = \sum_{i=1}^{k} (a_i * e_i)$$

Operationally, ai is the affective (liking) component of the evaluation of attribute i. The evaluation would use a five or seven point scale with endpoints ranging from "Poor" to "Excellent" or "Not at all Desirable" to "Very Desirable." (see the far right panel of Figure 1).

Operationally, ei (the importance of attribute i in the context of behavior B), is sometimes measured as the probability of attribute i being associated with brand X. At other times, it is measured as the importance of attribute i in achieving behavior B. Using the context of purchasing a Toyota Prius, the attribute "Gets 50 miles per gallon" could be rated on a seven point scale with endpoints labeled "Very Unlikely" and "Very Likely," or as in the example below, is measured as "Not at all Important" to "Very Important." See the left side of Figure 1.

	IMPORTANCE				PERFORMANCE			
	Not at all Important	Somewhat Unimportant	Somewhat Important	Very Important	Not at all Desirable	Somewhat Undesirable	Somewhat Desirable	Very Desirable
Gets 50 miles / gallon	○	○	○	○	○	○	○	○
Has a 6 year 60,000 mile drive train warranty	○	○	○	○	○	○	○	○

Figure 1   Expectancy Value Importance-Performance Rating Scales

The expectancy value model predicts behavior by summing the attitudes and beliefs about a product's most important attributes (Figure 2). This powerful approach to measuring customer attitudes and predicting customer behavior is a mainstay in consumer research and the basis of many popular indices and methodologies.
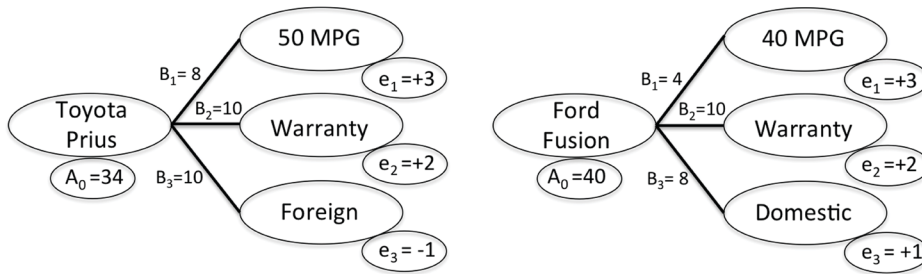
Figure 2 Expectancy Value Computations

Attitude $\_Prius = \sum_{(i=1)}^{3} a\_i*e\_i$

APrius $= (8)(3) + (10)(2) + (10)(-1)$

$= 24 + 20 + (-10)$

$= 34$

Attitude $\_Fusion = \sum_{(i=1)}^{3} a\_i*e\_i$

AFusion $= (4)(3) + (10)(2) + (8)(1)$

$= 12 + 20 + 8$

$= 40$

PROPOSITIONS

A proposition defines the relationships between variables. Both the variables influencing the relationship and the form of the relationship must be specified. For example, the concept "sales" is some function of the concept "advertising," such that Sales = f (Adv). This relationship can be made more complex by adding intervening variables along with the relevant ranges for the effect, including where we would observe saturation effects, threshold effects, and the mathematical shape of the relationship (linear, curvilinear, etc.).

INTEGRATION INTO A SYSTEMATIC MODEL

A model is produced by linking propositions together to provide a meaningful explanation of a system or a process. A research plan then links concepts, constructs, variables, and propositions into a model for the research. Conceptually, we should ask the following questions:

• Are concepts and propositions specified?
• Are the concepts relevant to solving the problem?
• Are the principal parts of the concept clearly defined?
• Is there consensus as to which concepts explain the problem?
• Are the concepts properly defined and labeled?
• Is the concept specific enough to be operationally reliable and valid?
• Do we link the concepts through clear assumptions made in the model?
• Are the limitations of the model stated?
• Can the model explain and predict?
• Can the model provide results for managerial decision making?
• Can the model be readily quantified?
• Are the outcomes of the model supported by common sense?

If the model does not meet the relevant criteria, it should be revised: concept definitions made more precise; variables redefined, added, or deleted; operational definitions and measurements tested for validity; and/or mathematical forms revised.

Inaccuracies in Measurement

Before delving into measurement scales and question types, it is helpful to remember that measurements in marketing research are rarely "exact." Inaccuracies in measurement arise from a variety of sources or factors. We can categorize the possible sources causing variations in respondent scores as follows:

- True differences in the characteristic or property
- Relatively stable characteristics of individuals that affect scores (intelligence, extent of education, information processed)
- Transient personal factors (health, fatigue, motivation, emotional strain)
- Situational factors (rapport, distractions)
- Variations in administering the measuring instrument, such as interviewers
- Sampling items included in the instrument
- Lack of clarity (ambiguity, complexity, interpretation of words and context)
- Mechanical factors (lack of space to record response, appearance of instrument, browser incompatibility)
- Factors in the analysis (scoring, tabulation, statistical compilation)
- Variations not otherwise accounted for (chance), such as guessing an answer

Ideally, variation within a set of measurements would represent only true differences in the characteristic being measured. Many sources of potential error exist in measurement. Measurement error has a constant (systematic) dimension and a random (variable) dimension. We expect random error (it is just as likely to be greater than the true values as less) to sum (all errors for any single variable) to zero and is, therefore, less worrisome than nonrandom measurement error.

Systematic error is a flaw in the measurement instrument, the research, or the sampling design. Unless the flaw is corrected, the researcher can do nothing to get valid results after the data are collected. These two subtypes of measurement error affect the validity and reliability of measurement and were discussed in the first volume of this book. Now that we are aware of the conceptual building blocks and errors in measurement and that they relate to developing measurement scales, we will consider the types of measurement and associated questions commonly used in marketing research.

14 Question Types

Qualtrics has more than 100 available question variants.
These variants fit neatly into 14 different general types of questions.
This chapter will introduce you to all your options.

Multiple Choice

Multiple choice questions are the most frequently used in all of research. The multiple choice question allows the respondent to choose one or multiple options from the list of choices, as shown in Figure 3-1.
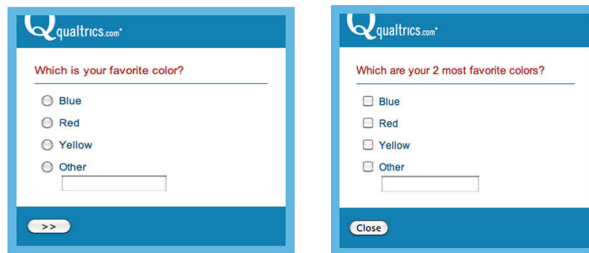

Figure 3-1 The most common single answer and multiple choice question.

This versatile question type is recognized by anyone who has ever taken a survey. It is popular precisely because it is versatile.

BENEFITS

- Simple to understand
- Versatile display options
- Standard question type
- Flexible for custom scales

CAVEATS

- Other question types may better suit special needs, or provide more advanced measurement scales

TYPICAL USES

- Basic text choices
- Graphical choices
- Scales
- Standardized Tests

FROM THIS SINGLE QUESTION TYPE, THERE ARE MANY FORMAT OPTIONS :

- **SINGLE ANSWER:** Radio buttons format. The standard single-select option.
- **MULTIPLE ANSWER:** Checkboxes format. Respondents can select more than one choice.
- **DROP-DOWN LIST:** Places choices in a drop-down list. This option is *only* a single answer option.
- **SELECT BOX:** Places answer choices in an item selection box. A single option can be selected.
  - **MULTI SELECT BOX:** Places choices in an item selection box. Multiple answers can be selected.
  - **POSITIONING OPTIONS:** *Only visible when single answer or multiple answer is selected.*
- **VERTICAL:** Aligns choices vertically.
- **HORIZONTAL:** Aligns choices horizontally.
- **COLUMN:** Aligns choices in columns and allows you to specify the number of columns answers are displayed in.

Qualtric users frequently use graphic choices in a multiple choice question to measure preferences.

Matrix Table

Matrix table questions are also very popular. This question type allows you to ask many multiple choice questions that use the same answer scale. This is a great way to save space, to shorten the appearance of your survey, and to make the task easier for respondents (Figure 3-2).

How would you rate the food quality of the following restaurants?

	Excellent	Good	Average	Fair	Poor
McDonald's	○	○	○	○	○
Wendy's	○	○	○	○	○
In-N-Out	○	○	○	○	○

Figure 3-2 Example of the Matrix Table that uses a likert scale question.

This question type combines multiple questions. Rather than rebuild the same scale dozens of times with separate multiple choice questions, the matrix table reduces respondent effort by condensing multiple questions into one.

BENEFITS
- Saves time for the survey builder
- Combines multiple questions to save space
- Makes it easier for respondents to answer many questions using the same evaluation scale and frame of reference

CAVEATS
- Scale points must be identical

TYPICAL USES
- Employee Evaluations
- Customer Satisfaction
- Attitude Measurement

FORMATTING OPTIONS

Question Scale Type
- **LIKERT:** Allows you to label the scale of choices across the top.
- **BIPOLAR:** Also known as a semantic differential, allows you to place two opposite choices on either side of a scale. The respondent can then choose from the options in between the two bipolar scale points.
- **RANK ORDER:** Combines the matrix and the rank order question types. It allows respondents to type in a ranking for each scale point as it applies to each statement.

- **CONSTANT SUM:** Combines the matrix and constant sum question types, such that the respondents type in a value for each scale point. The sum is totaled at the end of each row.
- **TEXT ENTRY:** Combines the matrix and text entry question types. It allows respondents to type in comments and other information for each specific scale point. The length of the text fields can be set to short, medium, or long.
- **PROFILE:** Similar to the Likert scale, but it allows you to use a different set of adjectives for each row of scale points.

Answer Options

- **SINGLE ANSWER:** One scale point can be selected per row.
- **MULTIPLE ANSWER:** Multiple scale points can be selected per row. Changes scale points to check boxes.
- **DROP-DOWN LIST:** Places scale points into a drop-down list. This is only single answer.

Options

- **TRANSPOSE TABLE:** If selected, switches the position of the scale points and row statements. Button behavior is reversed as well. Single answer will only allow one selection per column, as opposed to one selection per row.
- **POSITION TEXT ABOVE:** Places text above the row of buttons, rather than to the side, allowing more room for the scale points. Available for all matrix types, except profile.
- **REPEAT HEADERS:** Repeats the text of the scale points in the middle of the question, at the bottom of the question, or in both positions. Select repeat headers and then specify the location.
- **ADD WHITE SPACE:** Will place additional white space between sets of rows to make the question easier to view.

Side-by-Side

This specialized question type allows you to ask multiple questions about the same items in a matrix table. This format is easier for the respondent and ideal for getting multiple responses to the same concept, item, or statement.

Side-by-side places multiple matrix Likert questions next to each other in separate columns (Figure 3-3). The row statements are the same across all columns, but the scale is different for each column. Note that each column of the question is displayed in the results as a separate question.

Figure 3-3 Example of Side by Side question type.

BENEFITS
- Ask multiple questions about the same items

CAVEATS
- Can make surveys longer and more difficult
- Can be cognitively taxing for the respondent

TYPICAL USES
- Rate multiple aspects or occasions for multiple products or services use
- Ask two-part "(performance, importance)" questions
- Ask two-part "satisfaction—likelihood of repurchase" questions

FORMATTING OPTIONS

Scales
- **DROP-DOWN LIST:** All scale points appear in a drop-down list.
- **SINGLE ANSWER:** Radio buttons are used to allow only one selection.
- **MULTIPLE ANSWER:** Checkboxes are used to allow multiple selections.

Open-Ended Text
- **SHORT:** Short text box length, more suitable for numbers.
- **MEDIUM:** Medium text box length, more suitable for small amounts of text.
- **LONG:** Long text box length, more suitable for larger amounts of text.

To access the options for each side-by-side variation, click on the **Column Options** drop-down for each column you have inserted.

Text Entry

Text entry questions allow respondents to provide verbatim responses, such as comments and contact information.
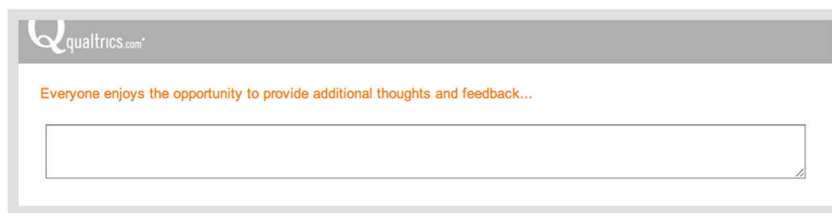

Figure 3-4 Example of Text Entry Multi Line question type.

BENEFITS

- Learn exactly what respondents want to say
- Get uncensored feedback

CAVEATS

- Limited reporting features
- Hard to summarize a large number of responses

TYPICAL USES

- With a sentiment question: "Was your response positive or negative?"
- With a bucket of questions: "Please tell us which category best describes your ???"
- Open-ended qualitative feedback about experiences
- "Is there anything else you would like to tell us about X?"
- Reasons why satisfied or not satisfied
- With a word cloud analysis

FORMATTING OPTIONS

- **SINGLE LINE:** The height of a single line and designed for smaller amounts of text.
- **MULTI-LINE:** The height of multiple lines of text and designed for more text.
- **ESSAY TEXT BOX:** The height of multiple lines of text (more than the multi-line option) and designed for the maximum amount of text. Useful when prompting respondents to give a lengthy response.
- **FORM:** Allows you to create a form with multiple text entry fields. Typically used when requesting contact information. Can be altered for short, medium, long, and essay size text fields. Allows content validation (numbers only, text only, email address) to be applied to individual rows.
- **PASSWORD:** Similar to the single line text entry option, but the entered text appears as an entered password *(example: *****).*

You can also choose validation options for characters and content. For more information on validation options, check out the Validation section.

Text/Graphic

The text/graphic question allows you to place explanatory or introductory text at the beginning of your survey without having answer choices attached (Figure 3-5). It is also useful when inserting images, files, and videos.
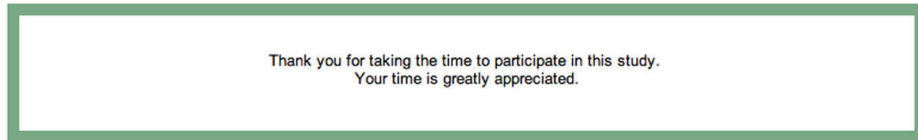

Figure 3-5 Example of Text/Graphic question type.

This question type does not have answer choices for a respondent to select, so it is strictly for explanatory or instructional purposes. You can base logic off whether or not the text/graphic question type was displayed to the respondent.

The text/graphic question type is *not* displayed in the reports, but it does have a column in the data you download from the download data page. The data will be marked with a "1" for respondents if they saw the text/graphic question.

BENEFITS
- Doesn't ask a question
- Not included in survey report

CAVEATS
- Doesn't require a question response

TYPICAL USES
- Introduction for survey
- Heading for group of questions
- Instructions section
- Illustrations, video presentation
- Experimental treatment

FORMATTING OPTIONS
- Text
- Piped Text
- Graphic
- File
- Video

Constant Sum

The constant sum question produces a comparative evaluation of several choice options. Respondents are given a set number of units to distribute. This question type often asks respondents to allocate percentages, a fixed number of points, or a specific amount of money among different options.

Figure 3-6 *Example of a constant sum question type with a Total box.*

BENEFITS

- Provides for comparative judgments
- Has a true zero value for any option
- Provides ratio scale measurements
  (advanced statistical analysis)

TYPICAL USES

- Allocate time, points, money, or percentage among multiple options
- Identification of relative importance of alternatives

FORMATTING OPTIONS

- **CHOICES:** Allows respondent to type in a value. A total box can be displayed, and the choices can be displayed vertically or horizontally.
- **BARS:** Displays adjustable bars the respondent slides left to right. You can control how many grid lines, the min/max values, if and how many scale points are displayed, whether the value is displayed to the right of each row, and a custom start position. Commonly used as a more interesting way to gather respondent data.
- **SLIDERS:** Like the bars, this displays graphical sliders the respondent slides left to right. You can control the number of grid lines, the min/max values, if and how many scale points are displayed, whether a value is displayed to the right of each row, and a custom start position. Commonly used as a more interesting way to gather respondent data.

Slider

The slider allows respondents to drag sliders or bars to express numeric amounts (Figure 3-7). This question type is interactive, involving, and attention grabbing. It can be a good alternative to the matrix table. This is very similar to the constant sum sliders question type.
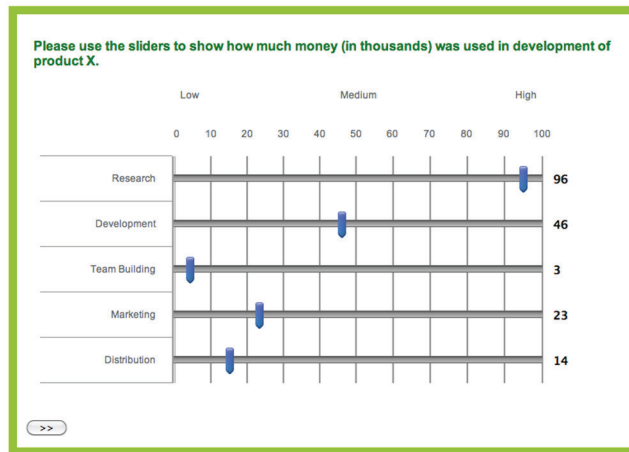

Figure 3-7 Example of the Slider question type.

Scales can get boring, especially when all the answer choices are numbers. The slider is a great alternative that gives someone a 1-10 (or 1-100) sliding scale to answer a question. Sliders require involvement and can help keep your respondent's attention level high.

BENEFITS

- Allows for a large scale without overwhelming respondents
- More interesting for respondents than radio buttons
- Keeps respondents attentive and involved
- Felxible number of scale points

CAVEATS

- Used only for scaled questions

TYPICAL USES

- Satisfaction Questions
- Rating New Products

FORMATTING OPTIONS

- Number of Statements
- Number of Labels
- Bars, Sliders
- Grid Lines
- Include Decimal Points
- Show Value
- Custom Start Position
- Not Applicable Box
- Min / Max Value

Sliding Scales

The sliding scale allows respondents to express themselves using graphical gauges, thermometers, stoplights, grades, blocks, smiley faces, and more (as shown in Figure 3-8).
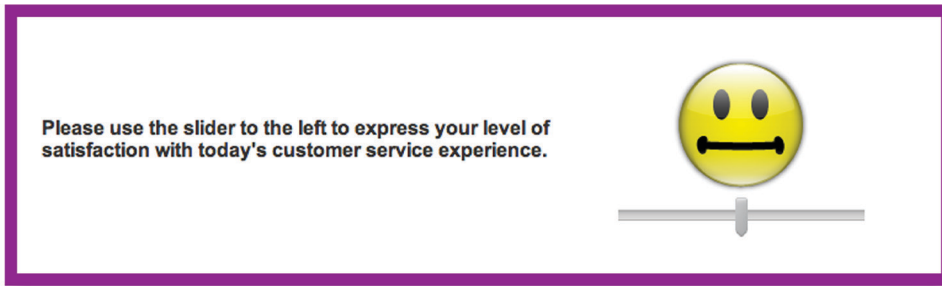

Figure 3-8 Example of a Sliding Scale question type with Smiley face graphics.

BENEFITS

- Unique and highly interesting
- Sliders require involvement
- Useful to break monotony of standard questions

CAVEATS

- May not be appropriate for professional looking surveys

TYPICAL USES

- Useful for children (K–12) surveys
- Useful where language is a problem

Rank Order

With rank order questions, respondents can express their preference for items by ranking or ordering them. Rank order questions do not provide a measure of degree to which the choices differ, only their rank position of difference. To explain further, suppose that in exhibit 3-9, the numbers represent the actual preference order. Preference order does not show how much Firefox is preferred over the other browsers, if the top 3 are nearly interchangeable, or have any degree of similarity.

Figure 3-9 Example of Rank Order Drag and Drop question type.

Knowing how multiple options compare in a respondent's mind can be very useful. The rank order question can ask respondents to rank a list of options based upon any criteria.

BENEFITS
- Understand relative value
- Make surveys entertaining with drag & drop
- Breaks ties when scales don't distinguish alternatives well

CAVEATS
- Limited for comparative value
- Does not show degree of difference, only order

TYPICAL USES
- Asking respondents to rank brands / products
- Ranking based on a condition

FORMATTING OPTIONS
- **DRAG AND DROP:** Respondents drag and drop choices into position. Useful for interaction and keeping participants attentive.
- **RADIO BUTTONS:** Allows respondents to rank the statements by clicking radio buttons. It looks similar to the matrix Likert question type with slightly different functionality.
- **TEXT BOX:** Allows respondents to rank statements by typing a number.

Pick, Group, and Rank

Sometimes ranking isn't enough. You may need to group respondents and then rank them within those groups. That's what the pick, group, and rank question allows you to do (FIgure 3-10).

Figure 3-10 Example of Pick, Group, and Rank - Drag and Drop question type.

BENEFITS
- Specialized version of rank order question
- Pre-defined categories maybe specified
- Respondent defined categories may be created
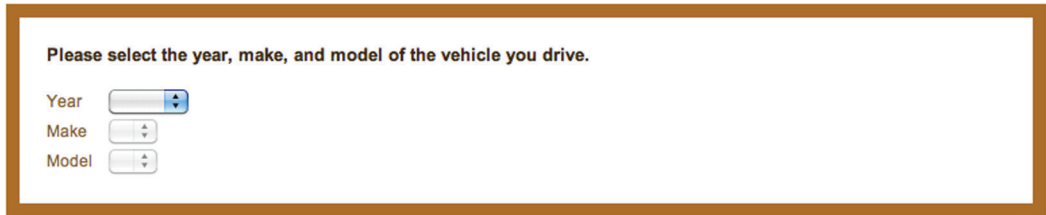
CAVEATS
- Limited to very specialized situations

TYPICAL USES
- Group brands as desirable / not desirable and then rank accordingly
- Categorize concepts by similarity and then rank by preference
- Identify usage occasions and then rank by usage frequency

FORMATTING OPTIONS
- **DRAG AND DROP:** Respondents drag and drop the choices into groups and rank them. The groups are defined by the survey builder (like predefined option).
- **PREDEFINED:** You predefine the groups. Instead of dragging and dropping, the respondent selects the answer choice and clicks an arrow to move the answer choice into the groups you have defined. Once in the group, the respondent uses similar arrows to move the choice up or down to rank it within the group.
- **RECIPIENT DEFINED:** The respondent can specify the names of the groups and number of groups in the question. Instead of dragging and dropping, the respondent selects the answer choice and clicks an arrow to move the answer choice into the group they choose. Once in the group, the respondent uses similar arrows to move the choice up or down to a rank position within the group.

Drill Down

The drill down question type allows respondents to choose an answer option by narrowing down the choice from a general category to a specific category (Figure 3-11). In order to achieve this objective, you must upload a file (.csv) and provide ALL possible combinations within the different categories.

Figure 3-11 Example of Drill Down Question.

CREATING THE DRILL DOWN TAKES MULTIPLE STEPS

1. Form a list of answer choices.
   a. An example file is available to you by selecting **Click here to add answers** (after you've inserted the drill down question type) and clicking the **Example Document** button on the right side of the dialog box that appears.
2. Create your answer choice selections starting with broad categories and getting more specific. The example below illustrates this (Table 3-12).
3. After creating your list, upload it to your survey by clicking **Click here to add answers** in your drill down question.

Column 1	Column 2
String	Violin
String	Viola
String	Cello
Woodwind	Flute
Woodwind	Clarinet
Woodwind	Oboe
Brass	Trumpet
Brass	Trombone
Brass	Tuba

Table 3-12 Example format for Drill Down question type

In this example, musical instruments are used as answer choice options according to their type and name. Column 2 contains all the instrument names and Column 1 contains all the instrument types to which Column 2 named items correspond.

Q - T I P

- Make sure the file you create is saved from Excel or another spreadsheet program as a .csv file (a text file).
- In the **Add Answers to Drill Down** window, make sure the correct **delimiter** is selected under Import Options. Commas are most common, but this can vary depending on the country you live in, so select one of the available options or type the symbol into the text field of the delimiter you are using (";", ":", ".", etc.).

Often a question has hundreds of response options, but they're segregated into groups. A drill-down question can help respondents find the answer they're looking for, without the hassle of a huge list.

BENEFITS

- Manage hundreds of possible answers in one simple interface
- Guide respondents through answer categories to possible answers for easy selection
- Guides respondents to a predefined list of answers

CAVEATS

- Analysis options are limited
- Used for factual data, rarely for subjective data

TYPICAL USES

- Choose locations (Country, State, City)
- Choose cars (Year, Make, Model)

FORMATTING OPTIONS

- # Choice menus

Heat Map

The heat map allows you to insert a picture that the respondent can then click to indicate the area of interest that catches their attention, or that they like the most. In the results, you will be able to see where all the respondents clicked (see Figure 3-13).

Figure 3-13 *Example of Heat Map question type and how the results would look.*

You can enhance image testing by tracking a click. The heat map asks respondents to click a spot, and then the results are displayed in a heat map. This is ideal for specific image questions.

BENEFITS
- Heat map graphics analysis
- Visual - Non-verbal evaluation
- Quick and easy

CAVEATS
- Specialized use application
- No measurement (like eye tracking) an autonomic physiological

TYPICAL USES
- Where do you look first?
- What is your favorite part of this picture?
- Most preferred area

Hot Spot

Need to ask questions about an image? The hot spot question type can make the task interesting for respondents and helps them know exactly what you're asking. Place an image in front of respondents, designate wire-frame areas you want respondents to evaluate, and ask respondents to rate them as good or bad by clicking on those spots.
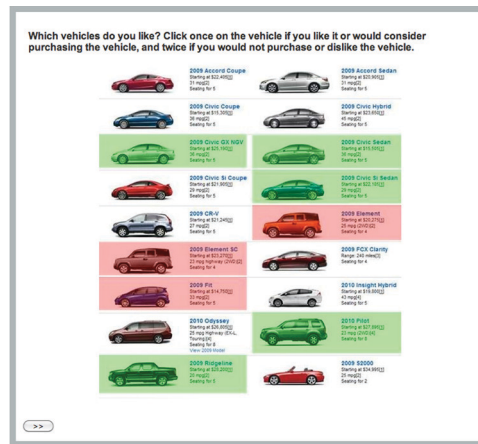
Figure 3-14 Example of hot spot question type.

BENEFITS

- Entertaining for respondents
- Enhanced image testing

CAVEATS

- Limited to images
- Up to two answers available (e.g. Yes / No, Good / Bad, Selected, Not Selected)

TYPICAL USES

- Test like / dislike graphic or style or advertisement
- Test web interface
- Most noticed

FORMATTING OPTIONS

On/Off: Respondents can "turn on" or "turn off" certain areas by clicking.
- Green means the section is **On**.
- No color means the section is **Off**.

Like/Dislike: Respondents can "like" or "dislike" certain areas by clicking once or twice.
- Green means **Like** is selected (one click).
- Red means **Dislike** is selected (two clicks)
- No color means neither **Like** nor **Dislike** is specified.

Gap Analysis

In some ways similar to the side-by-side and matrix questions, the gap analysis allows respondents to rate satisfaction on a five-point smiley face scale, and then specify why they selected the rating using the Tell Us Why section (see Figure 3-15).

Figure 3-15 Example of gap negative question type.

BENEFITS
- Provides in-depth understanding of the reason behind an evaluation
- Mixes metric scale with nominal categories
- Shortcute to open end text follow-up

CAVEAT
- Requires extensive research to accurately identify the causal categories

TYPICAL USES
- Product evaluation
- Problem isolation - identification
- Automobile, hospitality service industries

FORMATTING OPTIONS
- **POSITIVE:** The Tell Us Why section is linked to the positive smileys in the scale so respondents can tell what was satisfactory.
- **NEGATIVE:** The Tell Us Why section is linked to the negative smileys in the scale so respondents can tell what was not satisfactory.

File Upload

You can upload information in file format to forms.
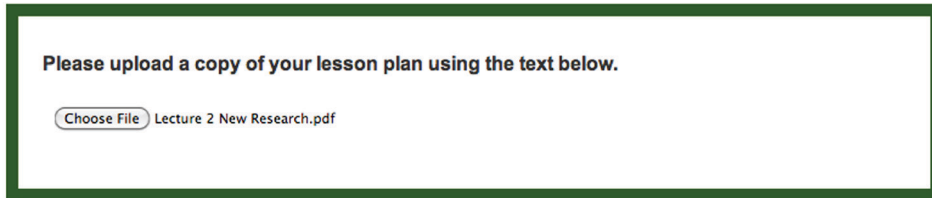
Figure 3-16 Example of File Upload.

ALERT: Security measures prevent executable files (.exe, etc.) from being uploaded.

BENEFITS
- Collect graphics, files
- Useful as a form collector (collect resumes)

CAVEAT
- Executable files may not be uploaded

TYPICAL USES
- Upload text, graphic, beta files

Timing

The timing question is very helpful in conducting experiments and tracking how long a respondent was on a page (Figure 3-17). The question is not displayed to respondents and does not prompt a response.

Timing

This page timer will not be displayed to the recipient.
First Click: *24.552 seconds.*
Last Click: *89.614 seconds.*
Page Submit: *0 seconds.*
Click Count: *13 clicks.*

Close
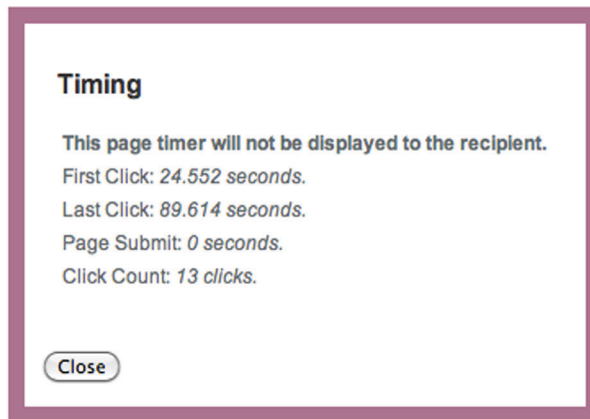
Figure 3-17 Example of timing question type data.

The timing question is valuable because you can see how long respondents were on a page to answer the questions or to look at a particular condition. You can see how long someone looks at an image or video and terminate them if they don't view it long enough. You also have control over how long someone looks at a condition. For example, you can force respondents to remain on the page for a certain amount of time and not click right through to the next page, as well as specify an amount of time before automatically advancing the respondent to the next page of the survey. These are powerful tools at your disposal for monitoring the quality of your response data.

INFORMATION GATHERED BY TIMING QUESTION

- **FIRST CLICK:** Amount of time that passed before the respondent's first click on page.
- **LAST CLICK:** Amount of time that passed before respondent's last click on page before clicking the Next (>>) button.
- **PAGE SUBMIT:** Amount of time that passed before respondent clicked Submit/Next button on page.
- **CLICK COUNT:** Total amount of times respondent clicked on the page.

ADDITIONAL FUNCTIONALITY

- Seconds to disable submit: The amount of time in seconds the participant must wait before being able to click the Submit, or Next, button to move to the next page. The button will not show up until the time passes.
- Seconds to auto-advance: The amount of time in seconds before the participant is automatically moved to the next page of the survey.

Q - T I P

- The timer starts counting once the page finishes loading in the browser. The timing question type is actually a **page timer** and must be added to each page you'd like to time. If you want to time a specific question, separate the actual question along with the timing question onto one page.
- The timer collects time to the millisecond.
- Timing questions are not displayed to respondents, though it is shown under Survey Preview mode for testing purposes. Select "Do Not Show Hidden Questions" to not display in preview mode.
- Logic can be based off the timing question counts.
- **Seconds to disable submit** and **Seconds to auto-advance** can be used in conjunction with each other.

If you need to know how long it takes a respondent to answer a question, this option is for you. The timing question never appears to the respondent, but it tracks click information and timing for the page when you insert it.

BENEFITS

- Know timing statistics on any page

TYPICAL USES

- Add to questions when response time is critical
- Monitor response time to evaluate respondent quality (cheater and speeder identification)

Meta Info Question

The meta info question type collects information about the hardware and software accessing your survey (Figure 3-18). This is great for feedback surveys, especially on websites where it would be useful to know the operating system and web browser they use. This question type is not seen by the respondent.

Figure 3-18 Meta Info from an iPhone/iPod Touch (from the Survey Preview link).

INFORMATION GATHERED BY THE META INFO QUESTION

- **BROWSER:** Browser name (MSIE, Firefox, Chrome, Safari).
- **VERSION:** Version of the browser they're running (like 8.0, 5.0.3).
- **OPERATING SYSTEM:** Specifies if running Windows or Mac, or another operating system (Windows NT 6.1, Intel Mac OS X 10_6_6).
- **SCREEN RESOLUTION:** Resolution of the respondent's monitor (1920x1080).
- **FLASH VERSION:** Version of Adobe Flash running on the respondent's machine. If Flash is not installed, a "-1" displays (like for the iPhone/iPad).
- **JAVA SUPPORT:** Shows if Java is installed on respondent's machine. "1" means Java installed, "0" means it is not.
- **USER AGENT:** Every browser has a user agent string that tells a website what it is and typically what engine it is using to display its content.

BENEFITS
- Collects information without having to ask a question

CAVEATS
- Some users may object to this data being collected without their knowledge

TYPICAL USES
- Surveys about computer use

Summary

The Qualtrics Research Suite offers hundreds of different variations based on these fundamental question types. You can build virtually any type of question in Qualtrics. And, in addition, advanced users can add JavaScript to customize these question types even further.

Chapter 3 Note
Measurement and Scaling

Measurement is a way of assigning numbers to objects to represent the amounts or degrees of a property possessed by the objects. There are three characteristics or features of real number series measurement:

1. **ORDER:** Numbers are ordered.
2. **DISTANCE:** The differences that exist between the ordered numbers.
3. **ORIGIN:** The series has a unique origin indicated by the number zero.

A measurement scale allows the investigator to measure and compare the amounts and changes in the variable being measured. However, we measure the attributes or characteristics of objects, not the objects themselves.

Primary Types of Scales

Researchers prefer well-defined scales possessing a natural zero and constant unit of measurement. In the behavioral sciences (including marketing research), however, we must frequently settle for less-precise data. We can classify scales into four major categories: **Nominal**, **Ordinal**, **Interval**, and **Ratio**.

Each scale possesses its own set of underlying assumptions about order, distance, and origin, and how well the numbers correspond with real-world entities. As our rigor in conceptualizing concepts increases, we can upgrade our measurement scale. One example is the measurement of color. We may simply categorize colors (nominal scale), or we can measure the frequency of light waves (ratio scale).

The specification of scale is vital in all research.
The type of measurement scale dictates the specific analytical (statistical) techniques that are most appropriate for use in analyzing the obtained data.

Table 1 Scales of Measurement

SCALE	MATHEMATICAL GROUP STRUCTURE	PERMISSIBLE STATISTICS	TYPICAL ELEMENTS
Nominal	Permutation group $y = f(x)$, where $f(x)$ means any one-to-one correspondence	Mode Contingency Coefficient	Numbering of football players Assignment of type or model numbers to classes
Ordinal	Isotonic group $y = f(x)$, where $f(x)$ means any strictly increasing function	Median Percentile Order correlation Sign test; run test	Hardness of minerals Quality of leather, lumber Top 10 Lists Good-Better-Best
Interval	General linear group $y = a+bx$ $b > 0$	Mean Average deviation Standard deviation Product-moment correlation t-test, F-test	Temperature (Fahrenheit and centigrade) Energy Calendar dates Net Promoter Score Satisfaction Ratings
Ratio	Similarity group $y = cx$ $c > 0$	Geometric mean Harmonic mean Coefficient of variation	Length, width, density Pitch scale, loudness scale Price utility

NOMINAL SCALES

Nominal scales are the simplest. They support only the most basic analyses. A nominal scale serves only as a label or tag to identify objects, properties, or events. A nominal scale does not possess order, distance, or origin. For example, we can assign numbers to baseball players or classify supermarkets into categories that "carry our brand" versus those that "do not carry our brand."

Using nominal scales, we can only count the stores that carry each brand in a product class and find the modal (highest number of mentions) brand carried. The usual statistical operations involving the calculations of means, standard deviations, etc. are not appropriate or meaningful for nominal scales.

ORDINAL SCALES

Ordinal scales are ranking scales and possess the characteristic of order only. These scales require us to distinguish between objects according to a single attribute and direction.

For example, when ranking a group of floor polish brands according to "cleaning ability," we would assign the number 1 to the highest-ranking polish, 2 to the second-highest ranking polish, and so on. However, the mere ranking of brands does not quantify the differences separating brands with regard to cleaning ability. We do not know if the difference in cleaning ability between the brands ranked 1 and 2 is larger, less than, or equal to the difference between the brands ranked 2 and 3.

In dealing with ordinal scales, statistical description can employ positional measures such as the median, quartile, and percentile, or other summary statistics that deal with order among brands. As with the nominal scale, arithmetic averaging is not meaningful for ranked data.

INTERVAL SCALES

Interval scales permit us to make meaningful statements about the differences separating two objects. This type of scale possesses the properties of order and constant units of distance, but the zero point of the scale is arbitrary.

For example, an arbitrary zero is assigned to the Fahrenheit temperature scale and equal temperature differences equate to equal volumes of expansion in the liquid used in the thermometer. Therefore, it is not correct to state that any value on a specific interval scale is a multiple of another (50°F is not twice as hot as 25°F).

Most ordinary statistical measures (such as arithmetic mean, standard deviation, and correlation coefficient) require only interval scales for their computation.

RATIO SCALES

Ratio scales represent the elite of scales and contain all the information of lower-order scales and more. These scales, like length and weight, possess a unique zero point, equal intervals, and the ability to make ratio statements. All types of statistical operations can be performed on ratio scales.

An example of ratio-scale properties is that 3 yards is three times 1 yard.

RELATIONSHIPS AMONG SCALES

To provide some idea of the relationships among nominal, ordinal, interval, and ratio scales, marketing researchers who use descriptive statistics (arithmetic mean, standard deviation) and tests of significance (t-test, F-test) should require that the data are (at least) interval-scaled.

From a purely mathematical point of view, you can obviously do arithmetic with any set of numbers—and any scale. What is at issue is the interpretation and meaningfulness of the results. As we select more powerful measurement scales, our abilities to predict, explain, and otherwise understand respondent ratings also increase.

Chapter 4

50 Scales

Scales are the key to innovative survey research.
Scales focus on what you are measuring: satisfaction,
preference, importance, performance, loyalty and more.

Scale categories: Agreement, evaluation, preference,
intention, satisfaction, and graphic.

The Beauty of Scales

Scales provide the measurement for survey research. Rather than asking respondents a basic yes or no question, scales measure the direction and intensity. Scales also fulfill the level of measurement required by your selected statisical analysis technique. This is critical for research.

Imagine the owner of a small-town retail store. She thinks she has a great relationship with all of her customers. In fact, she'd be surprised if more than 5% of her customers are dissatisfied with her store. But she wants to make sure.

She asks 100 customers if they are satisfied or dissatisfied with the store. She gets this breakdown:
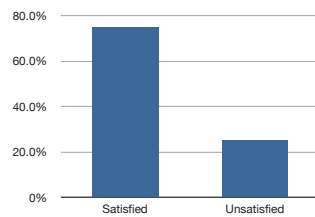
What does this mean? How can she improve? Her strategy will depend upon how dissatisfied the customers are. For instance, a 75% satisfied rating could look like this:

Or, it could look like this:
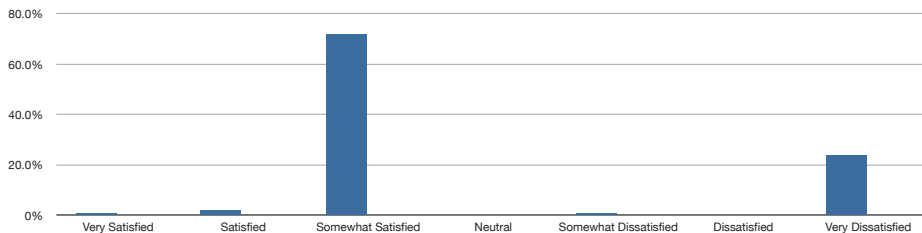
These two charts paint completely different pictures of the store's customer satisfaction, but an unscaled "Are you satisfied?"question with yes-no answer choices doesn't reveal the answer.

That's why researchers use scales for their studies. Not only can they run basic percentages like the ones above, they can also assign each option a value and find a mean, median, range, and variance. Means enable quick evaluations of results across multiple questions.

For example, the same store owner could use a 7-point Satisfied – Dissatisfied scale to ask about satisfaction with four attributes of her store.

- Prices
- Customer Service
- Location
- Hours

The scale points would be given the following labels:

How SATISFIED are you with this season's overall quality of play by the Minnesota Vikings?

Very Dissatisfied 1	Dissatisfied 2	Somewhat Dissatisfied 3	Neutral 4	Somewhat Satisfied 5	Satisfied 6	Very Satisfied 7
O	O	O	O	O	O	O

She asks the questions, and she receives the following means:
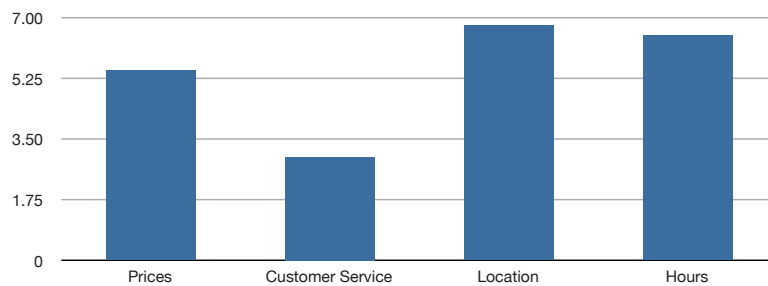
A quick look at these results and we see that she has a problem related to customer service.

This is actionable data. It is much more useful than simple yes / no responses, and it enables her to improve customer service.

50 Scales

So what scales should you use for your study? There are dozens of options to pick from. In this chapter, we look at six general scale categories: argeement, evaluation, preference, intention, satisfaction, and graphic.

A GENERAL NOTE ON SCALE FORMAT

Many different scale formats (ways of presenting answers) have been tested and validated in the psychometric and marketing literature. Some of the most commonly used scales are known as the Likert scale (a 5 or 7 point balanced descriptive scale, named after Michigan Psychometrician Rensis Likert); the Semantic Differential Scale (a 7 point bi-polar scale developed by Illinois Psychologist Charles Osgood), and the Stapel Scale (a uni-polar -5 to +5 scale with no neutral zero point, developed by Jan Stapel of the Netherlands Institute of Public Opinion).

LIKERT SCALE

The following evaluation question measures both direction (favorable or unfavorable) and degree (how favorable or how unfavorable).

How much do you like Canyon View Farms dairy products?

Dislike Extremely	Dislike Very Much	Neither Like nor Dislike	Like Very Much	Like Extremely
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Dislike, Neither Like nor Dislike, Like

7 POINT SCALE

Dislike Extremely, Dislike Very Much, Dislike Somewhat, Neither Like nor Dislike, Like Somewhat, Like, Like Extremely

SEMANTIC DIFFERENTIAL SCALE

A Bi-Polar (Semantic Differential) Scale Format for evaluating brand attributes

Thinking about [BRAND], where on the scale do you feel [BRAND] is located?

Boring						Exciting
○	○	○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Boring, Neither Boring nor Exciting, Exciting

7 POINT SCALE

Extremely Boring, Boring, Slightly Boring, Neither Boring nor Exciting, Slightly Exciting, Exciting, Extremely Exciting

STAPEL SCALE

Stapel Scale is like a semantic differential scale, but with no middle point. The Staple scale is often set up as a vertical scale with a single legend in the middle.

When thinking about Brand X hamburgers, how would you describe the level of food quality?

-5	-4	-3	-2	-1	+1	+2	+3	+4	+5
○	○	○	○	○	○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Low Quality, Average Quality, High Quality

7 POINT SCALE

Extremely Low Quality, Low Quality, Somewhat Low Qualtiy, Average Quality, Somewhat High Quality, High Quality, Extremely High Quality

The following sections show many standard answer formats.

Don't like ours? You can quickly and easily create your own. We don't have a monopoly on survey scales, but we do like to think we know a little bit about measurement and scaling, and we want to share part of the Qualtrics scale library with you.

SATISFACTION SCALES

How would you rate the quality of care you received at Mt. Sinai Hospital?

Poor	Fair	Good	Very Good	Excellent
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Poor, Good, Excellent

7 POINT SCALE

Extremely Poor, Poor, Fair, Neutral, Good, Very Good, Excellent

AGREEMENT SCALES

DISAGREE – AGREE

Agree - Disagree scales are most often used with attitude statements or factual type statements:

The NY Giants are my favorite NFL team.

Strongly Disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Disagree, Neither Agree Nor Disagree, Agree

7 POINT SCALE

Strongly Disagree, Disagree, Somewhat Disagree, Neither Agree Nor Disagree, Somewhat Agree, Agree, Strongly Agree

DESCRIPTIVENESS

Descriptiveness of a concept can be measured using a single item Matrix Question with scale end-point labels and numbers.

Thinking about the [BRAND], how descriptive are each of the following items?

	Not at all Descriptive 1	2	3	4	Extremely Descriptive 5
Exciting	○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Not at all Descriptive, Neutral, Extremely Descriptive

5 POINT SCALE

Very Undescriptive, Somewhat Undescriptive, Neither Undescriptive Nor Descriptive, Somewhat Descriptive, Very Descriptive

DESCRIBE MY FEELINGS

A single item Matrix Question can be set up with a Likert scale (each scale point labeled)

Thinking about the [BRAND], how descriptive are each of the following items?

	Clearly Does Not Describe my Feelings 1	Mostly Does Not Describe my Feelings 2	Somewhat Describes my Feelings 3	Mostly Describes my Feelings 4	Clearly Describes my Feelings 5
Exciting	○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Does Not Describe My Feelings, Somewhat Describes My Feelings, Describes My Feelings

7 POINT SCALE

Clearly Does Not Describe My Feelings, Does Not Describe My Feelings, Mostly Does Not Describe My Feelings, Somewhat Describes My Feelings, Mostly Describes My Feelings, Describes My Feelings, Clearly Describes My Feelings

JUST LIKE ME

"Just Like Me - Not at All Like Me" scales are often used for Psychographic measures

	Not at All Like Me 1	2	3	4	Just Like Me 5
I enjoy the excitement of shopping at my local retail stores	○	○	○	○	○
I rarely shop online	○	○	○	○	○

I enjoy the excitement of shopping at my local retail stores

Not at All Like Me	Not Like Me	Unsure	Like Me	Just Like Me
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Not Like Me, Somewhat Like Me, Just Like Me

7 POINT SCALE

Not at All Like Me, Not a Lot Like Me, Somewhat Not Like Me, Neutral, Somewhat Like Me, A Lot Like Me, Just Like Me

TRUE – FALSE

Dichotomous True - False questions can be stretched to show degree.

True or False: Dark chocolate is very good for your health

Definitely False	Probably False	Neither True Nor False	Probably True	Definitely True
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

False, Neither True Nor False, True

7 POINT SCALE

Definitely False, Most Likely False, Probably False, Neither True Nor False, Probably True, Most Likely True, Definitely True

NO – YES

Yes - No questions can be stretched to show degree.

The rules of society are much different today than they were years ago. Have you ever done something that might be considered to be a felony in today's world?

Definitely Not	Probably Not	Unsure	Probably Yes	Definitely Yes
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

No, Unsure, Yes

EVALUATION SCALES

NOT IMPORTANT – IMPORTANT

EVALUATION SCALES
Importance and performance scales are the core measurement scales for multi-attribute decision models. These models measure attitudes toward an object (product or brand), based on evaluations of the attributes that describe that object.

12. How important are the following items in your selection of a fast food restaurant?

	Not at all Important	Very Unimportant	Neither Important nor Unimportant	Very Important	Extremely Important
Has a value meal menu	○	○	○	○	○
Cleanliness of the restaurant	○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Not Important, Neither Important nor Unimportant, Important

7 POINT SCALE

Not at all Important, Very Unimportant, Somewhat Unimportant, Neither Important nor Unimportant, Somewhat Important, Important, Extremely Important

RELATIVE IMPORTANCE (CONSTANT SUM)

Constant sum scales are used to show relative standing. In this case 100 points are allocated to show relative importance. This type of question produces ratio data (Origin value of 0 and equal interval measurement), and is often used in conjoint analysis.

Below are your most preferred levels for the three attributes you used to select a riding lawnmower. Please allocate 100 points between the three attributes to show how you judge the importance of each. The total must sum to 100

	0 10 20 30 40 50 60 70 80 90 100	
Speed: 10 mph		29
Engine: Kohler		30
Mower Deck Size 54"		41
Total:		**100**
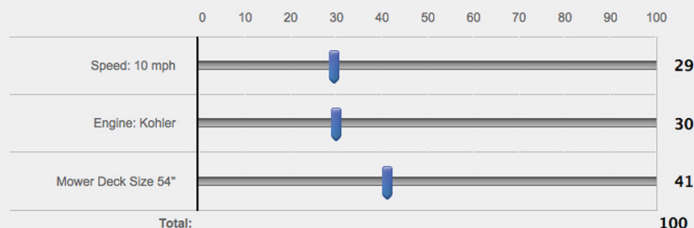
CONFIDENCE IN A DECISION

Attitudes are believed by some to have direction (favorable or unfavorable), degree (how favorable or how unfavorable), and intensity (how confident or strongly they feel about the evaluation). The following is an intensity question:

How confident are you right now that your product choice is correct?

Very Unconfident 1	2	3	4	Very Confident 5
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Not At All Confident, Somewhat Confident, Very Confident

5 POINT SCALE

Not At All Confident, Only Slightly Confident, Somewhat Confident, Moderately Confident, Very Confident

DISLIKE – LIKE

The following evaluation question measures both direction (favorable or unfavorable) and degree (how favorable or how unfavorable).

How much do you like Canyon View Farms dairy products?

Dislike Extremely	Dislike Very Much	Neither Like nor Dislike	Like Very Much	Like Extremely
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Dislike, Neither Like nor Dislike, Like

7 POINT SCALE

Dislike Extremely, Dislike Very Much, Dislike Somewhat, Neither Like nor Dislike, Like Somewhat, Like, Like Extremely

POOR – EXCELLENT

How would you rate the quality of care you received at Mt. Sinai Hospital?

Very Poor	Poor	Fair	Good	Very Good
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Poor, Good, Excellent

7 POINT SCALE

Extremely Poor, Poor, Fair, Neutral, Good, Very Good, Excellent

MEETS YOUR EXPECTATIONS

Please tell us about the cleanliness of the waiting area

Far Short of Your Expectations	Short of Your Expectations	Met Your Expectations	Exceeded Your Expectations	Far Exceeded Your Expectations
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Fell Short of Your Expectations, Met Your Expectations, Far Exceeded Your Expectations

7 POINT SCALE

Far Short of Your Expectations, Short of Your Expectations, Somewhat Short of Your Expectations, Neither Fell Short nor Met Your Expectations, Somewhat Met Your Expectations, Met Your Expectations, Far Exceeded Your Expectations

BETTER – WORSE

How well does the TASTE of "5 Guys" french fries compare with those of the competition?

Much Worse	Worse	About the Same	Better	Much Better
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Worse, About the Same, Better

7 POINT SCALE

Much Worse, Worse, Somewhat Worse, About the Same, Somewhat Better, Better, Much Better

LIKE MY IDEAL

Compared with the ideal, how would you rate 5 Guys french fries?

Not at all like my ideal	Not like my ideal	Neutral	Like my ideal	Just like my ideal
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Not Like My Ideal, Neutral, Like my Ideal

7 POINT SCALE

Not at all Like My Ideal, Not Like My Ideal, Somewhat Not Like My Ideal, Neutral, Somewhat Like My Ideal, Like My Ideal, Just Like My Ideal

INAPPROPRIATE – APPROPRIATE

Thinking about serving Clamato as a beverage for a new year's eve party, would you consider this choice to be...

Very Inappropriate	Inappropriate	Neutral	Appropriate	Very Appropriate
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Inappropriate, Neutral, Appropriate

7 POINT SCALE

Very Inappropriate, Inappropriate, Somewhat Inappropriate, Neutral, Somewhat Appropriate, Appropriate, Very Appropriate

BELOW AVERAGE - ABOVE AVERAGE

Based on your recent experience, how would you rate the performance of the returns department at Mountainland Supply?

Far Below Average	Below Average	Average	Above Average	Far Above Average
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Below Average, Average, Above Average

7 POINT SCALE

Far Below Average, Below Average, Slightly Below Average, Average, Slightly Above Average, Above Average, Far Above Average

DIFFICULT – EASY

Would you consider the returns process to be...

Very Difficult	Difficult	Normal	Easy	Very Easy
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Difficult, Normal, Easy

7 POINT SCALE

Very Difficult, Difficult, Somewhat Difficult, Normal, Somewhat Easy, Easy, Very Easy

MUCH WORSE – MUCH BETTER

How well does the TASTE of "5 Guys" french fries compare with those of the competition?

Much Worse	Worse	About the Same	Better	Much Better
○	○	○	○	○

3 POINT SCALE

Worse, About the Same, Better

7 POINT SCALE

Much Worse, Worse, Slightly Worse, About the Same, Slightly Better, Better, Much Better

INEFFECTIVE – EFFECTIVE

How effective are the changes in speeding your time to startup?

Very Ineffective	Ineffective	Neither Effective nor Ineffective	Effective	Very Effective
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Ineffective, Neither Effective nor Ineffective, Effective

7 POINT SCALE

Very Ineffective, Ineffective, Somewhat Ineffective, Neither Effective nor Ineffective, Somewhat Effective, Effective, Very Effective

BAD – GOOD

How would you rate the quality of the information you received from the knowledge base?

Very Bad	Bad	Neither Good nor Bad	Good	Very Good
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Bad, Neither Good nor Bad, Good

7 POINT SCALE

Very Bad, Bad, Somewhat Bad, Neither Good nor Bad, Somewhat Good, Good, Very Good

SLOW - FAST

Would you rate the speed of access to the knowledge base?

Very Slow	Slow	OK	Fast	Very Fast
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Slow, OK, Fast

7 POINT SCALE

Very Slow, Slow, Somewhat Slow, OK, Somewhat Fast, Fast, Very Fast

USELESS - USEFUL

How useful was our online knowledge base in solving your problem?

Very Useless	Useless	Neutral	Useful	Very Useful
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Useless, Neutral, Useful

7 POINT SCALE

Totally Useless, Useless, Somewhat Useless, Neutral, Somewhat Useful, Useful, Extremely Useful

PREFERENCE SCALES

Preference scales are frequently used in brand positioning, market share, and conjoint analysis studies. You can measure preference as an overall construct, for brands, or for attributes. Questions can be worded to evaluate degree of preference for single objects or for multiple objects.

NO PREFERENCE — STRONGLY PREFER

Overall preference development in a brand category

In thinking about your purchases of **Ice Cream Brands**, how strongly do you prefer any single brand?

No Preference	Slightly Prefer	Prefer	Strongly Prefer	Very Strongly Prefer
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

No Preference, Prefer, Very Strongly Prefer

PREFER A — PREFER B

Relative preference for two brands

Considering brands "Alpha" and "Beta", which do you prefer?

Strongly Prefer Alpha	Slightly Prefer Alpha	No Preference	Slightly Prefer Beta	Strongly Prefer Beta
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Prefer Alpha, No Preference, Prefer Beta

7 POINT SCALE

Strongly Prefer Alpha, Moderately Prefer Alpha, Slightly Prefer Alpha, No Preference, Slightly Prefer Beta, Moderately Prefer Beta, Strongly Prefer Beta

Preference evaluation for logos based on attributes

For these two two logos... Which is best on each of the following characteristics?

	ATi Strongly Prefer 5	4	3	2	1	The Same 0	1	2	3	4	ATI Strongly Prefer 5
Easy to Read	○	○	○	○	○	○	○	○	○	○	○
Appears Powerful	○	○	○	○	○	○	○	○	○	○	○
Indicates Quality	○	○	○	○	○	○	○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Prefer Alpha, No Preference, Prefer Beta

7 POINT SCALE

Strongly Prefer Alpha, Prefer Alpha, Slightly Prefer Alpha, No Preference, Slightly Prefer Beta, Prefer Beta, Strongly Prefer Beta

AVOID – PREFER

Preference based on an attribute

If you were considering a high protein diet, like the Atkins diet, would you prefer red meat as the primary source of protein?

Strongly Avoid Red Meat	Avoid Red Meat	Indifferent	Slightly Prefer Red Meat	Strongly Prefer Red Meat
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Avoid Red Meat, Indifferent, Prefer Red Meat

7 POINT SCALE

Strongly Avoid Red Meat, Avoid Red Meat, Slightly Avoid Red Meat, Indifferent, Slightly Prefer Red Meat, Prefer Red Meat, Strongly Red Meat

INTENTION SCALES

Intentions refer to future action, and are most often used to measure likelihood of future purchases or to measure customer loyalty (Net Promoter Score).

DEFINITELY WILL NOT – DEFINITELY WILL

Will you recommend [BRAND] to a friend looking for a new [PRODUCT]

Definitely Will Not	Probably Will Not	Might or Might Not	Probably Will	Definitely Will
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Will Not, Might or Might Not, Will

7 POINT SCALE

Definitely Will Not, Will Not, Probably Will Not, Might or Might Not, Probably Will, Will, Definitely Will

VERY UNLIKELY – VERY LIKELY

Intention Likelihood

How likely are you to recommend [BRAND] to a friend looking for a new [PRODUCT]

Very Unlikely	Unlikely	Undecided	Likely	Very Likely
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Unlikely, Undecided, Likely

7 POINT SCALE

Very Unlikely, Unlikely, Somewhat Unlikely, Undecided, Somewhat Likely, Likely, Very Likely

MUCH LESS – MUCH MORE

Intention Quantity

How will your FUTURE USE of [BRAND] compare to your use today?

Much Less	Less	The Same	More	Much More
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Less, The Same, More

7 POINT SCALE

Much Less, Less, Slighly Less, The Same, Slightly More, More, Much More

NOT AT ALL CERTAIN –COMPLETELY CERTAIN

Certainty of Ability to Perform

I am knowledgeable enough to fix minor problems with my computer

Not at All Certain	Somewhat Certain	Moderately Certain	Very Certain	Completely Certain
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Not Certain, Moderately Certain, Certain

7 POINT SCALE

Not at All Certain, Not Certain, Somewhat Certain, Moderately Certain, Somewhat Certain, Certain, Completely Certain

NEVER REGRETTED – OFTEN REGRETTED

Regret is related to intention to repurchase, as well as satisfaction.

How often have you had REGRETS about your decision to [DESCRIBE ACTION, PRODUCT PURCHASE OR DECISION]?

Never Regretted	Rarely Regretted	Sometimes Regretted	Often Regretted	Very Often Regretted
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Never Regretted, Sometimes Regretted, Very Often Regretted

7 POINT SCALE

Never Regretted, Rarely Regretted, Sometimes Regretted, Often Regretted, Regretted, Very Often Regretted, Always Regretted

UNBELIEVABLE – BELIEVABLE

Believable is an important part of intention to purchase a new concept. Four dimensions are typically measured in these concept tests: Believable, Personal Relevance, Perceived Uniqueness and Perceived Value.

How believable is the following new product claim:

This new Anti-Aging cream modifies your skin's genetic markers to change how you appear to age. With continued use, you will actually appear younger

Unbelievable	Somewhat Unbelievable	Not Sure	Somewhat Believable	Believable
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Unbelievable, Not Sure, Believable

7 POINT SCALE

Extremely Unbelievable, Unbelievable, Somewhat Unbelievable, Not Sure, Somewhat Believable, Believable, Extremely Believable

NEVER — VERY OFTEN (FREQUENCY)

Intention as an Expectation

In the future, how often do you expect to use this product?

Never	Rarely	Sometimes	Quite Often	Very Often
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Never, Sometimes, Often

7 POINT SCALE

Absolutely Never, Almost Never, Rarely, Sometimes, Often, Very Often, All the Time

NEVER — ALWAYS (FREQUENCY)

Intention as an Expectation (alternate scaling)

In the future, how often do you expect to use this product?

Never	Occasionally	Frequently	Usually	Always
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Never, Frequently, Always

7 POINT SCALE

Never, Almost Never, Occasionally, Frequently, Usually, Almost Always, Always

NEVER — EVERY DAY (CALENDAR)

Intention as an Expectation (alternate scaling)

In the future, how often do you expect to use this product?

Never	Less than Once a Month	Once a Month	Once a Week	Every Day
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Never, Once a Month, Every Day

7 POINT SCALE

Never, Less than Once a Month, Once a Month, More Than Once a Month, Once a Week, More Than Once a Week, Every Day

SATISFACTION SCALES

Customer satisfaction is the most common of all market research studies. You can measure satisfaction using a number of different scale types, including **satisfaction**, **pleasure**, **happiness**, and **confirmation of expectations**.

VERY DISATISSFIED - VERY SATISFIED

Satisfied - Dissatisfied scales are used to measure satisfaction for products, brands, services, and usage situations.

How SATISFIED are you with the overall quality of play by the BC Lions during this last season

Very Dissatisfied 1	Dissatisfied 2	Somewhat Dissatisfied 3	Neutral 4	Somewhat Satisfied 5	Satisfied 6	Very Satisfied 7
O	O	O	O	O	O	O

OTHER OPTIONS

3 POINT SCALE

Dissatisfied, Neutral, Satisfied

5 POINT SCALE

Very Dissatisfied, Dissatisfied, Neutral, Satisfied, Very Satisfied

DISPLEASED – PLEASED

How would you describe your satisfaction with the problem resolution?

Very Displeased	Displeased	Neutral	Pleased	Very Pleased
O	O	O	O	O

OTHER OPTIONS

3 POINT SCALE

Displeased, Neutral, Pleased

7 POINT SCALE

Very Displeased, Displeased, Somewhat Displeased, Neutral, Somewhat Pleased, Pleased, Very Pleased

UNHAPPY – HAPPY

Overall, how happy are you with the treatment you received from the XYZ service department?

Very Unhappy	Unhappy	Neither Happy nor Unhappy	Happy	Very Happy
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Unhappy, Neither Happy nor Unhappy

7 POINT SCALE

Very Unhappy, Unhappy, Somewhat Unhappy, Neither Happy nor Unhappy, Somewhat Happy, Happy, Very Happy

SHORT OF EXPECTATIONS – EXCEEDED EXPECTATIONS

General Expectations (Subjective)

How well have the BC Lions met your expectations this year?

Far Short of My Expectations	Short of My Expectations	Met My Expectations	Exceeded My Expectations	Far Exceeded My Expectations
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Short of My Expectations, Met My Expectations, Exceeded My Expectations

7 POINT SCALE

Far Short of My Expectations, Short of My Expectations, Slightly Short of My Expectations, Met My Expectations, Slightly Exceeded My Expectations, Exceeded My Expectations, Far Exceeded My Expectations

WORSE – BETTER

Expectations can be measured relative to another product or brand (usually the market leader)

How well does the taste of "5 Guys" french fries compare with those from McDonalds? Would you say that 5 Guys is...

Much Worse	Worse	About the Same	Better	Much Better
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Worse, About the Same, Better

7 POINT SCALE

Much Worse, Worse, Slightly Worse, About the Same, Slightly Better, Better, Much Better

POOR – GOOD

44. Expectations can be measured relative to an "ideal point"

Ideal point comparisons and measurements are an important part of measurement and scaling. The comparison to an ideal can be part of the question, or part of the actual scale.

Compared with the ideal, how would you rate 5 Guys french fries?

Very Poor	Poor	Fair	Good	Very Good
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Poor, Fair, Good

7 POINT SCALE

Very Poor, Poor, Somewhat Poor, Fair, Somewhat Good, Good, Very Good

NOT LIKE MY IDEAL – LIKE MY IDEAL

Compared with the ideal, how would you rate 5 Guys french fries?

Not at all like my ideal	Not like my ideal	Neutral	Like my ideal	Just like my ideal
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Not Like My Ideal, Neutral, Like My Ideal

7 POINT SCALE

Not at All Like My Ideal, Not Like My Ideal, Somewhat Unlike My Ideal, Neutral, Somewhat Like My Ideal, Like My Ideal, Just Like My Ideal

TERRIBLE – DELIGHTFUL

The terrible - delight scale is used to stretch the ends of the scale beyond the commonly used endpoints of unsatisfactory and excellent.

How would you rate your last service experience with Mister B's Bargain Basement?

Terrible	Unsatisfactory	Satisfactory	Excellent	Delightful
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Terrible, Satisfactory, Delightful

7 POINT SCALE

Terrible, Very Unsatisfactory Unsatisfactory, Satisfactory, Very Satisfactory, Excellent, Delightful

DIFFERENT – SIMILAR

Similarity

Thinking of the various types and brands of this product available in the market today, are they more alike or different?

They are All Different   They are All the Same

○   ○   ○   ○   ○
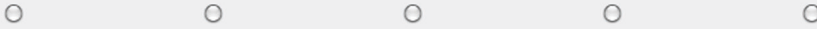
OTHER OPTIONS

3 POINT SCALE

They Are All Different, Neither Different Nor the Same, They Are All the Same

7 POINT SCALE

They Are All Extremely Different, They Are All Different, They Are All Slightly Different, Neither Different Nor the Same, They Are All Slightly the Same, They Are All the Same, They Are All Very the Same

GRAPHIC SCALES

There are more than 750 graphic scale images in the Qualtrics graphics library that include ladder, thermometer, pizza, stars, and numeric graphic images in a variety of colors. You can also upload your own scale graphics into your personal graphics library.

For those who cannot read, a graphic may be sufficient. Text interpretations of the smiley face are supplied below only as an interpretive note to researchers.

DON'T LIKE AT ALL — LIKE A LOT

OTHER OPTIONS

3 POINT SCALE

Don't Like, Like a Little, Like a Lot

7 POINT SCALE

Don't Like At All, Don't Like Much, Don't Like a Little, Neutral, Like Some, Like, Like a Lot

TERRIBLE – GREAT

How was our service today?

Terrible	Poor	So-So	Good	Great
★	★★	★★★	★★★★	★★★★★
○	○	○	○	○

OTHER OPTIONS

3 POINT SCALE

Terrible, So-So, Great

7 POINT SCALE

Extremely Terrible, Terrible, A Little Bit Terrible, So-So, A Little Bit Great, Great, Extremely Great

Summary

With Qualtrics, you can create custom scales that are exciting and just right for what you are measuring. For more common scales, the automatic scaling option will greatly speed question building.

Chapter 4 Note

More Advanced Measurement and Scaling Examples

Scaling procedures reflect the measurement properties of the final scale (nominal, ordinal, interval, or ratio), the task that the respondent is asked to perform (rank, rate, compare, fractionate, aggregate), and whether the scale measures the respondent, an object (stimuli), or both.

Advanced Ordinal Measurement Methods

A variety of ordinal measurement methods exist for collecting data:
• Paired comparisons
• Ranking procedures
• Ordered-category sorting
• Rating techniques

PAIRED COMPARISONS

As the name suggests, paired comparisons require the respondent to choose one of a pair of stimuli that "has more of," "dominates," "precedes," "wins over," or "exceeds" the other with respect to some designated property of interest. For example, six laundry detergent brands are to be compared for their "sudsiness." Respondents are asked which one of each pair of brands has the most sudsiness. The full set of 15 paired comparisons would be considered $((n \times n - 1)/2 = (6 \times 5) / 2 = 15$ if order of presentation is not considered).

A sample question format for paired comparisons is shown below. The order of presentation of the pairs, including which item of a pair is shown first, should be pre-determined, or can be presented randomly.

For each of the pairs of laundry detergent brands shown below, indicate which one has the most sudsiness:

I prefer the left brand		I prefer the right brand
	Arrow ----- Zip	
○		○
	Arrow ----- Advance	
○		○
	Dept ----- Arrow	
○		○
	Crown ----- Arrow	
○		○
	Crown ----- Mountain	
○		○

Figure 1   Paired Comparisons

RATING TECHNIQUES

Rating typically involves having respondents place the item being rated (a person, object, or concept) along a continuum or in one of an ordered set of categories. Ratings allow respondents to designate a degree or an amount of a characteristic or attribute as a point on a scale. Rating is one of the most popular and easily applied data collection methods and is used in a variety of scaling approaches, such as the semantic differential and the Likert summated scale.

Comparative Example:
Please rate today's flight attendants compared to flight attendants on other airlines on each of the following items:

	Poor Among the Worst	Fair Not as Good as Most	Good About the Same as Most	Very Good Better than Most	Excellent Among the Best
Courtesy / Friendliness	○	○	○	○	○
Assistance in cabin before departure	○	○	○	○	○
Responsiveness to your needs	○	○	○	○	○

Figure 2   Likert Rating Scale

Ratings are easier and faster to administer and are analyzed as if they are interval-scaled. But, there is a risk when respondents end-pile their ratings toward the positive end of the scale. This typically happens when respondents evaluate positive constructs, such as values, that have little differentiability. The effect is to reduce the variance of the items being rated and the ability to detect relationships with other variables.

One alternative is to introduce a two-step evaluation process. Respondents first pick their most and least important values (attributes or factors) and rate them. Then, the remaining values are rated. This procedure is used in self-explicated conjoint models and, as shown by McCarty and Shrum (2000), reduces the level of end-piling and increases the differentiation of values ratings, both in terms of dispersion and the number of different rating points used.

Respondents differ in their use of a rating scale. One person's rating of 9 or 10 may be equal to another's 7 or 8. Semon

(1999) suggests that one way to find the real difference in perception or attitude is to ask each respondent three questions at the start of an interview:

1. On this scale, how do you rate the brand you now use or that you know best?
2. How do you rate the best brand you know about?
3. What rating represents the minimum acceptable level?

Questions such as these are often asked in product and brand studies to interpret ratings and provide anchor points for a respondent's ratings. We can standardize a respondent's actual ratings by using one or more of these anchors to produce "real-meaning relative ratings."

Rating scale construction, when not treated as a serious task, is prone to create measurement error. Table 1 identifies nine issues that should be addressed when constructing a scale.

Table 1 Issues in Constructing a Rating Scales

1. Should negative numbers be used?
2. How many categories should be included?
3. Related to the number of categories: Should there be an odd number or an even number? That is, should a neutral alternative be provided?
4. Should the scale be balanced or unbalanced?
5. Is it desirable to not force a substantive response by giving respondents an opportunity to indicate "don't know," "no opinion," or something similar?
6. What should be done about halo effects— giving favorable evaluations to all attributes of a stimulus object, because they happen to like the particular object in general?
7. How can raters' biases be examined—for example, the tendency to use extreme values or, perhaps, only the middle range of the response scale, or to overestimate the desirable features of the things they like (i.e., the generosity error)?
8. How should descriptive adjectives for rating categories be selected?
9. How should anchoring phrases for the scale's origin be chosen?

Some research on these questions suggests including a neutral option unless the researcher has a compelling reason not to do so (e.g., all respondents can be expected to have a non-neutral attitude, as in a survey of voters). Expected voting in a survey of voters is an example.

Balance refers to having an equal numbers of negative and positive response alternatives. When using importance scales for attributes, importance is not a bipolar concept. Importance ranges from none to some positive number. It is not a negative amount. Although this argument has conceptual appeal, researchers continue to use mid-points—specified or implied, in their construction of importance scales.

Answers to questions such as these will vary according to the researcher's approach, and the problem being studied. The effects of research design on the reliability and validity of rating scales are discussed in two excellent review papers (Churchill and Peter, 1984; Peter and Churchill, 1986).

In summary, rating methods—depending on the assumptions of the researcher—can lead to ordinal-, interval-, or even ratio-scaled responses. The latter two scales are taken up next. Rating methods figure prominently in the development of quantitative-judgment scales.

Advanced Interval/Ratio Procedures

Direct-judgment estimates, fractionation, constant sum, and rating methods that assume more than ordinal properties about respondents' judgments are all variants of interval/ratio procedures or metric measurement methods.

DIRECT-JUDGMENT METHODS

In direct-judgment methods, respondents are asked to give a numerical rating to each stimulus with respect to some designated attribute. In the case of continuous rating scales, respondents are free to choose their own number along some line that represents their judgment about the magnitude of the stimulus relative to some reference points. These continuous scales work effectively in a semantic differential context (discussed later in this chapter) and appear to be insensitive to fluctuations in the length of the line used (Figure 1a).

The limited-response category sub case, illustrated by Figure 1b, is a straight rating procedure, with the important addition that the ratings, depending on the application, are now treated as either interval- or ratio-scaled data.
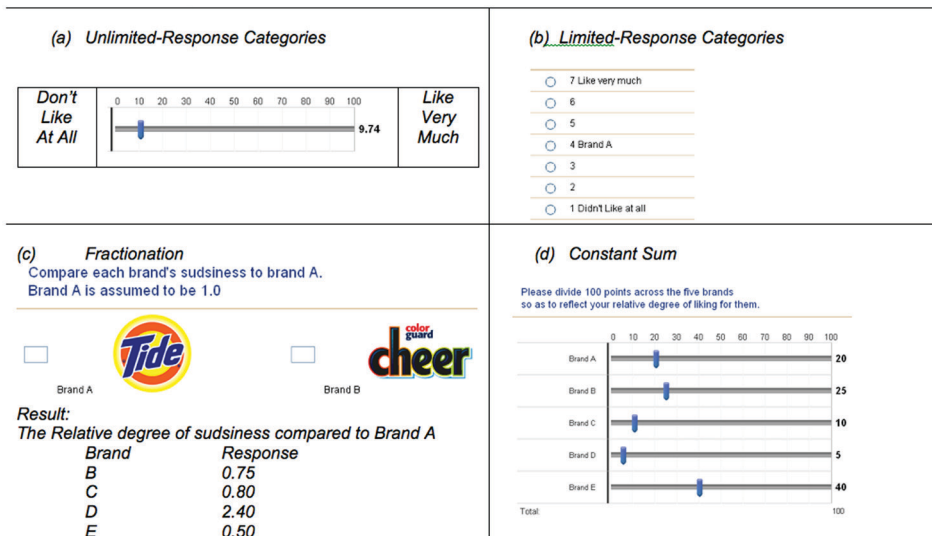
Figure 3 Sample Interval-Ratio Scale

FRACTIONATION

Fractionation (Figure 1c) is a procedure in which the respondent is given two stimuli at a time (e.g., a standard laundry detergent and a test brand) and asked to give some numerical estimate of the ratio between them, with respect to some attribute, such as sudsiness. Respondents may answer that the test brand, in their judgment, is three-fourths as sudsy as the standard. Later, either a new test brand is compared with the same standard, and so on, until all the test items are judged, or the same brands can be tested on a new attribute.

CONSTANT SUM

Constant-sum methods have become quite popular in marketing research, primarily because of their simplicity and ability to collect ratio data. In constant-sum methods, respondents are given some number of points—typically 10 or 100—and asked to distribute them over some set of stimuli or attribute alternatives in a way that reflects their relative importance or magnitude (Figure 1d). Constant sum forces respondents to make comparative evaluations across the stimuli and effectively standardizes each scale across persons, since all scores must add up to the same constant.

The Semantic Differential

The semantic differential (Osgood, Suci, & Tannenbaum, 1957) is a ratings procedure that results in assumed interval scales that are often further analyzed by such techniques as factor analysis (see Basic Marketing Research: Analysis and Reporting).

The semantic differential procedure permits the researcher to measure the direction and the intensity of respondents' attitudes (i.e., measure psychological meaning) toward such concepts as advertising, brand, or service image. As shown in Figure 2, this scale uses antonym pairs, the extremes of each pair being separated by seven intervals that are assumed to be equal. For each pair of bipolar adjectives (e.g., powerful/weak), the respondent is asked to judge the concept along the seven-point scale with implicit descriptive phrases.

Figure 4 Corporate Profile Obtained by the Semantic Differential

In practice, many more bipolar adjectives would be used than are given in this example. By assigning a set of integer

values such as +3, +2, +1, 0, −1, −2, −3 to the seven points on the bipolar scale, we can quantify the responses under the assumption of equal-appearing intervals. We can then average these scale values, in turn, across respondents to develop semantic differential profiles (Figure 5).

Extremely	+3	+2	+1	0	−1	−2	−3	Extremely
Powerful								Weak
Reliable								Unreliable
Modern								Old-fashioned
Warm								Cold
Careful								Careless

Company X = ―――――   Company Y = ----------
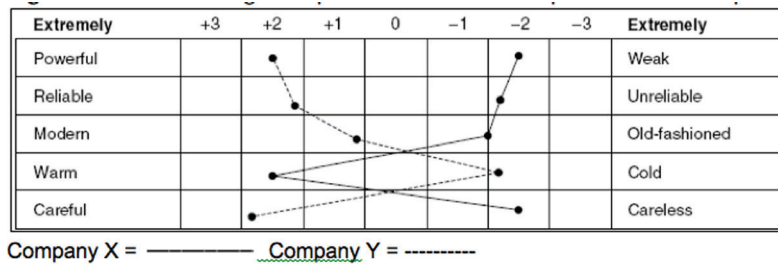
Figure 5   Average-Respondent Profile Comparisons of Companies X and Y

In marketing research applications, the semantic differential often uses bipolar descriptive phrases in addition to simple adjectives. These phrases are developed for particular context areas, providing more meaning to respondents, thus leading to a high degree of reliability.

The semantic differential technique is appropriate for use in a variety of applications:
• Comparing corporate images, both among suppliers of particular products and against an ideal image of what respondents think a company should be.
• Comparing brands and services of competing suppliers.
• Determining the attitudinal characteristics of purchasers of particular product classes or brands within a product class, including perceptions of the country of origin for imported products.
• Analyzing the effectiveness of advertising and other promotional stimuli toward changing attitudes.

The widespread use of the semantic differential is evidence of a convenient and reasonably reliable way for scaling stimuli (scaling attributes of brands, corporations, services, etc.), and developing profiles of consumer/buyer attitudes on a wide variety of topics.

A CONCLUDING REMARK ABOUT SCALING STIMULI

The problems associated with interval-ratio scaling methods include the following:
1. Respondents' subjective scale units may differ across each other, across testing occasions, or both.
2. Respondents' subjective origins (zero points) may differ across each other, across occasions, or both.
3. Unit and origin may shift over stimulus items within a single occasion.
4. Subjective distance between stimuli may not equal a respondent's perception of the distance on the scale.

These problems should not be treated lightly, but considered in the design of the question and scale points.
Most ratings measurement methods are easy to apply. Moreover, little additional work beyond averaging is required to obtain the unit of measurement directly. Indeed, if a unique origin can be established (e.g., a zero level of the property), then the researcher obtains both an absolute origin and a measurement unit. As such, a subjective ratio scale is obtained.

Techniques for Scaling Respondents

In contrast to the approaches for scaling stimuli (attributes) just discussed, researchers have also developed techniques for scaling respondents along an attitude continuum of interest. Two better-known procedures for doing this are the summated scale and the Q-sort technique.

The Summated Scale

The summated scale assumes that the researcher wants to scale a characteristic, such as the public's attitude toward travel and vacations. To illustrate, a set of seven statements regarding travel and vacations used in a study by a travel company are shown in Figure 4. Each of the seven test items has been classified as "favorable" (items 1, 3, and 7) or "unfavorable" (items 2, 4, 5, and 6). Subjects were asked to indicate their agreement with the statement. For items scaled items 2, 4, 5, and 6, we reversed these negatively scaled values so as to maintain a consistent direction (+2 would stand for "strongly disagree" and so on).

Suppose that a respondent evaluated the seven items such that they received a total score of:

$$+2 + 1 + 1 + 2 + 1 + 2 + 2 = 11$$

Suppose that another respondent responded to the same seven items by marking:

$$-2 + 0 - 1 - 2 - 2 - 2 + 0 = -9$$

The second respondent has a less-favorable attitude regarding travel and vacations (by merit of a lower score). However, as indicated earlier, a given total score represents a different response pattern and may have a different meaning.

Please select the number that best describes your reaction

	Strongly Disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5
In the winter I need to go south to the sun	○	○	○	○	○
When you take trips with the children you're not really on vacation	○	○	○	○	○
I look for travel bargains	○	○	○	○	○
I "hate" to spend money	○	○	○	○	○
I do not like the fresh air and out-of-doors	○	○	○	○	○
I would feel lost if I were alone in a foreign country	○	○	○	○	○
A good vacation shortens the year and makes life longer	○	○	○	○	○

Figure 4 A Direction-Intensity Scale Measuring Attitudes Toward Travel and Vacations

In applying the Likert summated-scale technique, the steps shown in Table 2 are typically followed.

Table 2   Steps in Constructing a Likert Summated Scale

1. The researcher assembles a large number (75 to 100) of statements concerning the public's sentiments toward travel and vacations. The question should be stated as a directional question of the form:
"Traveling gives me a lot of pleasure…
[strongly agree, agree, neither agree nor disagree, disagree, strongly disagree]."

2. Each of the test items is classified by the researcher as generally "favorable" or "unfavorable" to the attitude under study. A pretest is conducted that involves the full set of statements and a limited sample of respondents.

3. In the pretest the respondent indicates agreement/approval (or not) with every item, checking one of the following direction-intensity descriptors:

Strongly Disaprove or Disagree	Disaprove or Disagree	Undecided or Neither Agree nor Disagree	Approve or Agree	Strongly Approve or Agree
○	○	○	○	○

4. Each response is given a numerical value (e.g., +2, +1, 0, −1, −2, or +1 to +5)

5. The individual's total-attitude score is represented by the algebraic summation of values associated with the items checked. Values are assigned such that the direction of attitude— favorable to unfavorable—is consistent over items. For example, if a + 2 were assigned to "strongly approve/agree" for favorable items, a - 2 should be assigned to "strongly disapprove/disagree" for unfavorable items.

6. On the basis of the results of the pretest, the analyst selects only those items that appear to discriminate well between high and low total scorers. This may be done by first finding the highest and lowest quartiles of subjects on the basis of total score. Then, the mean differences of each specific item are compared between these high and low groups (excluding the middle 50 percent of subjects).

7. The 20 to 25 items finally selected are those that discriminated "best" (i.e., exhibited the greatest differences in mean values) between high versus low total scorers in the pretest.

8. Steps 3 through 5 are then repeated in the main study.

Some final comments are in order. All statements should be expressions of desired behavior and not statements of fact. Two persons with decidedly different attitudes may agree on fact, and that direction is the only meaningful measure when using statements of facts.

The second concern is that a Likert scale is one-stage, combining the measurement of both intensity and direction. As stated earlier, this may lead to reluctance on the part of respondents to either give extreme scores or to use the extreme

position on an individual scale item (central tendency error). To compensate for this situation, researchers can use the longer two-stage format, whereby direction and intensity are separate evaluations.

Multi-Item Scales

In contrast to the approaches for scaling stimuli (attributes) just discussed, researchers have also developed techniques for scaling respondents along an attitude continuum of interest. Two better-known procedures for doing this are the summated scale and the Q-sort technique.

Each type of scale discussed in this chapter can be used either alone or as part of a multi-item scale measuring a construct. A multi-item scale consists of a number of closely related individual attribute items that are rated, and when taken together result in a composite score, forming an index. Multi-item scales are used when measuring complex psychological constructs that are not easily defined by just one rating scale or captured by just one question. The major steps in constructing a multi-item scale are first to clearly and precisely define the construct of interest. This is critical as a scale cannot be developed until it is clear just what the scale is intended to measure. This is followed by the design and evaluation of the scale. A pool of items is developed and a pilot study conducted to further refine the scale and move toward the final version. Validation studies are conducted to arrive at the final scale. Of concern is construct validation, in which researchers assess whether or not the scale measures what it is supposed to measure. At the same time that validity data are collected, normative data can also be collected. Norms describe the distributional characteristics of a given population on the scale. Individual scores on the scale can then be compared and interpreted in relation to the distribution of scores in the population.

A good multi-item scale is both reliable and valid. Reliability is assessed by the scale's stability across repeated measures (test-retest reliability) and internal consistency reliability of the individual item measures (coefficient alpha). According to Spector (1992), several other characteristics of a good multi-item scale include:

- The items should be clear, well-written, and contain a single idea.
- The scale must be appropriate to the population of people who use it, such as having an appropriate reading level.
- The items should be kept short and the language simple.
- Researchers should consider possible biasing factors and sensitive items.

An example of a multi-item scale is the CETSCALE, developed to measure consumer ethnocentrism within a nation (Shimp & Sharma, 1987). This scale uses a 7 point Likert agreement scale. A Cetscale score for an individual respondent is derived as a sum of item ratings and produces scores ranging from 17 to 119 with higher numbers indicating greater consumer ethnocentrism. One compilation of many different multi-item scales frequently used in consumer behavior and marketing research is provided by Bearden and Netemeyer (1999) in the Handbook of Marketing Scales.

Table 3   Example of a Multi-Item Scale: Consumer Ethnocentrism (CETSCALE)

1. American people should always buy American-made products instead of imports.
2. Only those products that are unavailable in the United States should be imported.
3. Buy American-made products. Keep America working.
4. American products first, last and foremost.
5. Purchasing foreign-made products is un-American.
6. It is not right to purchase foreign products.
7. A real American should always buy American-made products.
8. We should purchase products in America instead of letting other countries get rich off us.
9. It is always best to purchase American products.
10. There should be very little trading or purchasing of goods from other countries unless out of necessity.
11. Americans should not buy foreign products, because this hurts American business and causes unemployment.
12. Curbs should be put on all imports.
13. It may cost me in the long run, but I prefer to support American products.
14. Foreigners should not be allowed to put their products on our markets.
15. Foreign products should be taxed heavily to reduce their entry into the United States.
16. We should buy from foreign countries only those products that we cannot obtain within our own country.
17. American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.

NOTE: *Items composing the 10-item reduced version are items 2, 4 through 8, 11, 13, 16, and 17.*

Predictions from attitude scales, preference ratings, and the like still must be transformed into measures (sales, market share) of more direct value to the marketer. In many cases, we still do not know how verbalized product ratings, attitudes about corporations, and so on translate into the purchase behavior and sales and profitability measures indicative of effective marketing actions.

Summary

This appendix focused on general concepts of measurement. We discussed the role of definitions, and defined concepts, constructs, variables, operational definitions, and propositions. We then examined measurement, what it is and how measurement relates to developing scales. Also, we briefly discussed alternative causes of variation within a set of measurements. Different types of scales that are commonly used in marketing research were also discussed, as were advanced techniques for scaling stimuli and respondents.

As an appendix to this chapter, we further discuss rules for writing good questions and reducing ambiguity in the survey process. We also discuss the major categories of validity and reliability that should be well-thought-out to produce an unbiased study.

Demographic and Survey Administration Questions

You'll often ask some of the same questions in every survey.

You can plug these into any survey and make your survey building even easier.

Demographics, survey administration, and other frequently re-used questions.

Regularly Asked Questions

Some questions you'll ask in just about any survey. These questions appear in many shapes and sizes and discuss everything from demographics to informed consent.

Use this chapter as a resource for commonly asked questions.You can append each of these questions to any survey, including any of the surveys referenced in this book. Each will help you to acquire important information.

As a reminder, not all questions are appropriate for all surveys. Whenever you use one of these questions, be sure that it is positioned correctly in the survey flow, that it is appropriate for your target audience, and that it uses terms and tense consistent with the rest of your survey.

Demographic Questions (What are they? Why do they matter?)

Have you ever noticed how television commercials change based upon the program you're watching?

You wouldn't expect to see a children's toy commercial late at night, beer commercials during Saturday morning cartoons, or a sports figure during afternoon soap operas. Smart advertisers use demographics to target commercials in order to get the most bang for their buck.

Similarly, researchers use demographics to segment their audiences and discover hidden trends.

Running a business for a "general population" is almost impossible. Targeting profitable market segments is an important business fundamental. Demographic questions enable you to find unique groups, trends in their behavior, and more efficient ways to target and serve them.

Finding these trends in key markets has allowed leading businesses, non-profit organizations, government agencies, and political candidates to segment their audiences and succeed in working with them.

Here are some typical demographic questions that our experts have reviewed. Some are standard U.S. Census questions, as indicated by "(U.S. Census)." Feel free to use any of them as part of your own research.

AGE

Age can mean everything.

TV shows, deodorant brands, and vacation packages are targeted based upon the typical consumer's age. Even politicians segment their audiences by age. For example, President Barack Obama won the 2008 election due to his dominance among young voters.

Knowing how different age groups view your product can be a game changer. That's why many surveys include age-specific questions.

The answer choices to an age question are dependent upon your target audience. A survey about pop music will probably include different age options than a survey about retirement homes. Still scales should allow people of all ages to respond accurately. An "under X" or "over Y" statement is a good way to do this.

Many people are sensitive about their age. For this reason, forcing an answer on age questions is generally discouraged.

What is your age?

○ Under 5 years	○ 20 to 24 years	○ 40 to 44 years	○ 60 to 64 years	○ 80 to 84 years
○ 5 to 9 years	○ 25 to 29 years	○ 45 to 49 years	○ 65 to 69 years	○ 85 to 89 years
○ 10 to 14 years	○ 30 to 34 years	○ 50 to 54 years	○ 70 to 74 years	○ 90 years or over
○ 15 to 19 years	○ 35 to 39 years	○ 55 to 59 years	○ 75 to 79 years	

What was your age (in years) as of January 1, 2012?

○ Under 15 years	○ 35 to 44 years	○ 65 to 74 years
○ 15 to 24 years	○ 45 to 54 years	○ 75 to 84 years
○ 25 to 34 years	○ 55 to 64 years	○ 85 years or over

What is your current age? (U.S. Census)

[▲▼]

EDUCATION

Do all of your customers have Master's degrees? Perhaps college-educated customers love your service but high school drop-outs find it lacking.

Segmenting your customers by education level can reveal unique trends. Knowing who to target can improve any business.

Education questions tend to ask about the highest level of education completed by an individual or family.

What is the highest level of education you have completed?

○ Less than High School   ○ Some College   ○ 4-year College Degree   ○ Doctoral Degree

○ High School / GED   ○ 2-year College Degree   ○ Masters Degree   ○ Professional Degree (JD, MD)

EMPLOYMENT

Does a product cater to a certain industry, pay grade, or experience level? Powerful companies have lost market share and even gone out of business because they catered to the wrong industry or occupation of workers within an industry. That's why many companies ask employment questions in their surveys.

Employment questions can cover a wide range of issues. They typically address topics such as industry, job function, organization type, organization size, years of experience, and income questions. You can find each of the many formats shown below in the Qualtrics Question Library.

INDUSTRY

In which industry are you currently employed?

○ Forestry, fishing, hunting or agriculture support   ○ Wholesale trade   ○ Real estate or rental and leasing   ○ Health care or social assistance

○ Mining   ○ Retail trade   ○ Professional, scientific or technical services   ○ Arts, entertainment or recreation

○ Utilities   ○ Transportation or warehousing   ○ Management of companies or enterprises   ○ Accommodation or food services

○ Construction   ○ Information   ○ Admin, support, waste management or remediation services   ○ Other services (except public administration)

○ Manufacturing   ○ Finance or insurance   ○ Educational services   ○ Unclassified establishments

---

Please indicate your occupation:

- ○ Management, professional, and related
- ○ Service
- ○ Sales and office
- ○ Farming, fishing, and forestry

- ○ Construction, extraction, and maintenance
- ○ Production, transportation, and material moving
- ○ Government

- ○ Retired
- ○ Unemployed
- ○ Other

JOB FUNCTION

What is your current occupation? (U.S. Census, 17 Categories)

- ○ Managerial or professional specialty (000-202):
- ○ Executive, administrative, or managerial (000-042)
- ○ Professional specialty (043-202)
- ○ Technical, sales, or administrative support (203-402):
- ○ Technicians or related support (203-242)
- ○ Sales (243-302)

- ○ Administrative support or incl. clerical (303-402)
- ○ Service (403-472):
- ○ Private household (403-412)
- ○ Protective service (413-432)
- ○ Service, exc. protective or household (433-472)
- ○ Farming, forestry, or fishing (473-502)

- ○ Precision production, craft, or repair (503-702)
- ○ Operations, fabrication or labor (703-902):
- ○ Machine operation, assembly, or inspection (703-802)
- ○ Transportation or material moving (803-863)
- ○ Handling or cleaning equipment, help or labor (864-902)

Which occupational category best describes your employment? (U.S. Census, 40 Categories)

- ○ Management: professional or related occupations
- ○ Management: business or financial operations occupations
- ○ Management occupations, except farmers and farm managers
- ○ Farmers and farm managers
- ○ Business and financial operations
- ○ Business operations specialists
- ○ Financial specialists
- ○ Computer or mathematical
- ○ Architects, surveyors, cartographers, or engineers
- ○ Drafters, engineering, or mapping technicians
- ○ Life, physical, or social science
- ○ Community and social services

- ○ Legal
- ○ Education, training, or library
- ○ Arts, design, entertainment, sports, or media
- ○ Health diagnosing or treating practitioners & technical occupations
- ○ Health technologists or technicians
- ○ Health care support
- ○ Fire fighting, prevention or law enforcement workers, (including supervisors)
- ○ Other protective service workers (including supervisors)
- ○ Food preparation or serving-related
- ○ Building, grounds cleaning or maintenance
- ○ Personal care or service
- ○ Sales or related occupations

- ○ Office or administrative support
- ○ Farming, fishing, or forestry
- ○ Supervisors, construction or extraction
- ○ Construction trades workers
- ○ Extraction workers
- ○ Installation, maintenance, or repair occupations
- ○ Production
- ○ Supervisors, transportation or material moving
- ○ Aircraft or traffic control
- ○ Motor vehicle operators
- ○ Rail, water or other transportation
- ○ Material moving

ORGANIZATION TYPE

Where are you employed? (U.S. Census)

○ PRIVATE-FOR-PROFIT company, business or individual, for wages, salary or commissions

○ PRIVATE-NOT-FOR-PROFIT, tax-exempt, or charitable organization

○ Local GOVERNMENT employee (city, county, etc.)

○ State GOVERNMENT employee

○ Federal GOVERNMENT employee

○ SELF-EMPLOYED in own NOT INCORPORATED business, professional practice, or farm

○ SELF-EMPLOYED in own INCORPORATED business, professional practice, or farm

○ Working WITHOUT PAY in family business or farm

ORGANIZATION SIZE

How many employees work in your establishment?

○ 1-4   ○ 20-49   ○ 250-499

○ 5-9   ○ 50-99   ○ 500-999

○ 10-19   ○ 100-249   ○ 1000 or more

How many employees work in your establishment?

1–99	100–499	500–999	1000–4999	5000+
○	○	○	○	○

What is the annual revenue of your place of business?

○ $0–$99,999   ○ $1,000,000–$9,999,999

○ $1000,000–$999,999   ○ $10,000,000+

YEARS OF EXPERIENCE

How many years of professional, full-time work experience in the accounting industry do you have?

0–2	3–7	8–15	16–25	26+
○	○	○	○	○

REVENUE AND INCOME

What is the annual revenue of your place of business?

- ○ Below $20,000
- ○ $20,000–$29,999
- ○ $30,000–$39,999
- ○ $40,000–$49,999
- ○ $50,000–$59,999
- ○ $60,000–$69,999
- ○ $70,000–$79,999
- ○ $80,000–$89,999
- ○ $90,000 or more

What is your annual salary (including bonuses and commissions) in U.S. dollars?

- ○ $0–$25,000
- ○ $25,001–$50,000
- ○ $50,001–$75,000
- ○ $75,001–$100,000
- ○ $100,001–$125,000
- ○ $125,001–$150,000
- ○ $150,001–$175,000
- ○ $175,001–$200,000
- ○ $200,001+

What is your combined annual household income?

- ○ under $20,000
- ○ $20,00–$29,999
- ○ $30,000–$39,999
- ○ $40,000–$49,999
- ○ $50,000–$59,999
- ○ $60,000–$69,999
- ○ $70,000–$79,999
- ○ $80,000–$89,999
- ○ $90,000–$99,999
- ○ $100,000–$109,999
- ○ $110,000–$119,999
- ○ $120,000–$129,999
- ○ $130,000–$139,999
- ○ $140,000–$149,999
- ○ $150,000+

FAMILY

In the world of soccer moms and NASCAR dads, researchers often segment users based on family relationships.

A single mother with seven children lives in a different world than a newlywed couple or a bachelor.
Family questions are often about marital status or children. We often ask about education, employment, health, and other demographic questions regarding the respondent's spouse or children.

Like many demographic questions, family questions can be sensitive. Use caution and consider allowing respondents to opt out of a question that could make them uncomfortable.

YEARS OF EXPERIENCE

How many children (under the age of 18) are currently living in your household?

- ○ 0
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5+

How many children do you have (including step-children)?

- ○ 0
- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5
- ○ 6
- ○ 7
- ○ 8
- ○ 9
- ○ 10
- ○ 11
- ○ 12+

In which educational categories do you have children? Please select all that apply. (U.S. Census)

- ☐ Less than 3 years old
- ☐ Nursery school or preschool
- ☐ Kindergarten
- ☐ Elementary: grades 1–4
- ☐ Elementary: grades 5–8
- ☐ High School: grades 9–12
- ☐ College, undergraduate
- ☐ Graduate or professional school

What is the highest level of education one of your children has completed?

- ○ Less than High School
- ○ High School / GED
- ○ Some College
- ○ 2-year College Degree
- ○ 4-year College Degree
- ○ Master's Degree
- ○ Doctoral Degree
- ○ Professional Degree (JD, MD)

MARITAL STATUS / FAMILY STRUCTURE

Please indicate your marital status:

○ Single   ○ Separated   ○ Widowed

○ Married   ○ Divorced   ○ Never Married

Please indicate your current family structure.

○ Single without children   ○ Married without children   ○ Life partner without children

○ Single with children   ○ Married with children   ○ Life partner with children

What is your family structure? (U.S. Census)

○ In a married-couple family   ○ In a group of unrelated subfamilies

○ In a family with female householder, no spouse present   ○ Unrelated individuals

○ In a family with male householder, no spouse present

GENDER

Gender is one of the most fundamental demographic questions. Whether it is for political polls or consumer products, gender often reveals disparity in opinions. For this reason, gender is among the most commonly used demographics for segmenting results.

What is your gender?

○ Male
○ Female

LOCATION

Do you want to know where customers currently live, where they were born, or their nationality?

You may change what locations you ask about depending upon the survey. In international business, you may only want to ask about country. At a local gas station, you might ask for a city or even a ZIP code.

Because of the length of these lists, location questions are most often asked in drop-down list format.

CURRENTLY LIVING, BIRTH, NATIONALITY

In which state do you currently reside?

In which country do you reside?

Please select the state and county in which you currently reside.

State:
County:

In which state were you born?

In which country were you born?

In which countries do you hold citizenship?

Click to write Choice 1

Click to write Choice 2

Click to write Choice 3

Are you a citizen of the United Kingdom?

○ Yes

○ No

RACE

As a politically-charged and sensitive subject, race is a topic to avoid if possible. However, asking respondents about their race may be necessary on occasion. Be aware that depending on the perceived use of the data, race questions may be answered incorrectly. Also, many countries are melting pots of cultures and races. Individuals increasingly have multi-racial backgrounds, so check box questions with check all that apply instructions are increasingly appropriate.

If you ask for racial information, always be sure to give respondents the opportunity to not answer. The best way to do this is to create a "prefer not to answer" option in the question text.

What is your race?

○ White/Caucasian	○ Hispanic	○ Native American	○ Other _____
○ African American	○ Asian	○ Pacific Islander	○ Prefer Not to Answer

Survey Adminstration Questions

A question doesn't have to be demographic to be asked regularly. University Institutional Review Boards (IRB), and legal departments often require that informed consent questions be asked in surveys.

These questions will give you a feel for other common survey questions.

INFORMED CONSENT

Informed consent is often a legal necessity for research. Whether an informed consent question is required by your IRB, legal department, or conscience, we have an example prepared for you.

Our example is remarkably specific, as is the standard for informed consent questions. Add or remove sections as deemed necessary by your IRB. This study example attempts to collect information about differences in individual perception of older role models.

. . . .

PROCEDURES

You will be shown a photograph and short biography of a simulated potential professor and asked to complete a short questionnaire about the person in the photograph. The questionnaire is made up of 15 questions and will take approximately 20 minutes or less. Questions are designed to determine how you expect a simulated professor will behave in a class setting based on your past experience. This questionnaire will be conducted with an online Qualtrics-created survey.

RISKS/DISCOMFORTS

Risks are minimal for involvement in this study. However, you may feel emotionally uneasy when asked to make judgments based on the photograph and biography provided. Although we do not expect any harm to come to any participants due to electronic malfunction of the computer, it is possible though extremely rare and uncommon.

BENEFITS

There are no direct benefits for participants. However, it is hoped that through your participation, researchers will learn more about which qualities students prefer in professors.

CONFIDENTIALITY

All data obtained from participants will be kept confidential and will only be reported in an aggregated format (only reporting combined results and never reporting individual results). All questionnaires will be concealed, and no one other than the primary investigator and assistant researchers listed below will have access to them. The data collected will be stored in the HIPAA-compliant, secure database until it has been deleted by the primary investigator.

COMPENSATION

There is no direct compensation; however, participants may earn extra academic credit, at the discretion of their professors.

PARTICIPATION

Participation in this research study is completely voluntary. You have the right to withdraw at any time or to refuse to participate entirely without jeopardy to your academic status, GPA or standing with the university. If you desire to withdraw, please just close your Internet browser and feel free to inform the principal investigator at this email principleinvestigator@fakeemail555.com or tell them as you leave.

QUESTIONS ABOUT THE RESEARCH

If you have questions regarding this study, you may contact (Principal Investigator), at 555–555–5555, principleinvestigator@fakeemail555.com or (Assistant 1) 888–888–8888, assistant1@fakeemail555.com, (Assistant 2) 777–777–7777, assistant2@fakeemail555.com.

QUESTIONS ABOUT YOUR RIGHTS AS RESEARCH PARTICIPANTS

If you have questions you do not feel comfortable asking the researcher, you may contact Dr John Doe, 222–222–2222, 1030 SOC. HALL, dr_john_doe@greatuniversity.edu. Or contact the director of your University's Institutional Review Board, Bob Irb, 888-888-8888, bobirb@greatuniversity.edu.

I have read, understood, and printed a copy of, the above consent form and desire of my own free will to participate in this study.
- ○ *Yes*
- ○ *No*

ATTENTION FILTERS FOR SPEEDERS AND CHEATERS

When you create an online survey, there is always a risk that respondents are just "clicking through" without actually looking at the content of a survey.

Fortunately, there is an easy remedy... an attention filter.

An attention filter is a trick question that typically uses a large block of text. In the center, it will ask the respondent to answer in a certain way.

You can then use skip logic to send anyone who answers incorrectly to the end of the survey. You can also track them and prevent "click throughs" from receiving any reward you offered for responding.

Example 1

> *Recent research on decision making shows that choices are affected by context. Differences in how people feel, their previous knowledge and experience, and their environment can affect choices. To help us understand how people make decisions, we are interested in information about you. Specifically, we are interested in whether you actually take the time to read the directions; if not, some results may not tell us very much about decision making in the real world. To show that you have read the instructions, please ignore the question below about how you are feeling and instead check only the "none of the above" option as your answer.*

Please check all the words that describe how you are currently feeling.

○ Interested	○ Hostile	○ Nervous
○ Distressed	○ Enthusiastic	○ Determined
○ Excited	○ Proud	○ Attentive
○ Upset	○ Irritable	○ Hittery
○ Strong	○ Alert	○ Active
○ Guilty	○ Ashamed	○ Afraid
○ Scared	○ Inspired	○ None of the above

Example 2

> *The political environment surrounding the nations of the world has deteriorated at a rapid pace. Many researchers have tried to study these trends and determine why certain nations seem to disagree with each other. Some have speculated that nations don't listen to each other. Similarly, we find that many people don't read the questions in surveys. If you want your response to count, please select Latvia and ignore the rest of this text. This is an important study that will help examiners know and understand your views of the nations of the world.*

Please select the three nations that you are most familiar with.

○ Argentina	○ India	○ Russia
○ Brazil	○ Italy	○ Taiwan
○ Colombia	○ Lithuania	○ Ukraine
○ Chine	○ Latvia	○ United Kingdom
○ Estonia	○ Macedonia	○ United States
○ France	○ Mongolia	○ Uruguay
○ Germany	○ Korea	○ Uzbekistan

"TRAP" QUESTIONS

Trap questions are designed to trap individuals who are speeding or cheating as they take the survey. Like large text block questions, these questions are inserted into the survey flow and require specific answers given in the question.

The intent of the questions is obvious and if seen would be answered correctly. However, the questions are placed within a matrix question, thereby making them somewhat difficult for a speeder to spot. These questions are either answered correctly or not, and a speeder will rarely answer all of them correctly. Trap questions are easy to design, as show below.

- If you live in the U.S. select Strongly Agree (Strongly Disagree – Strongly Agree)
- Please answer very unhappy (Very Unhappy – Very Happy)
- How happy are you with receiving a very large bill from the IRS (Very Unhappy – Very Happy)
- The sun rotates around the earth (Strongly Disagree – Strongly Agree)
- Obama was the first American president (Strongly Disagree – Strongly Agree)
- I've never heard of Facebook (Not at all like me – Just like me)

REVERSE WORDING OF QUESTIONS

Reverse wording changes the direction of the scale by asking the question in a positive (or negative) voice. The point of reverse wording is that the question is asked twice (in different areas of the survey), once using the positive voice and once using the negative voice. Once the negative version's scale is reversed, the score should be the same for both versions. If respondents consistently an outlier on the reversed scaled, they are obviously not reading the questions closely and are using a keystroke pattern or putting most answers in a given colum.

- I trust Obama's judgment regarding the economy
- I do not trust Obama's judgment regarding the economy [reversed]

TIMING

Timing questions, as discussed in the chapter on question types, have two important uses: First, timing questions are are very helpful in conducting experiments where it is important to track response times. It is also helpful in identifying respondents who speed through a survey, spending only a few second on each page.

The timing question is valuable because you can see how long respondents were on a page. This is a powerful tool at your disposal to monitor the quality of your response data.

Information gathered by timing questions:

- **FIRST CLICK:** Amount of time that passed before the respondent's first click on page
- **LAST CLICK:** Amount of time that passed before respondent's last click on page before clicking the Next (>>) button.
- **PAGE SUBMIT:** Amount of time that passed before respondent clicked Submit/Next button on page. This is similar to Last Click.
- **CLICK COUNT:** Total amount of times respondent clicked on the page.

Timing questions are not displayed to respondents, though they are shown under Survey Preview mode for testing purposes (select "Do Not Show Hidden Questions" to not display in preview mode).

Measuring Customer Satisfaction

Customer satisfaction surveys measure how well a company's products or services meet customer expectations. Expectations reflect many aspects of the company's business activities including the actual product and service. Properly constructed customer satisfaction measures tap into the customer's lifetime of product and service experience, and include the events that occur during consumption, as well as the final outcomes of the experience.

Why Is Customer Satisfaction So Important?

High levels of customer satisfaction (with pleasurable experiences) are strong predictors of customer retention, customer loyalty, and product repurchase. Effective businesses focus on creating and reinforcing pleasurable experiences so that they might retain existing customers and add new customers.

Attribute importance and performance are critical to marketing success of products and services. As shown in Figure 6.1, attributes underperforming relative to attribute importance are in need of improvement and should receive additional focus.
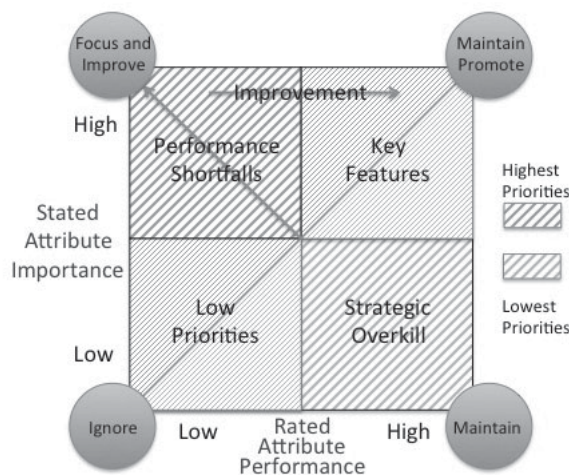
Figure 6.1 Importance – Performance Strategy Matrix

When Should Customer Satisfaction Be Measured?

Proper timing of customer satisfaction surveys depends on the type of product or service provided, the type and number of customers served, the longevity and frequency of customer/supplier interactions, and the intended use of the results. Three very different approaches to measuring customer satisfaction exist, each produce meaningful and useful results but are appropriate for different situations, uses, and needs:

POST PURCHASE EVALUATIONS

Post purchase evaluations reflect the satisfaction of the individual customer at the time of product or service delivery (or shortly thereafter). This type of satisfaction survey is typically used as part of CRM (Customer Relationship Management) and VOC (Voice of the Customer) systems. Each focuses on securing a long term relationship with the individual customer.

PERIODIC SATISFACTION SURVEYS

Periodic satisfaction surveys provide an occasional snapshot of customer experiences and expectations and are conducted for specific groups of consumers on a periodic basis.

CONTINUOUS SATISFACTION TRACKING

Continuous satisfaction tracking is often part of a management initiative to assure quality is at high levels over time. Benchmarking satisfaction as a NPS (Net Promoter Score) would be an example. You can base tracking on post-purchase evaluations or a succession of regular customer satisfaction surveys (conducted daily, monthly, quarterly, etc.).

Regardless of the approach, satisfaction surveys provide an understanding of customers' expectations and satisfaction. They usually have multiple questions that address satisfaction on many different levels, such as overall satisfaction, satisfaction with different service providers from the organization, satisfaction with individual product and service attributes, and satisfaction with the benefits recorded as a result of purchase. Satisfaction measurement is like peeling away layers of an onion-each layer reveals yet another deeper layer, closer to the core.

Operators Influence Customer Satisfaction

Customers are generally satisfied because they evaluate the performance experience of a product or service and find that it compares well, relative to external norms and expectations. This process is based on a variety of comparative operators that include expectations, needs, ideal concepts (of excellence and quality), values (higher order human goals), equity (fairness), and regret (dissonance about events that might have been). As these operators mediate product and service performance, consumers develop judgments about the degree and source of satisfaction and dissatisfaction.
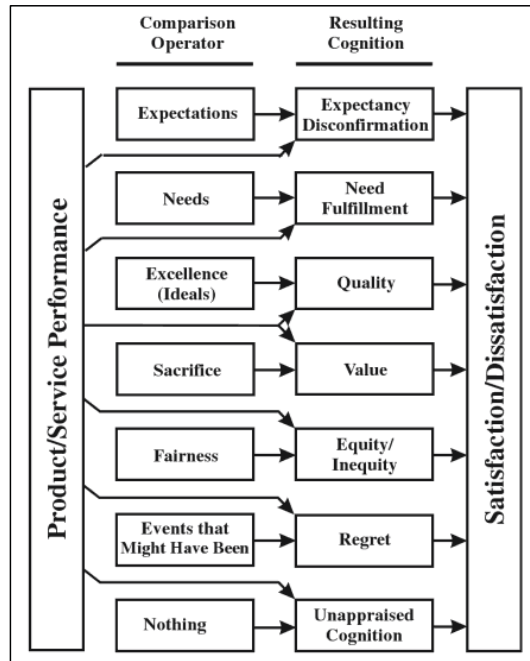
Figure 6.2 Satisfaction Operators
Source: Richard L. Oliver (2010), Satisfaction: a behavioral perspective on the consumer.

Measures of Customer Satisfaction

Customer satisfaction surveys will often include measures of satisfaction, that reflect emotion, judgment, and behavior, including:

- Overall measures of customer satisfaction
- Affective (emotional-liking) measures of customer satisfaction
- Cognitive (decision making) measures of customer satisfaction
- Behavioral measures of customer satisfaction
- Expectancy value measures of customer satisfaction
- Intentions of future purchases

Let's consider each in a little more detail. Because general measures of customer satisfaction usually involve product fulfillment, we will use product use scenarios to focus on where and how the satisfaction measures are used.

Satisfaction Measurement: Overall Measures of Satisfaction

When we have a great food experience at a favorite local restaurant, we usually want to go back. Here, positive evaluations result in elevated levels of customer satisfaction, which lead to customer loyalty and product repurchase. But measures of satisfaction are not measures of loyalty. Satisfaction measurement questions typically include items such as:

1. AN OVERALL SATISFACTION MEASURE (EMOTIONAL)

Overall, how satisfied are you with "La Jolla Grove restaurant"?

This question reflects the overall opinion of a consumer's satisfaction experience with a product he or she has used.

The single greatest predictors of customer satisfaction are the customer experiences that result in attributions of quality. Perceived quality is often measured in one of three contexts: overall quality, perceived reliability, and the extent to which a product or service is able to fulfill the customer's needs.

It is commonly believed that dissatisfaction is synonymous with purchase regret while satisfaction is linked to positive ideas such as "it was a good choice" or "I am glad that I bought it."

2. A LOYALTY MEASURE (AFFECTIVE, BEHAVIORAL)

Would you recommend "La Jolla Grove restaurant" to your family and friends?

This single question measure is the core NPS (Net Promoter Score) measure.

Customer loyalty reflects the likelihood of repurchasing products or services. Customer satisfaction is a major predictor of repurchase but is strongly influenced by explicit performance evaluations of product performance, quality, and value. Loyalty is often measured as a combination of measures including overall satisfaction, likelihood of repurchase, and likelihood of recommending the brand to a friend. A common measure of loyalty might be the sum of scores for the following three questions:

• Overall, how satisfied are you with [brand]?
• How likely are you to continue to choose/repurchase [brand]?
• How likely are you to recommend [brand] to a friend or family member?

3. A SERIES OF ATTRIBUTE SATISFACTION MEASURES (AFFECTIVE AND COGNITIVE)

How satisfied are you with the "taste" of your entre at La Jolla Grove?
How important is "taste" in your decision to select La Jolla Grove restaurant?

Affect (liking/disliking) is best measured in the context of product attributes or benefits. Customer satisfaction is influenced by perceived quality of product and service attributes, and is moderated by expectations of the product or service. The researcher must define and develop measures for each attribute that is important for customer satisfaction.

Consumer attitudes toward a product develop as a result of product information or any experience with the product, whether perceived or real. Again, it may be meaningful to measure attitudes towards a product or service that a consumer has never used, but it is not meaningful to measure satisfaction when a product or service has not been used.

Cognition refers to judgment: the product was useful (or not useful); fit the situation (or did not fit); exceeded the requirements of the problem/situation (or did not exceed); or was an important part of the product experience (or was unimportant). Judgments are often specific to the intended use application and use occasion for which the product is purchased, regardless if that use is correct or incorrect.

Affect and satisfaction are closely related concepts. The distinction is that satisfaction is "post experience" and represents the emotional affect produced by the product's quality or value.

4. INTENTIONS TO REPURCHASE (BEHAVIORAL MEASURES)

Do you intend to return to the La Jolla Grove restaurant in the next 30 days?

When wording questions about future or hypothetical behavior, consumers often indicate that "purchasing this product would be a good choice" or "I would be glad to purchase this product." Behavioral measures also reflect the consumer's past experience with customer service representatives.

Satisfaction can influence other post-purchase/post-experience actions like communicating to others through word of mouth and social networks. Additional post-experience actions might reflect heightened levels of product involvement that in turn result in increased search for the product or information, reduced trial of alternative products, and even changes in preferences for shopping locations and choice behavior.

EXHIBIT 7.1 CUSTOMER LOYALTY MEASURES

Measures of loyalty are imperfect predictors of the brand switching that occurs in actual consumer purchase situations. Customers switch brands because of out of stock situations, inconvenience of going to a store that has the preferred brand, or lack of commitment to the brand. This latter condition has been addressed by Gallup in the identification of four emotional states that are indicative of the degree of commitment and brand loyalty.

CONSTRUCT	TYPICAL MEASURES
Confidence in the brand	[Brand] is a name I can trust [Brand] always delivers on what they promise.
Integrity of the brand	[Brand] always treats me fairly. If a problem arises, I can always count on [brand] to reach a fair and satisfactory resolution.
Pride in the brand	I feel [Brand] always treats me with respect. I feel proud to be a [Brand] customer.
Passion for the brand	[Brand] is the perfect company for people like me. I can't imagine a world without [Brand].

The application of these loyalty scales enables the differentiation of brands, companies, and even industries according to how well they are "engaging" their customers. Measuring customer loyalty opens the door for the creation of performance benchmarks. Customer experience can be tracked and improved to create an image of trust, confidence, and fairness.

Customer loyalty is created by front-line employees who interact with the customer. Every company faces the challenge of escalating customer expectations. Customer loyalty and retention are increased by meeting expectations in a timely and effective manner.

Satisfaction Measurement: Perceived Value Measures

Value is the "overall price divided by quality" or the "overall quality divided by price." Perceived value is measured in many ways including overall value received, expectations of the price that should be paid, and may involve even more rigorous methodologies like the Van Westendorp pricing analysis and conjoint analysis. Qualtrics advanced question types and the online survey university contain white papers and tutorials about these topics.

Buyers use price as a primary indicator of quality when other attributes and benefits are little understood. Later, as repeat purchases are made and product knowledge increases, price may be reduced in importance. This may reflect a decision simplification strategy that makes shopping or purchase decisions easier or may even reflect increased customer loyalty.

Incorporating Expectations Into Measures of Customer Satisfaction

Customer satisfaction reflects the expectations and experiences that the customer has with a product or service. Expectations reflect both past and current product evaluation and use experiences. For example, major purchases are researched before purchase. We collect information from advertising and salespersons, we talk to friends and associates, and we may even test the product. This information influences our expectations and gives us the ability to evaluate quality, and value and the ability of the product or service to meet our needs.

Customers hold both explicit and implicit performance expectations for attributes, features, and benefits of products and services. The nature of these expectations will dictate the form and even the wording of satisfaction questions. You can develop evaluations using many different perspectives on expectations.

EXPLICIT EXPECTATIONS

Explicit expectations are mental targets for product performance, such as well-identified performance standards. For example, if expectations for a color printer were for 17 pages per minute and high quality color printing, but the product actually delivered 3 pages per minute and good quality color printing, then the cognitive evaluation comparing product performance and expectations would be 17 PPM − 3 PPM + High − Good, with each item weighted by the associated importance.

IMPLICIT EXPECTATIONS

Implicit expectations reflect established norms of performance. Implicit expectations are established by business in general, other companies, industries, and even cultures. An implicit reference might include wording such as "Compared with other companies…" or "Compared to the leading brand…"

STATIC PERFORMANCE EXPECTATIONS

Static performance expectations address how performance and quality are defined for a specific application. Performance measures related to quality of outcome may include the evaluation of accessibility, customization, dependability, timeliness, accuracy, and user friendly interfaces. Static performance expectations are the visible part of the iceberg; they are the performance we see and—often erroneously—are assumed to be the only dimensions of performance that exist.

DYNAMIC PERFORMANCE EXPECTATIONS

Dynamic performance expectations are about how the product or service is expected to evolve over time. Dynamic expectations may be about the changes in support, product, or service needed to meet future business or use environments. Dynamic performance expectations may help to produce "static" performance expectations as new uses, integrations, or system requirements develop and become more stable.

TECHNOLOGICAL EXPECTATIONS

Technological expectations focus on the evolving state of the product category. For example, mobile phones are continually evolving, leading to higher expectations of new features. Mobile service providers, in an effort to limit a consumer's

ability to switch to new technology phones, have marketed rate plans with high cancellation penalties for switching providers, but with liberal upgrade plans for the phones they offer. The availability of low profile phones with email, camera, MP3, blue tooth technology, and increased storage will change technology expectations as well as the static and dynamic performance expectations of the product. These highly involving products are not just feature based, but raise expectations that enhance perceptions of status, ego, self-image, and can even evoke emotions of isolation and fear when the product is not available.

INTERPERSONAL EXPECTATIONS

Interpersonal expectations reflect the relationship between the customer and the product or service provider. Person to person relationships are increasingly important, especially where products require support for proper use and functioning. Support expectations include interpersonal sharing of technical knowledge, ability to solve a problem, ability to communicate, reduced time to problem resolution, courtesy, patience, enthusiasm, helpfulness, assurance that they understood my problem and my situation, communication skills, and customer perceptions regarding professionalism of conduct, often including image and appearance.

SITUATIONAL EXPECTATIONS

In building a customer satisfaction survey, it is also helpful to evaluate why pre-purchase expectations or post-purchase satisfaction may or may not be fulfilled or even measurable. The following conditions may be considered:

1. Expectations may not include unanticipated service attributes that are new to that consumer.
2. Expectations may be based on vague images, thereby creating wide latitude of acceptable performance and expected satisfaction.
3. Product performance expectations and evaluations may be sensory and not cognitive, as in expectations of taste, style or image. Such expectations are not only difficult to evaluate and understand, but may change over time and with consumption.
4. The product use may attract so little attention as to produce no conscious affect or cognition (evaluation). When measured, this results in meaningless satisfaction or dissatisfaction information.
5. There may have been unanticipated benefits or consequences of purchasing or using the product (such as a uses, usage situations, or features not anticipated with purchase).
6. The original expectations may have been unrealistically high or low.
7. The product purchaser, influencer and user may have each been a different type of individual, each having different expectations.

Your research study may also benefit from considering expectations related to perceived quality and value.

Measuring Customer Expectations and Satisfaction

Parasuraman, Ziethaml, and Berry (1998) introduced a service satisfaction scale called SERVQUAL. SERVQUAL identifies service expectations and performance gaps that organizations should measure and manage. The five generic dimensions of the scale include tangibles, reliability, responsiveness, assurance, and empathy. SERVQUAL has become the standard for service quality measurement.

Recent research has shown that as would be expected, the SERVQUAL satisfaction dimensions will vary depending on the application (high tech vs. health care vs. leisure services, etc.). Applications of the SERVQUAL instrument are found in the Qualtrics survey library. In the full instrument, 22 individual statements are organized along five general dimensions or factors:

1. **TANGIBLES:** Physical facilities, equipment, and appearance of employees.
2. **RELIABILITY OF SERVICE:** Ability to perform the promised service dependably and accurately.
3. **RESPONSIVENESS:** Willingness to help customers and provide prompt services.
4. **ASSURANCE (COMPETENCE, COURTESY, CREDIBILITY, AND SECURITY):** Knowledge and courtesy of employees and their ability to inspire confidence and trust.
5. **EMPATHY (ACCESS, COMMUNICATION, UNDERSTANDING):** Ability of employees to deliver caring, personal attention.

These statements may be weighted and analyzed by their dimension importance or summed for an overall service quality score.

MODIFIED SERVQUAL INSTRUMENT
(M. Guiry and D. G. Vequist (2011), Medical Tourist's Evaluation of Service Quality, Health Mark Quarterly. Jul-Sep; 28(3): 253-69)

(Based on SERVQUAL: Parasuraman, A., Zeithaml, V. A. and Berry, L. (1991), Refinement and Reassessment of the SERVQUAL Scale, Journal of Retailing, Vol. 67 Issue 4, ss. 420-5)

Perceptions Section
DIRECTIONS: The following set of statements relate to your feelings about XYZ Company's repair service. For each statement, please show the extent to which you believe XYZ has the feature described by the statement. Selecting a "1" means that you strongly disagree that XYZ has that feature, and circling a "7" means that you strongly agree. You may circle any of the numbers in the middle that show how strong your feelings are.
There are no right or wrong answers - all we are interested in is a number that best shows your perceptions about XYZ's repair service.

		Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
TANGIBLES		○	○	○	○	○	○	○
P1. Health care facilities have up-to-date equipment.		○	○	○	○	○	○	○
P2. Health care facilities have visually appealing physical structures / buildings.		○	○	○	○	○	○	○

P3. Health care facility employees appear neat.		○	○	○	○	○	○	○
RELIABILITY		○	○	○	○	○	○	○
P4. Health care facilities provide their services at the time they promise to do so.		○	○	○	○	○	○	○
P5. Health care facilities are sympathetic and reassuring.		○	○	○	○	○	○	○
P6. Health care facilities are accurate in their billing.		○	○	○	○	○	○	○
RESPONSIVENESS		○	○	○	○	○	○	○
P7. Health care facility employees tell patients exactly when services will be performed.		○	○	○	○	○	○	○
P8. Patients receive prompt service from health care facility employees.		○	○	○	○	○	○	○
P9. Health care employees are always willing to help patients.		○	○	○	○	○	○	○
ASSURANCE		○	○	○	○	○	○	○
P10. Patients feel safe in their interactions with health care facility employees.		○	○	○	○	○	○	○
P11. Health care facility employees are knowedgeable.		○	○	○	○	○	○	○
P12. Health care facility employees are polite.		○	○	○	○	○	○	○
P13. Health care facility employees get adequate support from their employers to do their jobs well.		○	○	○	○	○	○	○
EMPATHY		○	○	○	○	○	○	○
P14. Health care facility employees give patients personal attention.		○	○	○	○	○	○	○
P15. Health care employees have their patients' best interest at heart.		○	○	○	○	○	○	○

Point-Allocation Question

DIRECTIONS: Listed below are five features pertaining to health care facility and the services they offer. We would like to know how important each of these features is to you when you evaluate a health care facility's quality of service.

Please allocate a total of 100 points among the five features according to how important each feature is to you – the more important a feature is to you, the more points you should allocate to it. Please ensure that the points you allocate to the five features add up to 100.

1. The appearance of the health care facility's physical facilities, equipment, personnel, and communications materials	0
2. The ability of the health care facility to perform the promised service dependably and accurately.	0
3. The willingness of the health care facility to help customers and provide prompt service.	0
4. The knowledge and courtesy of the health care facility's employees and their ability to convey trust and confidence	0
5. The caring, individualized attention the health care facility provides to its customers	0
Total	0

Demographics

**These final few questions will help us to understand your answers.
Again, all information is confidential.**

What is your age?

[dropdown]

What is your gender?

○ Male

○ Female

What is the highest level of education you have completed?

[dropdown]

What is your family structure?

[dropdown]

Which of the following best describe your household situation? (check all that apply)

☐ Children, preschool

☐ Children, elementary school

☐ Children, Jr / Sr. high school

☐

Children, post high school

☐ Grandchildren with one or more of their parents present, living in your home

☐ Grandchildren with neither parent present, living in your home

☐ Parents, inlaws or other adult family in your home

☐ Providing around the clock care for parents, inlaws or others

☐ None of the above

What best describes your employment?

○ Management, professional, and related

○ Service

○ Sales and office

○ Farming, fishing, and forestry

○ Construction, extraction, and maintenance

○ Production, transportation, and material moving

○ Government

○ Retired

○ Disabled

○ Unemployed

○ Other

Which category best represents your combined total annual household income?

[dropdown ▲▼]

What best describes your Race/Ethnicity?
(Multiple items may be selected)

☐ White

☐ Black, African American, Negro

☐ Spanish/Hispanic/Latino, Mexican, Mexican Am., Chicano, Puerto Rican, Cuban, other Spanish/Hispanic/Latino

☐ Asian Indian, Chinese, Philipino, Japanese, Korean, Vietnamese, Native Hawaiian, Guamanian or Chamorro, Samoan, Other Pacific Islander, Other Asian

☐ American Indian, Alaska Native

☐ Other (please specify)

[   ]

In which state or country do you live?

[dropdown ▲▼]

Thank you for your time in helping us at COMPANY to continually improve our products and services.

If you have any questions we can help you with, please contact support@company.com, or call 1-800-123-1234 and a representative will be happy to assist you.

Summary

Customer satisfaction is at the core of human experience, reflecting our liking of a company's business activities, including products and services. In this chapter, we have identified that high levels of satisfaction lead to higher levels of loyalty, product repurchase, and custom retention.

Customer satisfaction, loyalty, and value measures have been demonstrated. Satisfaction is mediated by our expectations and reflect the many aspects of our lives that interface with the world in which we live.

We concluded with an example of the SERVQUAL instrument for measuring satisfaction with service quality.

In our next chapter, we continue our discussion of survey applications by focusing on concept testing and how surveys can help refine ideas to make them more acceptable.

Concept Testing

Potential consumers are involved to provide their reactions to written statements, images or graphics, or actual implementations of the basic idea for the product. Concept testing is most often a Go/No screening that serves to eliminate those concepts that have very little potential.

Writing Concept Test Surveys

Concept Testing: How people, without prompting, interpret a deliberately sketchy idea for a new product or service. Concept testing is most often used in concept development to test the success of a new product idea before it is marketed. Concept analysis is often used as one step in the process of providing "proof of concept."
(Smith and Albaum, 2010)

Concept tests provide the direction and guidance necessary to identify and communicate key product and service benefits and uses, as well as product specific implementations, such as packaging, advertising, sales approaches, product information, distribution, and pricing. Concept tests identify the perceptions, wants, and needs of the product and service users and decision makers. You can integrate each of these dimensions into a concept test survey.

A variety of concept testing survey formats are available and can be implemented. Each helps to minimize risk and maximize revenue when introducing all types of goods and services to the market.

What Can a Concept Test Do For You?

Concept tests reshape and refine ideas so that they have greater potential for market acceptance. Specifically, concept tests:

1. Indicate concentrated segments of the population to which the product appeals.
2. Assess the relative appeal of alternative product ideas/configurations/positions. Features desirable to the targeted market segments are highlighted.
3. Provides necessary information for developing the product and its promotion, distribution, and pricing.

Concept testing provides insight for designing a more optimal product or service. Furthermore, the success of new product ideas can be tested before being marketed. Concept tests are best conducted when the concept has been developed to the point that it conveys the product attributes, the desired positioning and the intended brand personality. Actual product concept tests evaluate the core concept through exposure to a story board, sketches, graphics, or even a product mock-up.

Concept tests are pre-design and differ from the pre-market tests and the test markets. These latter check points are conducted later in the development cycle—based on finalized product designs. Pre-tests and test-markets are final verifications to avoid a major market error.

The term concept test is also sometimes thought of as a "proof of concept," which refers to market viability and market share projections that are often required for venture capital funding.

Concept tests, when made actionable, will laser focus your products and priorities. Specifically, concept tests have the ability to improve the product, shift priorities, and increase the product-market match as explained in the following examples:

Table 7.1   Examples of Future Problems Can Be Solved with Concept Tests

ROADMAP OF DEVELOPMENT PRIORITIES: Development plans are cancelled for three new features because of low importance to customers and high associated development costs.

SCHEDULING AND LAUNCH PRIORITIES: Based on the concept test, a product is given higher priority for launch because of a demonstrated greater market potential. The concept test identifies not only market potential but may identify problems leading to potential failure at launch.

POTENTIAL NEW USES: New product uses are discovered through a new product concept test that may potentially double product sales.

PRODUCT SUPERIORITY: New features are added to the existing product to meet the demands of customers before the competition responds. The proposed features of greatest value now receive top priority for development and implementation. The product gains a competitive advantage by further distancing itself from the competition. Concept tests help you prioritize and implement ahead of the competition.

ELIMINATE PRODUCT DEFICIENCY: The current product design is evaluated and performance tests reveal flaws in the design and implementation. This information is verified in the new concept tests.

PROMOTION PLANNING: Concept tests combined with market analysis provide understanding of who is buying and where they can be reached. Most importantly we identify the message that motivates customers to respond.

INCREASED PROFITABILITY: Concept testing shows that we are delivering the best value in the market and have room for a 10% increase in price for the new product

Not All Concept Tests Are Equal

A variety of concept test approaches exist. Each has a different objective and can provide a variety of benefits. Table 7.2 identifies the most important of these approaches.

Table 7.2   Forms of Concept Testing

NEW PRODUCT CONCEPT TESTS: Identify the benefits most important to customers and the features that are most likely to lead to the fulfillment of that promise. Features can be categorized into "need to haves" and "nice to haves." Customer needs must be identified and prioritized for product development and communicating to the market. This type of concept test can also test customer initial reactions to the concept (Reaction and Adoption Test).

PRODUCT MODIFICATION-UPGRADE TESTS: Reformulations, modifications, and upgrades can add new life to existing products and services. Here, identifying the optimal bundle of features is a priority. Differentiating and timing the release of new features that are "need to haves" vs. "nice to haves" is critical in creating products and services that are truly "New and Improved" and are "New Release" and "Upgrade" worthy.

MIGRATION PATH TESTS: Many products and services offer upgrade or migration paths. For the customer, this is an alternative to the next new thing. Understanding the key features and benefits is critical in mapping consumer needs to the likelihood of upgrading an existing product or adopting a new technology. "Do benefits outweigh the costs and challenges of changing?" Features, Benefits, Brands, Image, Costs, and Training are but a few factors to consider.

PRODUCT USABILITY – SERVICEABILITY TESTS: Concept use tests assess the use experience. How can the experience with a specific product or service be improved? This research can focus on a variety of areas—ease of use, similarity to current usage patterns, the ability to adapt and use critical feature implementations, and the congruency with current image, usage patterns, and service provisions.

PRICING AND INCENTIVES TESTS: No one underestimates the importance of price expectations in new product adoptions. Price, incentives, bundling, cross product tie-ins, and cost mitigating factors, such as warranties and use agreements… all change price perceptions and perceptions of value. Pricing and incentive tests determine the optimal pricing point for new product concept bundles and can estimate customer price acceptability curves.

How to Conduct a Concept Test

We have identified the several general categories of "concept tests." These different tests are developed and implemented based on their timing in the product development cycle and the purpose or information desired. For example, concept

screenings are conducted early in the product development cycle and are conducted to identify competitive challenges and weaknesses in the concept that is being developed. Screenings are generally followed by use, usability, positioning, and demand analysis research as the concept is finalized.

TYPE I: CONCEPT SCREENING TESTS

Concept screenings represent product ideas that are presented to consumers in verbal or visual form and then quantitatively evaluated to measure the degree of concept believability, personal relevance, and purchase intent. Concept screenings typically identify:

• Concept ideas that are sufficiently promising to merit further consideration and development
• Believability, relevance
• Perceived uniqueness, value
• Multiple measures of attribute desirability
• Relative attribute performance advantages
• Potential of trial
• Measures of trial potential based on multiple measures that go beyond purchase intent.

TYPE II: PRODUCT-MARKET POSITIONING CONCEPT TESTS

Concept tests for positioning and demand analysis involve comparing concepts with competing brands. Concepts are positioned and evaluated together to determine relative advantage and potential share. Selected measures from the Type I Concept Test, are augmented with the following measures:

• Product comparison sets that test relative superiority of the concept vs. competing brands
• Opportunity size determination to estimate preliminary sales
• Profiling of potential adopters who are targeted in the product launch
• Strengths/weaknesses analysis on key attributes/benefits
• Awareness/distribution impact as a share of markets

TYPE III: PRE-MARKET CONCEPT TESTS

Pre-market concept tests are conducted to minimize the risk of failure in the market by making final product and communications adjustments before launch. The concept is typically compared to competing products to determine if the product delivers what is promised by the concept. This test often measures:

• Attractiveness of a new product or service, including identifying its strengths and weaknesses
• Evaluation of the level of agreement between the concept and the specific brand attributes
• Detection of concept communication problems that may interfere with appropriate comprehension by the target segment
• Indicators of purchase intention with scenarios varying from most optimistic to the most conservative

In the end, concept tests measure the importance and promise of end benefits and determine if the product or service concept brings pleasure in use. The consumer ultimately evaluates the consumption pleasure and judges if it is of greater value than that provided by competing choices.

For the product manager, the quest is for better competitive positioning and the question is why is it better, and if it is not, then why. Usually the answer is found in the consumer's view of the concept's attribute evaluation ratings, uniqueness, and believability.

Exhibit 7.1 provides insight into the procedures followed when actually conducting the various types of concept tests.

Exhibit 7.1 Organizing a Concept Screening Test

ORGANIZING A CONCEPT SCREENING TEST

DEVELOP A CONCEPT STORY BOARD
Copy and possibly photograph an illustration that describes how the product works and its end benefits.

INTERVIEW
- Concept testing is usually conducted in a central location (could be done by telephone or mail). A typical test is done by intercept method (at a mall, food store, or other high traffic location), or at a research facility.
- For new product concept screening, 5-8 concepts are often viewed.
- When testing alternative products for purchase and incentives, concept screening tests use 10 or more products.

Exhibit 7.2 Organizing a Product-Market Positioning Concept Test

QUESTIONS ASKED
Purchase intentions	Uniqueness of the idea	Importance of the message
Purchase frequency	Believability of the idea	

Alternatives are presented and respondents are asked to evaluate concepts according to how interested they are in purchasing the product

ANALYSIS APPROACH
1. Examine intention scores
2. Combine "definitely would buy" and "probably would buy"
3. Classify the concepts into a 2 x 2 schema for evaluation: High - Low Purchase Intention x High - Low Uniqueness

What to Look for in a Concept Test

Concept tests look for early points of product weakness and market failure that can be fixed pre-launch. This core problem that concept tests target is addressed in the following list of must "identify" items.

• Identify the effectiveness of individual concept assets
• Identify the barriers to achieving the concept's full potential
• Identify consumer relationships with the concept
• Identify the status of the concept in a competitive context

• Identify failure of advertising to communicate clearly
• Identify failure of packaging that is too non-intrusive
• Identify failure through unmemorable product personality
• Identify failure through consumer's lack of value perceptions
• Identify the brand equity assets
• Identify potential consistencies in brand image and consumer perceptions
• Identify potential inconsistencies in brand image and consumer perception

• Identify unrecognized product benefits
• Identify failures of the brand to integrate into the consumer's lifestyle
• Identify a blurred image
• Identify an elusive brand/concept personality

Survey Components for a Basic New Product Concept Study

Concept tests can be easily constructed once the researcher is aware of the key components that should be included in the test instrument. Of course, these components will vary with the purpose of the concept study. Sample concept test surveys are available for reference, copying, and editing in the Qualtrics survey library.

In building a concept test survey, the researcher is urged to carefully consider the objectives of the concept test and to then determine if the measures used will successfully answer the objective-related questions. Pre-test the instrument by reviewing the purpose and results, and then make sure that the study purpose is answered with exactness.

The major components and measures of a concept test include:

CONCEPT PRESENTATION

Describe the concept completely. Use graphics, video, audio, samples, or whatever best portrays the concept and associated attribute and benefit messages that are being tested.

OVERALL CONCEPT REACTION MEASUREMENT

- Concept need / relative improvement over current method of doing things
- Overall reaction to the concept (acceptability, desirability, interest)
- Likelihood of purchase of concept

DETAILED CONCEPT ANALYSIS EVALUATION

- Likes and dislikes about the concept
- Attribute list evaluation
- Awareness of competing products
- Awareness of substitute and complementing products
- Superiority over other existing products

USE SITUATION EVALUATION

- Likelihood of use in specified situations
- Current use of similar / competing products
- Frequency of product use

VALUE ANALYSIS

- Estimate product value
- Price sensitivity analysis
- Preferred method of purchase

SEGMENTATION ANALYSIS

- Market segments most likely to use (ordering and prioritization)

Exhibit 7.2 Flow of a Typical Concept Test

FLOW OF A TYPICAL CONCEPT TEST

- Introduction and qualify respondents (not part of a disqualification group)
- Measure awareness of product brands
- Measure brands purchased (within the product class) in past three months
- Introduce concept descriptions with measures of likelihood of purchase
- Identify purchase dimensions: number of bottles, frequency of purchase
- What is the perceived value of the product concept
- Innovativeness of concept measure
- Affective evaluation: like-dislike measure
- Measure the concept's power to replace the current brand purchased
- Frequency of consumption in a day
- Believability of concept
- Relevance of concept to the respondent
- Attribute and benefit evaluations:
    - Is a good value for the money
    - Would help me to…. Be mentally sharp
    - Would benefit me... (tastes good or is something I would consume everyday)
    - Has attractive packaging
    - Would provide me with a high level of health
- Source of purchase (location)
- Demographics

Other Research Supportive of Concept Tests

Knowing more about consumers and their usage of the product will lead to better product development and marketing. Psychological and behavioral evaluations provide an understanding of critical consumer needs. The result is actionable insights that drive product and promotion development. Below are five common research study types that support concept test and new product development efforts.

Table 7.3 Common Research Supporting of Concept Tests

NEEDS ANALYSIS: Identify the core customer needs and test the viability of a new market segment. These needs, once identified, can be targeted by new product concepts.
HABITS AND USES ANALYSIS: Identify the core customer habits and uses of the product class. This analysis is conducted to understand the way consumers function while solving their problem and using the product. This also involves segmentation. Habits and uses are critical in understanding the adoption of new product concepts and the new product concepts and ideas that are formulated.
CONCEPT FULFILLMENT AND PREFERENCE TESTING: Evaluate the product category as a focus for fulfilling market needs. Inherent in this concept test and fulfillment analysis are ties to the positive elements (benefits) and negative elements (inhibitors) that direct the purchase evaluation process. Often the best potential concepts are ranked by potential of success.
DECISION PROCESS ASSESSMENT: The decision and purchasing process, including the key influencers and decision makers are all considered as part of the concept test. Each purchaser, decision maker, and influencer involved in the purchase process relies on different information sources to establish the credibility of the product. Additionally, the concept must be integrated into the user's psyche, influencing how benefits and values are actually received.
MONETARY RETURNS, PSYCHOLOGICAL RETURNS AND TOTAL COST OF OWNERSHIP: Understand the specific costs and financial benefits that the new product brings to customers. Model and quantify these benefits so that they can be used in advertising and sales collateral.

We now look more closely at two of these frequently used studies: the habits and uses study and the concept fulfillment and preference testing study.

The Habits and Uses Study

Preparation for a concept test often includes the habits and uses study. Habits and uses studies are directed at understanding usage situations including how, when, and where the product is used. Habits and uses studies sometimes include a real or virtual pantry audit. Understanding actual consumer behavior goes a long way in explaining preferences for new concept. The major components of the habits and uses study include:

FREQUENCY OF PRODUCT USE
- Identify usage segments: User/non-user, frequency, and amount of product use (Identify Heavy, Medium, Light, Non-user segments). Relative use: more or less of a user than other people using the product.
- Comfort with use of the product / service (are you a product user; do you currently own…)

SITUATIONAL USE

- Primary and secondary product use situations
- Primary use location
- Critical issues and needs for product / service use
- Identification of use situations (+ identify new uses that are currently unknown to you/your company)
- How do you use the product?
- How have you used the product (in what ways, applications, uses, problems solved, experience)
- Reason for not purchasing more of the product / service (current or alternative use situations)
- How has the customer studied or learned how to use the product more effectively
  (Is there a user group, a sub-culture group?)

EXPERIENTIAL USE

- Identification of brand usage experience
- From whom did you learn to use the product? (sphere of influence)
- Which brands have you used?
- Which brand are you currently using?
- Beliefs about product / service use benefits
- Identification of the stereotypical user profile

USE SATISFACTION – USE LOYALTY

- Satisfaction with current use of brand/product/service
- Loyalty of use (may be a series of items… see product loyalty measures)

Concept Fulfillment Tests Attributes, Features, Benefits

Products contain bundles of benefits (both tangible and image) that are associated with product attributes and are implicitly inferred or explicitly promised to the user. Product fulfillment studies determine if the expectations created for the product through advertising, packaging, and product imaging are fulfilled when the product is used. We now consider the major components of this study type.

PRODUCT USE SCENARIO

- Use scenario descriptors (where and how is the product used?)
- Frequency of product use
- Primary use location (home, work, etc.)
- Primary precipitating events or situations leading to product use or need
- Usage rate trend (more, same, less than a month ago)

PRODUCT FAMILIARITY
- Degree of actual product use familiarity
- Knowledge (read product information, read product label, etc.)
- Knowledge base of product — Are they "hard core" consumers, a "maven," the super love group.
- Company contact: Have they called the 800 number, etc.
- Awareness of other brands
- Reasons for original product purchase (selection of reasons)
- Primary benefits sought from the product

PRODUCT EVALUATION
- Attribute evaluation matrix (questions about product quality, price, trust, importance, performance, value, etc.)
- Perceived benefit associations matrix
- Importance, performance
- Identification of primary benefits sought
- Comparison to other brands (better, worse)
- What is the best thing about the brand, what could be done better

ADVERTISING AND PACKAGING EVALUATION
- Packaging size, design
- Advertising promise, message fulfillment evaluation

VALUE ANALYSIS
- Expectation of price
- Expectation of relative price (full price, on sale)
- Current price paid

SATISFACTION MEASUREMENT
- Overall satisfaction

Concept fulfillment tests identify and evaluate the individual attributes describing the concept and also evaluate overall concept preference. This methodology does not identify the effects of combinations of attributes or how to modify attributes to optimize consumer acceptance and preference. Conjoint analysis is the methodology used to conduct this type of advanced concept or product test.

Conjoint Analysis for Advanced Concept Test

Conjoint analysis establishes which attributes are important to consumers and identifies how important they really are. Conjoint analysis determines the combination of product attributes that consumers most prefer. When applied to product, service, and communications projects, we can identify those product and service attributes or communications messages that are most preferred and best combined to produce maximum effect.

Conjoint analysis originated out of the mathematical psychology research of conjoint measurement. Green and Wind (1973) state that conjoint measurement is concerned with the simultaneous measurement of the joint effect and separate independent variable contributions to that joint effect. In layman's terms, conjoint analysis identifies the attributes important in a choice decision, identifies the way the attributes are combined to make the decision, and determines the utility value of each of the levels of each of the attributes considered in the decision.

Conjoint analysis develops models that represent how people choose between products. Based on choice analysis, we predict choice share for the different product configurations that may be introduced into a competitive marketplace. For further discussion of conjoint analysis, you may refer to the Qualtrics University for white papers and the third book in this series that focuses on *Measurement and Analysis* (Smith and Albaum 2013).

Figure 7.1 Example Concepts Ready for Testing

Sample Concept Test Survey

Thank you for your interest in participating in our study about sports/energy drink products. Your responses and your identity will, of course, be kept strictly confidential.

Are You...

Male	Female
○	○

Which of the following BEST describes your role in the grocery shopping that is done for your household? (Please select only one response.)

- ○ I am responsible for MOST of the grocery shopping for my household
- ○ I SHARE the grocery shopping responsibility EQUALLY with someone else in my household
- ○ Someone else in my household does MOST of the grocery shopping

Do you or any of your family or friends work for any of the following types of companies? (Please check all that apply.)

- ☐ An advertising agency
- ☐ A marketing research firm
- ☐ A food retailer or supermarket
- ☐ A company that is involved in the manufacturing, processing or distribution of food and beverage products
- ☐ None of these

As a result of being selected to participate in this research, you may be exposed to information considered proprietary and confidential. This information may include, but is not limited to, experimental concepts, marketing, advertising, creative strategies and plans, product names, or potential product names/marks and/or logos.

By agreeing to participate in this research you hereby agree that you will:
(1) Maintain the confidentiality of all the aforementioned information;
(2) Not disclose such information to any person or entity without our prior written consent;
(3) Not to use such information without our prior written consent; and
(4) Not to copy, print, or download any of such information.

By selecting "I agree" you signify that you have read, understand and agree with these terms.

○ I agree

○ I do not agree
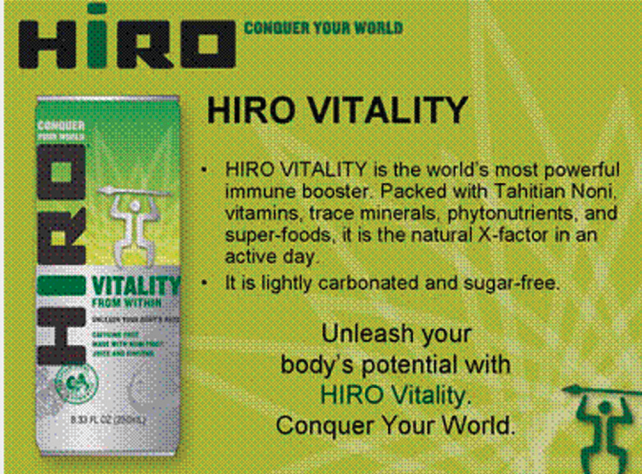
Which of the following brands of sports/energy drinks have you seen or heard of? (Please check all that apply.)

☐ Coca-Cola Blak   ☐ Propel

☐ Full Throttle   ☐ Red Bull

☐ Gatorade   ☐ Sobe

☐ Hiro Vitality   ☐ Stacker 2 Energy Drink

☐ Java Fit   ☐ Store Brand/Private Label

☐ Jolt   ☐ Other _____

☐ Powerade   ☐ None

Which brand or brands of sports/energy drinks have you purchased in the past 3 months? (Please check all that apply.)

☐ Full Throttle   ☐ Red Bull

☐ Gatorade   ☐ Sobe

☐ Jolt   ☐ Store Brand/Private Label

☐ Powerade   ☐ Other _____

☐ Propel   ☐ None

Assuming a **new product, Hiro Vitality** was available in a store where you regularly shop, which statement best describes how likely you would be to buy one or more cans of this product in the future? (Please select only one response.)

Definitely would buy	Probably would buy	Might or might not buy	Probably would not buy	Definitely would not buy
○	○	○	○	○

How many cans, if any, would you buy the first time you purchased this product?

[   ]

Which statement best describes how often, if ever, you think you would buy one or more cans of this product if it were available where you shop? (Please select only one response.)

4 or more times per week	2-3 times per week	Once a week	Once every 2-3 weeks	Once a month every 4 weeks	Once every 2-3 months	Less than once in 2-3 months	Never
○	○	○	○	○	○	○	○

Considering the price of **Hiro Vitality is $1.39 for one 8.3 OZ can**,
Please indicate how far along the **VALUE BAR** you feel this line of product lies?
(0 = No Value, 100 = Excellent Value)

	0 10 20 30 40 50 60 70 80 90 100
$1.39 per Can	**0**
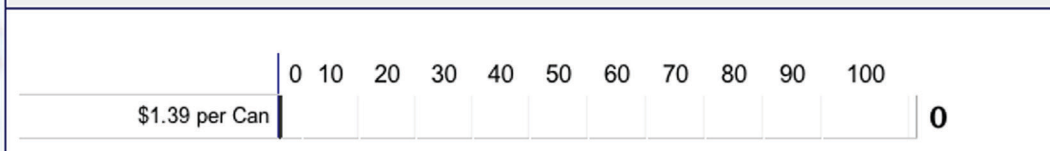
How would you rate this product in terms of being **new and different** from other products currently available? *(Please select only one response.)*

○ Extremely new and different

○ Very new and different

○ Somewhat new and different

○ Slightly new and different

○ Not at all new and different

Which statement best describes how much you think you would like or dislike this product? *(Please select only one response.)*

Like extremely	Like very well	Like quite well	Like somewhat	Like slightly	Not like at all
○	○	○	○	○	○

Please note: This question would only be asked of respondents who:
(1) saw alternate versions, featuring different flavors, of the Hiro Vitality Concept and
(2) also mentioned purchasing Hiro in the past 3 months.

What effect would this new product have on your purchases of Hiro Energy Original in the future? Would you say that this new product would totally replace, partially replace, or have no impact on your purchases of Hiro Energy Original? (Please select only one response.)

○ Totally replace Hiro Energy Original purchases

○ Partially replace Hiro Energy Original purchases

○ Would have no impact on Hiro Energy Original purchases

How frequently would you **drink Hiro Vitality**? *(Please select only one response.)*

More than twice a day	Daily	Every 2-3 days	Weekly	Every 2-3 weeks	Monthly	Every 2-3 months	Once or twice a year	Never use
○	○	○	○	○	○	○	○	○

Which statement best describes how believable the product description is for Hiro Vitality? (Please select only one response.)

Very believable	Somewhat believable	Neither believable nor unbelievable	Somewhat unbelievable	Very unbelievable
○	○	○	○	○

Which statement best describes how relevant the idea for Hiro Vitality is to you? By relevant, we mean how appropriate is the idea for you personally? (Please select only one response.)

Extremely relevant	Very relevant	Somewhat relevant	Slightly relevant	Not at all relevant
○	○	○	○	○

Please indicate how much you agree or disagree that the following statements describe the Hiro Vitality product you saw. (Please select one response per row.)

	Completely Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Completely Agree
Is a good value for the money	○	○	○	○	○	○	○
Would keep me mentally sharp	○	○	○	○	○	○	○
Would taste good	○	○	○	○	○	○	○
Is something I would drink everyday	○	○	○	○	○	○	○
Has attractive packaging	○	○	○	○	○	○	○
Would provide me with a high level of energy	○	○	○	○	○	○	○

Thinking about where you shop for sports/energy drinks, where do you, yourself, typically purchase your sports/energy drink products? (Please check all that apply.)

- [ ] Mass Merchandiser (i.e. Kmart, Target, Wal-Mart)
- [ ] Dollar Store (i.e. Dollar General, Family Dollar)
- [ ] Gas Stations
- [ ] Drug Store
- [ ] Club/Warehouse Stores (i.e. Sam's, Costco)
- [ ] Gym, Exercise Studio
- [ ] Grocery Store/Supermarket
- [ ] Internet
- [ ] Do not purchase sports/energy drinks
- [ ] Specialty Retail Store
- [ ] Health food Store
- [ ] Other (Please specify)
- [ ] Direct marketing

INCLUDING YOURSELF, how many people live in your household?

What is your family structure?

- ( ) In a married-couple family
- ( ) In a family with female householder, no spouse present
- ( ) In a family with male householder, no spouse present
- ( ) In a group of unrelated subfamilies
- ( ) Unrelated individuals

Summary

Concept tests are used in early stages of product development to test the success of new ideals. As a go/no screen, concept tests are critical tools for saving money and effort that might otherwise be wasted.

Concept tests also provide direction and guidance in developing and communicating key product and service benefits and uses.

This chapter has discussed a variety of concept test ingredients and formats. Sample concept test surveys, along with many other survey types and implementations are presented in the final sections of this book and in the Qualtrics Survey Library.

Qualtrics Survey Library

Writing a great survey can be difficult. The Qualtrics Survey Library has hundreds of completed surveys for you to use. Feel free to use these surveys, in whole or in part, for your organization.

Are there perfect surveys? Only if you write them, because every survey must be perfect for you and your individual survey application and needs. The Qualtrics Library is available to you. We hope you will find surveys that are useful to you that you can edit and make "perfect" for your needs.

The next section of this chapter identifies the categories of surveys found in the Survey Library. We then reproduced more than 50 for your reference. When building your own survey just pick questions that fit, or nearly fit your needs. A few edits and you are on your way.

Qualtrics also allows you to select surveys from the library and copy them into your account. Your brand administrator can also set up survey libraries for your organization or division. Your company's surveys can be shared, copied, edited, and improved to meet your specific needs.

Finally, if you have a survey you would like included in the Qualtrics survey library, just send us a note. We will even give you a byline for credit.

Sample Survey Library

Survey Libraries		
John User	0 Categories	0 Surveys
Qualtrics Library	21 Categories	224 Surveys

Question Libraries		
John User	0 Categories	0 Questions
Qualtrics Library	23 Categories	121 Questions

Graphics Libraries		
John User	1 Categories	3 Graphics
Qualtrics Library	6 Categories	650 Graphics

Files Libraries		
John User	0 Categories	0 Files
Qualtrics Library	0 Categories	0 Files

Message Libraries	Invite Emails	Reminder	Thank You	End of Survey	Inactive Survey	General
John User	0	0	0	2	0	0
Qualtrics Library	1	0	0	0	0	0

Figure 8-1 Example of the Matrix Table that uses a likert scale question.

Surveys by Category

ACADEMIC RESEARCH
Informed Consent Template

ATTENTION FILTER
Attention Filter

B2B
Business Knowledge Management Survey
Business Prospect Survey
Business to Business Demographics
Company Satisfaction Survey - Transportation
Customer Satisfaction with Services Survey
Supplier Service Evaluation Survey

CALENDAR
Calendar Drill Down 1945 - 2020

COMMUNITY
Association Member Survey
Economic Growth and Diversification Survey
Mentoring Application Survey
Movie Rental Survey

CONCEPT TESTS
Brief Product Concept Survey
Customer Product Purchase - Pricing Survey
New Services Concept Survey
Positioning - Concept Evaluation Survey
Product Concept Test - New Product Survey

CUSTOMER SERVICE
Automobile Service Evaluation Survey
Company Service Attitude Survey
Customer Satisfaction Survey- Product
Customer Service Representative Evaluation
Customer Service Satisfaction
Customer Support Service Evaluation Survey
Dealer Service Evaluation
Help Desk Service Support Survey
Installation Services Evaluation Survey
Outsourced Project Management: Satisfaction with CSR and Account Manager
Product, Company, Customer Service Survey
Product-Service Evaluation Survey
Salesperson Evaluation
Service Evaluation Survey - Internet Service Provider

DEMOGRAPHICS
All 50 States plus D.C & Puerto Rico
Altruism-Gift Giving Survey
Business Demographics Survey
Customer Demographics, Interests Survey
Customer Lifestyle Survey
General Shopping Demographics Survey
Leisure Time Activities Survey

Life Attitude Survey
Life Control Attitude Survey
Maslow's Higher Order Life Values Survey
Online Purchasing Survey
Web Demographics Survey

EDUCATION
Alumni Association Board Survey
Alumni Dinner Series - Alumni Interest Survey
Alumni Events Interest Survey
Alumni MBA Program Interest Survey
Alumni Travel Services Survey
Choice of College Survey - College Guides
Comprehensive Student Athlete Feedback Survey
Comprehensive Student Financial Aid Survey
Course Evaluation and Improvement
Instructor and Course Evaluation Survey
Instructor and Course Evaluation Survey 2
Ph.D. Graduate Student Alumni Survey
Recruiter Needs Survey
Seminar Feedback and Evaluation Survey
Student Athletics Evaluation Survey
Student Career Search Preparation Survey
Student Course Evaluation
Student Demographics Survey
Student University Funding Survey
University Student Life Survey
University Student Union Survey
University Training Services Evaluation Survey

EMPLOYEE
Employee Productivity Survey - Workgroup Service
Employee Retention Survey - Exit Satisfaction
Employee Retention Survey - Job Stress
Employee Retention Survey - Satisfaction Survey
Employee Satisfaction Survey - Benefits Survey
Employee Satisfaction Survey - Communications
Employee Satisfaction Survey - Development
Employee Satisfaction Survey - Employee Benefits
Employee Satisfaction Survey - Employee Turnover
Employee Satisfaction Survey - HR Company

Employee Satisfaction Survey - Job Climate
Employee Satisfaction Survey - Job Passion
Employee Satisfaction Survey - Job Satisfaction
Employee Satisfaction Survey - Meeting Planner
Employee Satisfaction Survey - Self Assessment
Employee Satisfaction Survey - Senior Management
Employee Satisfaction Survey - Supervisor
Employee Satisfaction Survey - Support in Job
Employee Satisfaction Survey - Teamwork Survey
Employee Survey - Knowledge Management
Events
IT Job Climate
Training Services Evaluation

EVENTS
Awards Luncheon Email Invitation
Event Attendee Survey
Event Invitation
Event Registration
Even RSVP and Contact Information
Post Event Expectations Survey
Presenter Evaluation
Trade Show Vendor Followup
Vendor / Performer Event Evaluation
What Do You Want For Lunch?

GOVERNMENT
Building a Representative Sample
City Communications Survey
City Manager Evaluation
Civic Employee Performance Survey
Civic Employee Retention Survey - Exit Satisfaction
Civic Employee Retention- Satisfaction
Civic Employee Satisfaction - Job & HR
Civic Employee Self-Assessment
Civic Employee Survey - Benefits
Civic Employee Survey - Job Stress
Community Event Survey
Community Wide Benchmarks
Parks & Recreation
Public Safety
Traffic School Evaluation

HEALTH CARE
Dentist Survey - Product Use
Health Care Opinion Survey
Health Monitoring Concept Test Survey
Health Status Survey
Healthcare IT Purchase Compliance Survey
Healthy Lifestyle Survey
Hospital Concern for Patient Satisfaction Survey
K-12 Education
Medical Examination Services Survey
Outpatient Occupational Therapy Satisfaction
Patient Dental Care Survey
Physician Practices Survey
SERVQUAL Health Care (Guiry and Vequist) (Health Care)
Student Health Insurance Survey
Women's Health Care Survey

K–12 EDUCATION
Ethnic Minority Teacher Career Choice Survey
K–12 Student Evaluations of a Teacher
PTA Communications and Improvement Survey
PTA Funding and Use of Funds
PTA Programs Issues and Advocacy Survey
PTA Suggestions for School Improvements
School Safety
Schools: Parent - PTA Needs and Volunteer Survey
Student Learning
Student Teacher Evaluation Form
Student Well-Being
Teach Competency Evaluation
Teacher Evaluation Form
Teacher Feedback to Administration
Teacher Professional Development Assessment: Standard Curriculum Assessment
Teacher Survey of Instructional Practices: Standard Curriculum Assessment
Teacher Use of Student Portfolios
Teacher Stategies

MARKETING

Ad or Concept Evaluation (General)
Advertisement Evaluation Survey
Advertising Effectiveness Survey
Consumer Warranty Card Survey
Consumer Product Registration Survey
Corporate Marketing Evaluation Survey
Customer Lead and Qualification Survey
Dealer Feedback Survey
Direct Mail Advertising Services Survey
Membership Survey
Radio Station Member Survey
Sales Follow-up Survey
Sales Training Evaluation Survey
Shopper Involvement Survey

PERSONAL

Life Control Attitude Survey
Meeting Planning Tool Survey
Nonverbal Communication-Anxiety Survey
Personality Disorder Survey

PRODUCT

Benefits Perceived (General) Scale
Brand Awareness, Attitudes, Interest, Likelihood of Purchase (Touchscreen Tablet)

Brand Emotional Reaction and Effect: For Use with High Involvement Brands (General)

Brand Equity (General, Nike): Yoo and Donthu Scale
Brand Equity Survey (BMW Sports Cars)
Brand Evaluation of Appeal, Interest, Need, Value (General)
Brand Loyalty (iPad and General)
Brand Parity - Comparison of Brands (General)
Conjoint Analysis Survey - Bicycles Full Profile
Conjoint Analysis Survey - Pricing Analysis
Conjoint Analysis Survey - Purchase Preference
Conjoint Analysis Survey - Retirement Housing
Conjoint Analysis Survey - Self Explicated

Graphics Conjoint Tradeoff Survey
HVM Hierarchical Value Mapping (Nike)
Perceptual Mapping Survey - Internet Shoppers
Perceptual Mapping Survey - Online Purchases
Perceptual Mapping Survey - Sears Retail
Positioning - Concept Evaluation Survey
Positioning and Concept Test Survey
Pricing and Concept Evaluation Survey

HOSPITALITY / RESTAURANT

Dine-In Restaurant Customer Satisfaction Survey
Fast Food Restaurant Satisfaction Survey
Fast Food Survey
Hotel Event Planning Evaluation Survey
Hotel Guest Evaluation Survey
Hotel Service Survey
Restaurant Frequency Survey

RETAIL

Comparative Retail Store Survey
E-Retailer Service Quality and Retention
Electronic Retailing Survey
Fashion Attitudes Survey
Internet Shopper Survey
Internet Shopper Survey (Purchases, Activities and Psychographics)
Retail Electronics Store Survey
Retail Store Evaluation Survey
Retail Website Customer Evaluation
Shopping Life Style Battery
Supermarket Shopping Attitudes Survey
Website Retail Survey
Where would you shop for...?

SATISFACTION

Customer Retention Satisfaction Survey - Product
Customer Retention Survey - In Depth
Customer Satisfaction - Help Desk Survey
Customer Satisfaction - Short Form Survey
Customer Satisfaction Retention Survey - Support
Customer Satisfaction Survey (Product / Service)
Customer Satisfaction Survey - Auto Purchase/Lease
Customer Satisfaction Survey - Motivation
and Buying
Customer Satisfaction Survey - Organizational
Customer Satisfaction Survey - Product Use
Customer Satisfaction Survey - Search Involvement
Customer Satisfaction Survey - Seminar Purchases
Customer Satisfaction Survey - Service Evaluation
Customer Satisfaction Survey - Service Quality
Net Promoter Score NPS (General)
Product/Service Satisfaction
Rental Feedback Survey
Satisfaction-Hospitality Industry
SERVQUAL (Parasuraman, Zeithaml, Berry) (General)

TECHNOLOGY

Hardware Post Installation Satisfaction Survey
New Hardware Product Survey
Pre-Installation Survey
Project Management Team Evaluation Survey
Software Evaluation Survey
Survey Product Demonstration Survey
Technical Documentation Evaluation Survey

TRAVEL

Airline Flight Survey
Airline Service Evaluation Survey
Business Traveler Satisfaction Survey
Destination Travel Survey
Travel and Purchase Activities
Travel and Technology Survey
Travel Planning and Service Survey

WEBSITE

Customer Satisfaction Survey - Website Feedback
Internet Habits and Uses Survey
Online Retailer Evaluation Survey
Purchasing on the Internet Survey
Survey of Potential for E-Commerce Services
University Bookstore Online Survey
Web Building Activities Survey
Web Demographics Survey
Web Promoter Score (Websites)
Website Evaluation Survey
Website Information Quality Survey
Website Retailer Satisfaction Survey
Website Visitor Follow-up Survey
Website Visitor Profile Survey

Conclusion

Congratulations. We hope you have enjoyed this overview of survey building. We have discussed everything from how to organize your survey to question types and question scaling. Chapter 1 provided 7 Survey Tips for organizing and building a great survey.

In Chapter 2, we discussed how to write survey questions. Chapter 3 explored the different questions types that are available to you in Qualtrics.

50 scales for building your questions and collecting the type of data that you want and need were the subject of chapter 4. Chapter 5 went deeper and explored specific sample questions that can be used in most standard surveys.

Chapters 6 and 7 provided insight into how to create customer satisfaction surveys and concept test surveys. Here, discussions focused on the conceptual building blocks that are part of the standard methodology for building these types of surveys.

Chapter 8 introduced the Qualtrics survey library and the hundreds of surveys that are found there. You can view and use these surveys. Just select and copy a survey to your account and edit away. You can customize it to meet your needs in minutes. We conclude the next section (the survey appendix) with more than 50 surveys for your reference.

This book is part of a series of books available free online to Qualtrics users. We suggest that you access our other books to improve your research knowledge and Qualtrics experience.

You might start with the Guide to Qualtrics and learn all of the ins and outs of the Qualtrics features. *Basic Marketing Research: Designing Your Study* is a practitioner's overview of the fundamentals of marketing research. The third volume in this series, *Basic Marketing Research: Measurement and Analysis* provides an introduction to measurement and scaling, along with an overview that extends from simple one-variable analyses to advanced multivariate analyses. You will be introduced to basic data analysis, how to select the proper statistical tests, and how to interpret the results. This will include a primer on statistics and univariate and multivariate analysis.

Each book is available on the Qualtrics University website for our Qualtrics users. We hope you will enjoy them. Happy Researching!

50 Perfect Surveys

These are but a sample of the surveys that can be found in the Qualtrics Survey Library.

Surveys

Brand Surveys (17)

. . . .

. . . .

Ad or Concept Evaluation (General)

This survey is an evaluation of a TV Commercial for the fictional Roger's Radio Store. It could be replicated for a Concept Evaluation Survey as well.

The survey begins when a respondent is shown the *commercial (or concept). These questions follow.

*Note: Qualtrics allows you to embed a video into your survey. With this feature, you can show the video as part of the survey.

**Feel free to remove the sources. Those are just there for your benefit, so you know which top researchers created these questions.

Initial Reaction:
Please rate the Roger's Radio Store commercial by telling us how much you agree with each statement.

*Source: Schlinger, M.J. (1979), Journal of Advertising Research, 19(2), 37-46.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
The commercial irritated me - it was annoying.	○	○	○	○	○	○
The commercial was in poor taste.	○	○	○	○	○	○
I felt as though I was right there in the commercial experiencing the same thing.	○	○	○	○	○	○
The commercial was silly.	○	○	○	○	○	○
I liked the commercial because it was personal and intimate.	○	○	○	○	○	○
That commercial insults my intelligence.	○	○	○	○	○	○
I felt the commercial talked down to me.	○	○	○	○	○	○
It was an unrealistic commercial - very farfetched.	○	○	○	○	○	○
The commercial was very realistic - that is, true to life.	○	○	○	○	○	○

Understanding: Please rate the commercial by telling us how much you agree with each statement.

*Source: Lastovicka, J. (1983), Journal of Advertising 12(2) pp. 14-23.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
I clearly understood the commercial.	○	○	○	○	○	○
The commercial was too complex.	○	○	○	○	○	○
I was not sure what was going on in the commercial.	○	○	○	○	○	○
The commercial did not make an impression on me.	○	○	○	○	○	○
It required a lot of effort to follow the commercial.	○	○	○	○	○	○

Evaluation: Please rate the commercial by telling us if each characteristic applies.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
Believable	○	○	○	○	○	○
Made for me	○	○	○	○	○	○
Informative	○	○	○	○	○	○
Interesting	○	○	○	○	○	○
Irritating	○	○	○	○	○	○
Meaningful to me	○	○	○	○	○	○
Phony	○	○	○	○	○	○
Ridiculous	○	○	○	○	○	○
Terrible	○	○	○	○	○	○
Valuable	○	○	○	○	○	○
Worth remembering	○	○	○	○	○	○
I liked the ad	○	○	○	○	○	○
I enjoyed the ad	○	○	○	○	○	○
I found the ad to be good	○	○	○	○	○	○

What is your opinion of the commercial?

Bad	○ ○ ○ ○ ○ ○ ○	Good
Dislike	○ ○ ○ ○ ○ ○ ○	Like
Irritating	○ ○ ○ ○ ○ ○ ○	Not irritating
Not Interesting	○ ○ ○ ○ ○ ○ ○	Interesting
Offensive	○ ○ ○ ○ ○ ○ ○	Not offensive
Untrustworthy	○ ○ ○ ○ ○ ○ ○	Trustworthy
Not at all persuasive	○ ○ ○ ○ ○ ○ ○	Persuasive
Uninformative	○ ○ ○ ○ ○ ○ ○	Informative
Unbelievable	○ ○ ○ ○ ○ ○ ○	Believable
Not at all effective	○ ○ ○ ○ ○ ○ ○	Effective
Unappealing	○ ○ ○ ○ ○ ○ ○	Appealing
Unimpressive	○ ○ ○ ○ ○ ○ ○	Impressive
Not attractive	○ ○ ○ ○ ○ ○ ○	Attractive
Not eye-catching	○ ○ ○ ○ ○ ○ ○	Eye-catching
Not clear	○ ○ ○ ○ ○ ○ ○	Clear
Unfavorable	○ ○ ○ ○ ○ ○ ○	Favorable
Unfair	○ ○ ○ ○ ○ ○ ○	Fair
Unpleasant	○ ○ ○ ○ ○ ○ ○	Pleasant
Stale	○ ○ ○ ○ ○ ○ ○	Fresh
Awful	○ ○ ○ ○ ○ ○ ○	Nice
Dishonest	○ ○ ○ ○ ○ ○ ○	Honest
Unpleasant	○ ○ ○ ○ ○ ○ ○	Pleasant
Unconvincing	○ ○ ○ ○ ○ ○ ○	Convincing
Not Likable	○ ○ ○ ○ ○ ○ ○	Likable
Unfavorable	○ ○ ○ ○ ○ ○ ○	Favorable
Not soothing	○ ○ ○ ○ ○ ○ ○	Soothing
Cold hearted	○ ○ ○ ○ ○ ○ ○	Warm hearted
Depressing	○ ○ ○ ○ ○ ○ ○	Uplifting
Not affectionate	○ ○ ○ ○ ○ ○ ○	Affectionate
Not sensual	○ ○ ○ ○ ○ ○ ○	Sensual

Not exciting	○	○	○	○	○	○	○	Exciting
Imprecise	○	○	○	○	○	○	○	Clear
Incomplete	○	○	○	○	○	○	○	Complete
Poorly structured	○	○	○	○	○	○	○	Well structured
Boring	○	○	○	○	○	○	○	Interesting
Disagreeable	○	○	○	○	○	○	○	Agreeable
Not credible	○	○	○	○	○	○	○	Credible
Questionable	○	○	○	○	○	○	○	Unquestionable
Inconclusive	○	○	○	○	○	○	○	Conclusive
Not authentic	○	○	○	○	○	○	○	Authentic
Unlikely	○	○	○	○	○	○	○	Likely
Unreasonable	○	○	○	○	○	○	○	Reasonable
Tasteless	○	○	○	○	○	○	○	Tasteful
Artless	○	○	○	○	○	○	○	Artful
Meaningless	○	○	○	○	○	○	○	Meaningful
Not valuable	○	○	○	○	○	○	○	Valuable
Not important to me	○	○	○	○	○	○	○	Important to me
Ugly	○	○	○	○	○	○	○	Beautiful
Lifeless	○	○	○	○	○	○	○	Lively
Without energy	○	○	○	○	○	○	○	Energenic
Unenthusiastic	○	○	○	○	○	○	○	Enthusiastic
Unfamiliar	○	○	○	○	○	○	○	Familiar
Unusual	○	○	○	○	○	○	○	Usual
Not well known	○	○	○	○	○	○	○	Well known
Not seen before	○	○	○	○	○	○	○	Seen before
Dull	○	○	○	○	○	○	○	Interesting
Negative	○	○	○	○	○	○	○	Positive
Irritating	○	○	○	○	○	○	○	Pleasing
Not attention getting	○	○	○	○	○	○	○	Attention getting
Dull	○	○	○	○	○	○	○	Dynamic
Depressing	○	○	○	○	○	○	○	Refreshing
Not enjoyable	○	○	○	○	○	○	○	Enjoyable

Now for a few last questions about you...

Now for a few last questions to help us understand your answers...

What is your age?

[▼]

What is your gender?

○ Male

○ Female

What is the highest level of education you have completed?

What is the highest level of education you have completed?

◯ Less than High School

◯ High School / GED

◯ Some College

◯ 2-year College Degree

◯ 4-year College Degree

◯ Masters Degree

◯ Doctoral Degree

◯ Professional Degree (JD, MD)

What is your race?

◯ White/Caucasian

◯ African American

◯ Hispanic

◯ Asian

◯ Native American

◯ Pacific Islander

◯ Other

◯ Prefer Not to Answer

Brand Attribute Evaluation

Product Utility: Thinking about the Apple iPad, how would you evaluate what the product does for you?

*Adapted from Spangenberg, E. R., K. E. Voss and A. E. Crowley (1997) "Measuring the Hedonic and Utilitarian Dimensions of Attitude: A Generally Applicable Scale." In M. Brucks and D. MacInnis (Eds.), Advances in Consumer Research (Vol 24, pp. 235 - 241). Provo, UT: Association for Consumer Research.

Useless	○	○	○	○	○	○	Useful
Impractical	○	○	○	○	○	○	Practical
Unnecessary	○	○	○	○	○	○	Necessary
Not Functional	○	○	○	○	○	○	Functional
Not Sensible	○	○	○	○	○	○	Sensible
Unhelpful	○	○	○	○	○	○	Helpful
Inefficient	○	○	○	○	○	○	Efficient
Harmful	○	○	○	○	○	○	Beneficial
Not Handy	○	○	○	○	○	○	Handy
Unproductive	○	○	○	○	○	○	Productive
Not Problem Solving	○	○	○	○	○	○	Problem Solving
Ineffective	○	○	○	○	○	○	Effective

Brand Awareness, Attitudes, Interest, Likelihood of Purchase (Touchscreen Table)

Researcher Note: This is a survey about the Asus EEE Pad tablet.

It seeks to determine how aware consumers are of the Asus tablet in comparison with other brands.

This survey also measures attitudes, interest, and likliehood to purchase.

Thank you for taking our survey today. It deals specifically with touch screen tablet. Your response is completely anonymous and should only take 5 minutes.

Thinking about the touch screen tablets, List up to 5 brands that you are most familiar with.

	Enter Brand Names	How Familiar are you with this brand?		
	Below	Slightly	Moderately	Very
Brand 1		○	○	○
Brand 2		○	○	○
Brand 3		○	○	○
Brand 4		○	○	○
Brand 5		○	○	○

Please rank the following brands of touch screen tablets according to how familiar you are with them.
A ranking of 1 means it is most familiar to you.

Samsung Galaxy

Motorola Xoom

T-Mobile Slate

Asus EEE Pad

Blackberry Playbook

Thinking about (PIPE IN MOST FAMILIAR), the brand you are most familiar with, how would you evaluate this brand?

Useless	○ ○ ○ ○ ○ ○	Useful
Impractical	○ ○ ○ ○ ○ ○	Practical
Unnecessary	○ ○ ○ ○ ○ ○	Necessary
Not Functional	○ ○ ○ ○ ○ ○	Functional
Not Sensible	○ ○ ○ ○ ○ ○	Sensible
Unhelpful	○ ○ ○ ○ ○ ○	Helpful
Inefficient	○ ○ ○ ○ ○ ○	Efficient
Harmful	○ ○ ○ ○ ○ ○	Beneficial
Not Handy	○ ○ ○ ○ ○ ○	Handy
Unproductive	○ ○ ○ ○ ○ ○	Productive
Not Problem Solving	○ ○ ○ ○ ○ ○	Problem Solving
Ineffective	○ ○ ○ ○ ○ ○	Effective

Please indicate your level of interest in (PIPE IN MOST FAMILIAR).

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I am intrigued by [FAMILIAR BRAND]	○	○	○	○	○
I'd like to know more about [FAMILIAR BRAND]	○	○	○	○	○
Learning more about [FAMILIAR BRAND] would be useless	○	○	○	○	○
I'm a little curious about [FAMILIAR BRAND]	○	○	○	○	○

How likely would you be to purchase each of these brands?

	Definitely will not	Probably will not	Don't know	Probably will	Definitely will
Samsung Galaxy	○	○	○	○	○
Motorola Xoom	○	○	○	○	○
T-Mobile Slate	○	○	○	○	○
Asus EEE Pad	○	○	○	○	○
Blackberry Playbook	○	○	○	○	○

My willingness to purchase an Asus EEE Pad is...

*Source: Dodds, Monroe, and Grewall (1991) JMR, 28 (August), 307-19.

My willingness to purchase an Asus EEE Pad is...Very Low	○	○	○	○	○	○	Very High
The probability that I would consider buying the Asus EEE Pad is.. Very Low.	○	○	○	○	○	○	Very High
At the price shown, I would consider buying the Asus EEE Pad. Strongly Disagree	○	○	○	○	○	○	Strongly Agree
The likelihood of purchasing this product is ... Very Low	○	○	○	○	○	○	Very High
If I were going to buy this product, I would consider buying the model at the price shown... Strongly Disagree	○	○	○	○	○	○	Strongly Agree

Have you ever purchased a tablet?

Yes   No
○   ○

When do you intend to next purchase your next tablet?

In the Next 6 Months   6 Months - 1 Year from Now   More than 1 Year for Now
○   ○   ○

What is your age?

[▼]

What is your gender?

○ Male
○ Female

What is the highest level of education you have completed?

Less than High School	High School or GED	Some College	2-year College Degree	4-year College Degree	Masters Degree	Doctoral Degree	Professional Degree (JD, MD)
○	○	○	○	○	○	○	○

When do you intend to next purchase your next computer?

In the Next 6 Months   6 Months - 1 Year from Now   More than 1 Year for Now
○   ○   ○

Brand Concept Believability, Desirability

Brand Believability:
In considering the above described [PRODUCT or BRAND], please evaluate the concept on the following items.

Unbelievable	○	○	○	○	○	○	○	Believable
Untrustworthy	○	○	○	○	○	○	○	Trustworthy
Not convincing	○	○	○	○	○	○	○	Convincing
Not credible	○	○	○	○	○	○	○	Credible
Unreasonable	○	○	○	○	○	○	○	Reasonable
Dishonest	○	○	○	○	○	○	○	Honest
Questionable	○	○	○	○	○	○	○	Unquestionable
Inconclusive	○	○	○	○	○	○	○	Conclusive
Not authentic	○	○	○	○	○	○	○	Authentic
Unlikely	○	○	○	○	○	○	○	Likely

Brand Desirability:
In considering [PRODUCT or BRAND], please tell us how much you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This is a good [PRODUCT or BRAND]. I wouldn't hesitate recommending it to others.	○	○	○	○	○
I know that [PRODUCT or BRAND] is dependable.	○	○	○	○	○
What they said about the [PRODUCT or BRAND] is dishonest.	○	○	○	○	○
I find specific [PRODUCT or BRAND] characteristics undesirable.	○	○	○	○	○
I find myself disagreeing with some claims made by [PRODUCT or BRAND].	○	○	○	○	○
The promotional materials made exaggerated and untrue claims about [PRODUCT or BRAND].	○	○	○	○	○

Brand Equity

Researcher Note: This is a Brand Equity survey for BMW, a maker of sports cars. It seeks to determine how consumers view BMW, especially in comparison to its competitors.

This survey is being conducted for BMW, a maker of automobiles.

Thank you for taking our survey today. We appreciate your feedback. Your responses are completely anonymous.

Have you ever owned a sports car?

○ Yes

○ No

What brand of sports car have you owned most recently?

○ BMW

○ Chevrolet

○ Chrysler

○ Ferrari

○ Ford

○ Honda

○ Lexus

○ Lotus

○ Mazda

○ Mini Cooper

○ Nissan

○ Toyota

○ Other

How would you rate BMW and its cars on the following four issues?

	Poor	Fair	Good	Very Good	Excellent
Reliability	○	○	○	○	○
Safety	○	○	○	○	○
Value	○	○	○	○	○
Innovation	○	○	○	○	○
Overall Quality	○	○	○	○	○

Please select your 5 most favorite sports car brands and rank them from 1 to 3, where 1 is your favorite.

Items
BMW
Chevrolet
Chrysler
Ferrari
Ford
Honda
Lexus
Lotus
Mazda
Mini Cooper
Nissan
Toyota
Other

> Top 5

↑
X
↓

In your overall evaluation of quality, how do each of the following sports car choices compare to BMW?

	Worse than BMW	About the Same	Better than BMW
Chevrolet	○	○	○
Chrysler	○	○	○
Ferrari	○	○	○
Ford	○	○	○
Honda	○	○	○
Lexus	○	○	○
Lotus	○	○	○
Mazda	○	○	○
Mini Cooper	○	○	○
Nissan	○	○	○
Toyota	○	○	○

If you were shopping for a sports car today, to what degree would you consider buying a BMW?
[Please consider assuming you are looking for a $40k - $60k sports car]

○ BMW would be my top choice

○ BMW would be in my set of top choices

○ BMW would not be among my top choices

○ I would not really consider buying a BMW

Considering only your most recent sports car purchase, how likely would you be to recommend the purchase of a (PIPE FAVORITE CHOICE) to a friend or colleague? (0 is not at all likely, 10 is extremely likely)

Not at All Likely (0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Extremely Likely (10)
○	○	○	○	○	○	○	○	○	○	○

In thinking about car manufacturers and dealers, how important are each of the following items?

They perform well and deliver as promised	0
They genuinely care about you	0
They share your values and way of thinking	0
You can depend on their products/services	0
They are open and honest with you	0
Total	0

How strongly do you agree or disagree with each of the following statements about BMW?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BMW employees do a good job giving me what I want and need.	○	○	○	○	○
I feel happy with the overall quality of BMW's products and services.	○	○	○	○	○
I think BMW is able to achieve what they promise.	○	○	○	○	○
BMW is efficient, and has well-run operations.	○	○	○	○	○
BMW responds to opinions about their products and services.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BMW listens to me, and wants to hear what I have to say (even if it is a complaint).	○	○	○	○	○
BMW cares about the well-being of their employees and customers.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BMW behaves responsibly.	○	○	○	○	○
BMW is fair to their employees and customers.	○	○	○	○	○
BMW's employees treat each other positively and with respect.	○	○	○	○	○
BMW follows through with what they say.	○	○	○	○	○
I can rely on BMW to behave or perform in a way I expect.	○	○	○	○	○
BMW's employees stand behind the commitments made to customers.	○	○	○	○	○
BMW is stable, and I can depend on them.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think BMW's actions reflect their values.	○	○	○	○	○
I've had many experiences with BMW, and know a lot about them.	○	○	○	○	○
BMW and I share many of the same views and opinions.	○	○	○	○	○
I feel connected to the company and people behind BMW.	○	○	○	○	○
I feel like BMW and I have similar values.	○	○	○	○	○
I can imagine using BMW's products and services for a long time.	○	○	○	○	○
BMW is genuine and upfront when they communicate with me.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am able to get all the information I want/need from BMW.	○	○	○	○	○
I feel BMW is open, and shares information on how they make decisions.	○	○	○	○	○
BMW keeps the information I share with them confidential.	○	○	○	○	○
BMW values my business, and rewards me for the loyalty.	○	○	○	○	○

How strongly do you agree or disagree with each of the following statements about BMW?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BMW has my best interest at heart.	○	○	○	○	○
BMW employees making decisions regarding my car are very capable.	○	○	○	○	○
BMW has a very good understanding of what needs to be done to help the customer.	○	○	○	○	○
BMW will tell the truth regarding the service needs of my car.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BMW will do what's best for me and my car.	○	○	○	○	○
In the end, BMW will just do what's best for their business.	○	○	○	○	○
BMW doesn't really understand their customers.	○	○	○	○	○
BMW will carefully consider what is best for me and my car.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I trust BMW's judgment regarding my service needs.	○	○	○	○	○
BMW listens carefully to their customer's concerns.	○	○	○	○	○
BMW is a company of integrity.	○	○	○	○	○

What is your gender?

○ Male

○ Female

What is your age?

[_____ ‡]

What is your annual income range?

○ Less than $40,000

○ $40,000 - $49,999

○ $50,000 - $59,999

○ $60,000 - $69,999

○ $70,000 - $79,999

○ $80,000 - $89,999

○ $90,000 - $99,999

○ $100,000 - $124,999

○ $125,000 or More

Brand Equity (General, Nike): Yoo and Donthu Scale

Researcher Note: This Brand Equity survey uses a series of scales to determine how consumers evaluate NIKE's brand.

Thank you for taking our survey today! It should only take 5 minutes and is completely anonymous.

Brand and product category history

	Yes	No
Have you ever bought any brand of athletic shoes?	○	○
Have you ever bought NIKE?	○	○
Do you currently own any brand of athletic shoes?	○	○

Brand perceptions: Price, promotion, distribution, product, loyalty, preference.

Please indicate your agreement or disagreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The price of NIKE is high.	○	○	○	○	○
The price of NIKE is low.	○	○	○	○	○
NIKE is expensive.	○	○	○	○	○
NIKE is intensively advertised.	○	○	○	○	○
The ad campaigns for NIKE seem very expensive, compared to campaigns for competing brands.	○	○	○	○	○
The ad campaigns for NIKE are seen frequently.	○	○	○	○	○
Price deals for NIKE are frequently offered.	○	○	○	○	○
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
NIKE presents price deals too often.	○	○	○	○	○
Price deals for NIKE are emphasized more than seems reasonable.	○	○	○	○	○
The stores where I can buy NIKE carry products of high quality.	○	○	○	○	○
The stores where I can buy NIKE would be of high quality.	○	○	○	○	○
The stores where I can buy NIKE have well-known brands.	○	○	○	○	○
More stores sell NIKE, as compared to its competing brands.	○	○	○	○	○
The number of the stores that deal with NIKE is more than that of its competing brands.	○	○	○	○	○
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
NIKE is distributed through as many stores as possible.	○	○	○	○	○
NIKE is of high quality.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The likely quality of NIKE is extremely high.	○	○	○	○	○
The likelihood that NIKE would be functional is very high.	○	○	○	○	○
The likelihood that NIKE is reliable is very high.	○	○	○	○	○
NIKE must be of very good quality.	○	○	○	○	○
NIKE appears to be of very poor quality.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I consider myself to be loyal to NIKE.	○	○	○	○	○
NIKE is my first choice brand.	○	○	○	○	○
I will not buy other brands if NIKE is available at the store.	○	○	○	○	○
I know what NIKE looks like.	○	○	○	○	○
I can recognize NIKE among other competing brands.	○	○	○	○	○
I am aware of NIKE.	○	○	○	○	○
Characteristics of NIKE come to my mind quickly.	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I can quickly recall NIKE's logo.	○	○	○	○	○
I have difficulty in imagining NIKE in my mind.	○	○	○	○	○
It makes sense to buy NIKE instead of any other brand, even if they are the same.	○	○	○	○	○
Even if another brand has the same features as NIKE, I would prefer to buy NIKE.	○	○	○	○	○
Even if there is another brand as good as NIKE, I prefer to buy NIKE.	○	○	○	○	○
Even if another brand is not different from NIKE in any way, it seems smarter to purchase NIKE.	○	○	○	○	○

What is your gender?

Male ○   Female ○

What is your age?

[⬍]

What is the highest level of education you have completed?

Less than High School	High School GED	Some College	2-year College Degree	4-year College Degree	Masters Degree	Doctoral Degree	Professional Degree (JD, MD)
○	○	○	○	○	○	○	○

What is your combined annual household income?

Brand Evaluation of Appeal, Interest, Need, Value (General)

This is a Brand Evaluation Survey for the fictional product Super Flakes. It uses various scales to determine how consumers view Super Flakes in order to determine the appeal, interest, need, and value of the brand.

Thank you for taking our survey. We are trying to understand how you feel about Super Flakes. Please answer honestly, as your responses are completely anonymous.

How often do you eat Super Flakes?

○ Never

○ Less than Once a Month

○ Once a Month

○ 2-3 Times a Month

○ Once a Week

○ 2-3 Times a Week

○ Daily

Appeal/Desirability:

Please evaluate Super Flakes.

*Source: Mano, H. and R. Oliver (1993) Assessing the Dimensionality and Structure of the Consumption Experience:..." JCR, 20 (December), 451 - 66.   Sub-scale measures object appeal.

Unappealing	○	○	○	○	○	○	○	Appealing
Undesirable	○	○	○	○	○	○	○	Desirable
Unwanted	○	○	○	○	○	○	○	Wanted

Interest in object:

Please evaluate Super Flakes.

*Source: Mano, H. and R. Oliver (1993) Assessing the Dimensionality and Structure of the Consumption Experience:..." JCR, 20 (December), 451 - 66. Sub-scale measures interest in object.

Uninterested	○	○	○	○	○	○	○	Interested
Boring	○	○	○	○	○	○	○	Interesting
Unexciting	○	○	○	○	○	○	○	Exciting
Mundane	○	○	○	○	○	○	○	Facinating
Unintelligent	○	○	○	○	○	○	○	Intelligent

Need for object:

Please evaluate Super Flakes.

*Source: Mano, H. and R. Oliver (1993) Assessing the Dimensionality and Structure of the Consumption Experience:..." JCR, 20 (December), 451 - 66. Sub-scale measures need for object.

Unimportant	O	O	O	O	O	O	O	Important
Useless	O	O	O	O	O	O	O	Useful
Trivial	O	O	O	O	O	O	O	Fundamental
Not Beneficial	O	O	O	O	O	O	O	Beneficial
Superfluous	O	O	O	O	O	O	O	Vital
Nonessential	O	O	O	O	O	O	O	Essential
Not Needed	O	O	O	O	O	O	O	Needed

Object Value:

Please evaluate Super Flakes.

*Source: Mano, H. and R. Oliver (1993) Assessing the Dimensionality and Structure of the Consumption Experience:..." JCR, 20 (December), 451 - 66. Sub-scale measures object value.

Unimportant	O	O	O	O	O	O	O	Important
Of No Concern	O	O	O	O	O	O	O	Of Concern to Me
Irrelevant	O	O	O	O	O	O	O	Relevant
Means Nothing to Me	O	O	O	O	O	O	O	Means a Lot to Me
Worthless	O	O	O	O	O	O	O	Valuable
Doesn't Matter	O	O	O	O	O	O	O	Matters to Me
Insignificant	O	O	O	O	O	O	O	Significant

Finally, to help us understand your answers, please tell us a little about yourself.

What is your gender?

O Male

O Female

What is your age?

[   ]

What is your family structure?

[   ]

Brand Loyalty (iPad and General)

Researcher Note: This survey seeks to determine customer brand loyalty toward the iPad

Thank you for taking our survey today. It is completely anonymous, so please feel free to answer honestly.
It should only take 5 minutes.

Brand Loyalty

Do you agree with the following statements about the Apple iPad?

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I will pay slightly more for an Apple iPad than for other touchscreen tablets.	○	○	○	○	○
The Apple iPad is a great consumer value.	○	○	○	○	○
I am satisfied with my Apple iPad.	○	○	○	○	○
I am likely to purchase an iPad.	○	○	○	○	○
I would recommend the Apple iPad to a friend, associate or family member.	○	○	○	○	○
Apple inspires trust in their products.	○	○	○	○	○
Apple always delivers what they promise.	○	○	○	○	○
Apple always treats me fairly.	○	○	○	○	○
If a problem arises, I can always count on Apple to reach a fair and satisfactory solution.	○	○	○	○	○
I feel proud to be an Apple iPad owner.	○	○	○	○	○
Apple treats me with respect.	○	○	○	○	○
Apple is the perfect company for people like me.	○	○	○	○	○
I can't imagine a world without Apple.	○	○	○	○	○

General indicators of proneness to brand loyalty.

Lichtenstein, Netemeyer, and Burton (1990) Journal of Marketing, 54 (July), 54-67

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I generally buy the same brands I have always bought.						
○	○	○	○	○	○	○
Once I have made a choice on which brand to purchase, I am likely to continue to buy it withoug considering other brands.						
○	○	○	○	○	○	○
Once I get used to a brand, I hate to switch.						
○	○	○	○	○	○	○
If I like a brand, I rarely switch from it just to try something different.						
○	○	○	○	○	○	○
Even though certain products are available in a number of different brands, I always tend to buy the same brand.						
○	○	○	○	○	○	○

How often do you shop here?

Less Frequently	Once a month	Once in 2 weeks	Once a week	Twice a week or more
○	○	○	○	○

How would you describe your loyalty to this brand of tablet?

I shop around a lot	I am less loyal than most people	I am somewhat loyal	I am very loyal
○	○	○	○

How would you rate this IPad compared to your ideal tablet?

Very poor	Poor	Adequate	Good	Very good
○	○	○	○	○

What is your age?

Under 15 years	15 to 24 years	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and over
○	○	○	○	○	○	○

What is your gender?

Male	Female
○	○

What is your annual income range?

○ Below $20,000	○ $40,000 - $49,999	○ $70,000 - $79,999
○ $20,000 - $29,999	○ $50,000 - $59,999	○ $80,000 - $89,999
○ $30,000 - $39,999	○ $60,000 - $69,999	○ $90,000 or more

Brand Parity

Please tell us about the differences between brands of tablets by expressing your agreement or disagreement with the following statements.

Adapted from Muncy, J. A. (1996). "Measuring Perceived Brand Parity." in K. Corfam and J. Lynch (Eds.), Advances in Consumer Research (Vol. 23, pp. 411-417). Provo, UT: Association for Consumer Research.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I can't think of any differences between the major brands of tablets.	○	○	○	○	○
There are big differences between the various brands of tablets.	○	○	○	○	○
The only difference between the major brands of tablets is price.	○	○	○	○	○
All major brands of tablets are the same.	○	○	○	○	○

Brand Impression—Response

Emotional Reaction: How much do the following characteristics describe you when you use [BRAND X]?

Note to the researcher: These are negative affect statements and are associated with high-involvement situations.

Please give your overall feelings or impressions toward using [product or brand name],

	Not at All 1	2	3	4	Very Much 5
Scared	○	○	○	○	○
Afraid	○	○	○	○	○
Upset	○	○	○	○	○
Distressed	○	○	○	○	○
Jittery	○	○	○	○	○
Nervous	○	○	○	○	○
Ashamed	○	○	○	○	○
Guilty	○	○	○	○	○
Irritable	○	○	○	○	○
Hostile	○	○	○	○	○

Brand Effect: How much do the following characteristics describe you when you... use [BRAND X]?

Note to the researcher: These are negative affect statements and are associated with high-involvement situations.

Please give your overall feelings or impressions toward using [product or brand name],

	Not at All 1	2	3	4	Very Much 5
Enthusiastic	○	○	○	○	○
Interested	○	○	○	○	○
Determined	○	○	○	○	○
Excited	○	○	○	○	○
Inspired	○	○	○	○	○
Alert	○	○	○	○	○
Active	○	○	○	○	○
Strong	○	○	○	○	○
Proud	○	○	○	○	○
Attentive	○	○	○	○	○

Brand Personality

Researcher Note: This is a list of attributes that sometimes describe products.

Adapted from Aaker, J. (1997), "Dimensions of Brand Personality." Journal of Marketing Research, 34, 347-356.

There are 15 facets belonging to 5 dimensions. The facet and group membership is marked on each item

1 Sincerity: 1 down to earth; 2 honest; 3 wholesome; 4 cheerful
2 Excitement: 1 daring; 2 spirited; 3 imaginative; 4 up-to-date
3 Competence: 1 reliable; 2 intelligent; 3 successful
4 sophistication: 1 upper-class; 2 charming
5 Ruggedness: 1 outdoorsy; 2 tough

Thinking about the [BRAND], how descriptive are each of the following items?

	Not at all Descriptive 1	2	3	4	Extremely Descriptive 5
down-to-earth 1-1	○	○	○	○	○
Family-oriented 1-1	○	○	○	○	○
small-town 1-1	○	○	○	○	○
honest 1-2	○	○	○	○	○
sincere 1-2	○	○	○	○	○
real 1-2	○	○	○	○	○
wholesome 1-3	○	○	○	○	○
original 1-3	○	○	○	○	○
cheerful 1-4	○	○	○	○	○
sentimental 1-4	○	○	○	○	○
friendly 1-4	○	○	○	○	○
daring 2-1	○	○	○	○	○
trendy 2-1	○	○	○	○	○
exciting 2-1	○	○	○	○	○
spirited 2-2	○	○	○	○	○
cool 2-2	○	○	○	○	○
young 2-2	○	○	○	○	○
imaginative 2-3	○	○	○	○	○
unique 2-3	○	○	○	○	○
up-to-date 2-4	○	○	○	○	○
independent 2-4	○	○	○	○	○
contemporary 2-4	○	○	○	○	○
reliable 3-1	○	○	○	○	○
hard-working 3-1	○	○	○	○	○
secure 3-1	○	○	○	○	○
intelligent 3-2	○	○	○	○	○
technical 3-2	○	○	○	○	○
corporate 3-2	○	○	○	○	○
successful 3-3	○	○	○	○	○
leader 3-3	○	○	○	○	○
confident 3-3	○	○	○	○	○
upper-class 4-1	○	○	○	○	○

confident 3-3	○	○	○	○	○
upper-class 4-1	○	○	○	○	○
glamorous 4-1	○	○	○	○	○
good looking 4-1	○	○	○	○	○
charming 4-2	○	○	○	○	○
feminine 4-2	○	○	○	○	○
smooth 4-2	○	○	○	○	○
outdoorsy 5-1	○	○	○	○	○
masculine 5-1	○	○	○	○	○
Western 5-1	○	○	○	○	○
tough 5-2	○	○	○	○	○
rugged 5-2	○	○	○	○	○

Brand Personality: Hedonic-Utilitarian

Thinking about the Apple iPad, how would you evaluate what the product does for you?

*Adapted from Spangenberg, E. R., K. E. Voss and A. E. Crowley (1997) "Measuring the Hedonic and Utilitarian Dimensions of Attitude: A Generally Applicable Scale." In M. Brucks and D. MacInnis (Eds.), Advances in Consumer Research (Vol 24, pp. 235 - 241). Provo, UT: Association for Consumer Research.

Dull	○	○	○	○	○	○	○	Exciting
Not Delightful	○	○	○	○	○	○	○	Delightful
Not Sensuous	○	○	○	○	○	○	○	Sensuous
Not Fun	○	○	○	○	○	○	○	Fun
Unpleasant	○	○	○	○	○	○	○	Pleasant
Not Funny	○	○	○	○	○	○	○	Funny
Not Thrilling	○	○	○	○	○	○	○	Thrilling
Not Happy	○	○	○	○	○	○	○	Happy
Not Playful	○	○	○	○	○	○	○	Playful
Unenjoyable	○	○	○	○	○	○	○	Enjoyable
Not Cheerful	○	○	○	○	○	○	○	Cheerful
Not Amusing	○	○	○	○	○	○	○	Amusing

Brand Positioning and Concept Test Survey

Congratulations on Your Purchase!

Thank you for purchasing our product and for your support. This survey will help improve the quality of our products and services so please answer to the best of your knowledge.

Please tell us how the described product would rate on the following attributes.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
High Quality	○	○	○	○	○
Expensive	○	○	○	○	○
A Brand I Can Trust	○	○	○	○	○
Well Built	○	○	○	○	○
A Good Value	○	○	○	○	○

Overall, what is your reaction to the described product?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
○	○	○	○	○

Block 1

What would be your main reason for buying our product?

[   ]

Overall, how interested are you in buying this product if it were available? Please check one.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
○	○	○	○	○

Which of the following best describes your need for this product?

- ○ I really need this product because nothing else can solve this problem.
- ○ This is a minor improvement over what I currently use.
- ○ It looks okay but is about the same as what I'm doing now.
- ○ My current product would serve me better.
- ○ I feel no need to purchase this product.

Based on the description, what price would you expect to pay for the product?

[   ]

Assuming the new product is priced comparably to other major brands, would you say it is a...

Very poor value	Somewhat poor value	Average value	Fairly good value	Very good value
○	○	○	○	○

In what ways does the described product appear to be superior to other [Product Category] brands?

[ ]

Overall, what would be your most important factors in choosing a [Product Category]? Please check three.

☐ Value   ☐ High quality   ☐ Good sales representative/dealer/owner

☐ Best performance   ☐ Shopping convenience   ☐ Broad selection of products

☐ Good repair/Warranty service   ☐ Easy/fast service   ☐ Do not know

☐ Recognized brand name   ☐ Discount   ☐ Other

Other than the product itself, which of the following would most influence you when deciding to buy a [Product]?

○ Commentary on the Internet/Web site

○ Word-of-mouth

○ Sales/service representative

○ Industry publications

○ Advertising

○ Trade shows/events

○ Guarantee/warranty offers

○ Other

What other brands of [Product Category] have you used? (Check all that apply.)

☐ Brand A

☐ Brand B

☐ Brand C

Block 2

What is it that you like about ${lm://Field/1}? Please enter as many items as you wish.

[ ]

What do you like least about ${lm://Field/1}?

[ ]

Brand Pricing and Concept Evaluation

This survey is about a new [product/service] concept that is described as follows:

[ENTER PRODUCT/SERVICE DESCRIPTION HERE]

How would you best describe your familiarity with a product/service like that described above?

- ○ I was not aware of such a product/service
- ○ I am generally aware
- ○ I have investigated or researched such products
- ○ I have participated in a demo of a product like this
- ○ I have purchased or regularly use a product like this

Are you a current user of [Product/Service]?

- ○ Yes
- ○ No

How long have you used [Product/Service]?

Under 1 month	1-6 months	6 months to 1 year	1-2 years	3 years or more	Do not currently use
○	○	○	○	○	○

How often could you find a use for this [Product/Service]?

Once a week or more often	2-3 times a month	Once a month	Every 2-3 months	2-3 times a year	Once a year	Do not use
○	○	○	○	○	○	○

Based on the description, how interested would you be in buying this new [Product/Service] if priced within your budget?

Not at All Interested	Not Very Interested	Neutral	Somewhat Interested	Very Interested
○	○	○	○	○

What is it that you like most about the [Product/Service]?

[text box]

What do you like least about the [Product/Service]?

[text box]

Which of the following best describes your need for this product?

- ○ I really need this product because nothing else can solve this problem.
- ○ This is a minor improvement over what I currently use.
- ○ It is about the same as what I'm currently using.
- ○ My current product would serve me better.

Which of the following best describes your need for this product?

○ I really need this product because nothing else can solve this problem.

○ This is a minor improvement over what I currently use.

○ It is about the same as what I'm currently using.

○ My current product would serve me better.

○ I am not at all interested in this product.

About what would you expect to pay for a new [Product/Service] like the one described? (Nearest dollar)

[   ]

At what price would this new product begin to look inexpensive or cheap? Select one.

FMV + 30%	FMV + 20%	FMV + 10%	FMV + 5%	[Enter estimated FMV]	FMV - 5%	FMV - 10%	FMV - 20%	FMV - 30%
○	○	○	○	○	○	○	○	○

At what price would the product begin to look too expensive? Select one.

FMV + 30%	FMV + 20%	FMV + 10%	FMV + 5%	[Enter estimated FMV]	FMV - 5%	FMV - 10%	FMV - 20%	FMV - 30%
○	○	○	○	○	○	○	○	○

At what price would the product begin to look so expensive that you would never consider buying it?

FMV + 30%	FMV + 20%	FMV + 10%	FMV + 5%	[Enter estimated FMV]	FMV - 5%	FMV - 10%	FMV - 20%	FMV - 30%
○	○	○	○	○	○	○	○	○

If you knew that the average price of [Product/Service] was $[Enter Price], would you expect to pay more or less to buy the described product/service?

(20-30%) more	(5-10%) more	No more, no less	(5-10%) less	(20-30%) less
○	○	○	○	○

Brand Quality

Brand Quality: Please tell us about your experience with [BRAND].

*Sources:
Keller and Aaker (1992) JMR, 29 (February), 35-50. Items 1-3
Dodds, Monrow, Grewal (1991) JMR, 28 (August), 307-391. Items 4-7

Low Quality	○ ○ ○ ○ ○	High Quality
Not at all Likely to Try	○ ○ ○ ○ ○	Very Likely to Try
Inferior Product	○ ○ ○ ○ ○	Superior Product
Low Reliability	○ ○ ○ ○ ○	High Reliability
Low Quality Workmanship	○ ○ ○ ○ ○	High Quality Workmanship
Low Durability	○ ○ ○ ○ ○	High Durability
Low Dependability	○ ○ ○ ○ ○	High Dependability

Brand Uniqueness

Please indicate how well the following statements describe [PRODUCT... Insert product picture, description if possible]

	Not at all descriptive	Slightly descriptive	Moderately descriptive	Very descriptive
This is a rare object.	○	○	○	○
This product is for fashion leaders.	○	○	○	○
This product is likely to be scarce.	○	○	○	○
This product looks like it is custom made.	○	○	○	○
This is something that others will not have.	○	○	○	○
This product has lots of custom features.	○	○	○	○
This product is for innovators.	○	○	○	○
This is different and unusual.	○	○	○	○
This product is over the top.	○	○	○	○
This product has great WOW factor.	○	○	○	○

Brand Value of Purchase

Purchase Value: [PRODUCT or BRAND] is

Very poor value for the money   Very good value for the money

○   ○   ○   ○   ○   ○   ○

The Product Appears to be a good buy
Strongly Agree   Strongly Disagree

○   ○   ○   ○   ○   ○   ○

The Product Appears to be a bargain
Strongly Agree   Strongly Disagree

○   ○   ○   ○   ○   ○   ○

At the price shown, the product is
Very Uneconomical   Very Economical

○   ○   ○   ○   ○   ○   ○

The price shown for the product is
Very Unacceptable   Very Acceptable

○   ○   ○   ○   ○   ○   ○

Concern for Purchase Value:
Thinking about the way you shop, please answer the following questions.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am very concerned about low prices, but I am equally concerned about product quality.	○	○	○	○	○
When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money	○	○	○	○	○
When purchasing a product, I always try to maximize the quality I get for the money I spend.	○	○	○	○	○
When I buy products, I like to be sure that I am getting my money's worth.	○	○	○	○	○
I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them.	○	○	○	○	○
When I shop, I usually compare the "price per ounce" information for brands I normally buy.	○	○	○	○	○
I always check the prices at the grocery store to be sure I get the best value for the money I spend.	○	○	○	○	○

Consumer Behavior Surveys (12)

....

....

Consumer Behavior: Hierarchical Value Survey

What brand of athletic shoe do you wear most often?

○ Adidas   ○ Converse   ○ Nike   ○ Saucony

○ Asics   ○ K-Swiss   ○ Puma   ○ Other

○ Brooks   ○ New Balance   ○ Reebok

The last time you purchased athletic shoes, did you purchase the same brand shoe, or did you purchase a different brand?

○ Same brand

○ New Brand

What sport is this for?

○ Everyday wear   ○ Walking   ○ Football   ○ Other field sport

○ Basketball   ○ Running   ○ Golf   ○ Other court sport

○ Training   ○ Soccer   ○ Tennis

In thinking about this purchase, was the last pair of athletic shoes you purchased for a different sport or activity or for the same activity as the previous pair?

New activity	Same activity
○	○

How long have you been purchasing athletic shoes for this sport?

Less than 6 months	6 months - 1 year	1 - 2 years	3 - 5 years	5 - 10 years	More than 10 years
○	○	○	○	○	○

How satisfied are you with your [pipe text from shoe brand] shoes

Miserable	Unsatisfied	Satisfacfied	Very Satisfied	Delighted
○	○	○	○	○

Product Attributes:Think about the last time you chose a pair of athletic shoes and assume you were looking for the "Ideal shoe." How important are the following attributes to you?

	Less Important 1	2	2	3	Extremely Important 5
Is a quality brand	○	○	○	○	○
Is well made	○	○	○	○	○
Has excellent quality standards	○	○	○	○	○
Makes durable shoes	○	○	○	○	○
Is reasonably priced	○	○	○	○	○
Offers value for money	○	○	○	○	○
Is a good product for the price	○	○	○	○	○

Product Benefits: Think about the last time you chose a pair of athletic shoes and assume you were looking for the "Ideal shoe." How important are the following attributes to you?

	Less Important 1	2	2	3	Extremely Important 5
Offers lots of options	○	○	○	○	○
Offers custom made shoes	○	○	○	○	○
Is a shoe technology leader	○	○	○	○	○
Allows me to play better	○	○	○	○	○
Provides high value for the price	○	○	○	○	○
Lots of options so I can find the shoe that's right for me	○	○	○	○	○
Offers convenient product service	○	○	○	○	○
Is trustworthy	○	○	○	○	○

Personal Benefits: Think about the last time you chose a pair of athletic shoes and assume you were looking for the "Ideal shoe." How important are the following attributes to you?

	Less Important 1	2	2	3	Extremely Important 5
Is a product I like	○	○	○	○	○
Would make me want to use it	○	○	○	○	○
I would feel relaxed about using	○	○	○	○	○
Makes me feel good	○	○	○	○	○
Gives me pleasure	○	○	○	○	○
Helps me to feel acceptable	○	○	○	○	○
Improves the way I am perceived	○	○	○	○	○
Makes a good impression on other people	○	○	○	○	○

Personal Values: Think about the last time you chose a pair of athletic shoes and assume you were looking for the "Ideal shoe." How important are the following attributes to you?

	Less Important 1	2	2	3	Extremely Important 5
I fit within my peers	○	○	○	○	○
I can play more safely	○	○	○	○	○
I am respected as a player	○	○	○	○	○
I feel important	○	○	○	○	○
I can be in control of my game	○	○	○	○	○
I am more confident	○	○	○	○	○
Improves the way I am perceived	○	○	○	○	○
Gives me a sense of personal accomplishment	○	○	○	○	○
Better self esteem	○	○	○	○	○
I provide better for my family	○	○	○	○	○
I worry less about unknowns	○	○	○	○	○
Provides excitement	○	○	○	○	○
Improves my relationships with others	○	○	○	○	○

This final set of questions is about you and will help us classify your answers.

Within what price range are the athletic shoes you typically purchase?

○ Less than $15.00   ○ $50.00 to $69.99   ○ $110.00 to $139.99

○ $15 to $29.99   ○ $70.00 to $89.99   ○ $140.01 to $159.99

○ $30.00 to $49.99   ○ $90.00 to $109.99   ○ $160.00 or more

What is your age?

18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 and over
○	○	○	○	○	○

Indicate your marital status.

Single	Married	Widowed	Divorced
○	○	○	○

Please indicate your approximate yearly household income before taxes. (Include total income of all adults living in your household.)

Under $25,000	$25,001 - $49,999	$50,000 - $74,999	$75,000 - $99,999	$100,000 -$149,999	$150,000 or More
○	○	○	○	○	○

What is your highest level of education?

Grade school, Jr. High, or High School	High school graduate	Some college	College graduate	Post graduate/ professional
○	○	○	○	○

Consumer Behavior: Innovativeness

Consumer Independent Judgment-Making (CIJM)

Source: K. C. Manning, W. O. Bearden, and T. J. Madden (1995), "Consumer Innovativeness and the Adoption Process." Journal of Consumer Psychology, 4(4), 329-345.

	Not at all like me	Not much like me	Somewhat like me	Quite a lot like me	Just like me
Prior to purchasing a new brand, I prefer to consult a friend that has experience with a new brand.	○	○	○	○	○
When it comes to deciding whether to purchase a new service, I do not rely on experienced friends or family members for advice	○	○	○	○	○
I seldom ask a friend about his or her experiences with a new product before I buy the new product.	○	○	○	○	○
I decide to buy new products and services without relying on the opinions of friends who have already tried them.	○	○	○	○	○
When I am interested in purchasing a new service, I do not rely on my friends or close acquaintances that have already used the new service to give me information as to whether I should try it.	○	○	○	○	○
I do not rely on experienced friends for information about new products prior to making up my mind about whether or not to purchase.	○	○	○	○	○

Consumer Novelty Seeking (CNS)

Source: K. C. Manning, W. O. Bearden, and T. J. Madden (1995), "Consumer Innovativeness and the Adoption Process." Journal of Consumer Psychology, 4(4), 329-345.

Please indicate your agreement with the following statements.

	Not at all like me	Not much like me	Somewhat like me	Quite a lot like me	Just like me
I often seek out information about new product and brands.	○	○	○	○	○
I like to go to places where I will be exposed to information about new products and brands.	○	○	○	○	○
I like magazines that introduce new brands.	○	○	○	○	○
I frequently look for new products and services.	○	○	○	○	○
I seek out situations in which I will be exposed to new and different sources of product information.	○	○	○	○	○
I am continually seeking new product experiences	○	○	○	○	○
When I go shopping, I find myself spending very little time checking out new products and brands.	○	○	○	○	○
I take advantage of the first available opportunity to find out about new and different products	○	○	○	○	○

Creativity/Curiosity

Source: L. L. Price and N. M. Ridgway (1983) in Bagozzi and Tybout (Eds.), Advances in Consumer Research (10, pp 679-684). Ann Arbor, MI: Association for Consumer Research

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

Knowing how a product works offers almost as much pleasure as knowing that the product works well.

◯ ◯ ◯ ◯ ◯

I am very creative when using products

◯ ◯ ◯ ◯ ◯

I am less interested in the appearance of an item than in what makes it tick

◯ ◯ ◯ ◯ ◯

As a child, I really enjoyed taking things apart and putting them back together again.

◯ ◯ ◯ ◯ ◯

As long as a product works well, I don't reeally care how it works.

◯ ◯ ◯ ◯ ◯

Curiosity is one of the permanent and certain characteristics of a vigorous intellect

◯ ◯ ◯ ◯ ◯

I am curious about how things work

◯ ◯ ◯ ◯ ◯

I like to build things for my home.

◯ ◯ ◯ ◯ ◯

If I can't figure out how something works, I would rather tinker with it than ask for help.

◯ ◯ ◯ ◯ ◯

I never take anything apart because I know I'll never be able to put it back together again.

◯ ◯ ◯ ◯ ◯

I like to fix things around the house.

◯ ◯ ◯ ◯ ◯

I have gotten instruction in self-reliance skills (e.g., carpentry, care tune-up, etc.)

◯ ◯ ◯ ◯ ◯

I would rather fix something myself than take it to someone to fix.

◯ ◯ ◯ ◯ ◯

Risk Preferences

Source: L. L. Price and N. M. Ridgway (1983) in Bagozzi and Tybout (Eds.), Advances in Consumer Research (10, pp 679-684). Ann Arbor, MI: Association for Consumer Research

◯ When I try to do projects on my own, I'm afraid I will make a worse mess of them than if I had just left them alone.

◯ I always follow manufacturer's warnings against removing the backplates on products.

◯ When I try to do projects on my own, without exact directions, they usually work out really well.

◯ I find very little instruction is needed to use a product similar to one I'm already familiar with.

◯ I'm afraid to buy a product I don't know how to use.

◯ I'm uncomfortable working on projects different from types I'm accustomed to.

◯ I always follow manufacturer's warnings regarding how to use a product.

◯ If a product comes in an assembled and unassembled form, I always buy the assembled form. eventhough it costs a little more.

◯ I like to improvise when I cook.

Consumer Behavior: Internet Shopping Study

2012 Internet Shopping Survey
Thank you for participating in the Annual Internet Shopper Survey. This national study tracks trends in Internet usage and shopping.

Instructions: Please answer all questions. For most questions, you need only check a box or enter a number for your answer. The survey will prompt you to complete all questions. The survey will take about 15 minutes.

At the completion of the survey you will have the opportunity to enter your E-mail address to enter the drawing for two iPod Nanos. All information is strictly confidential and will not be shared.

How many times in the last year did you do the following?

	0	1	2-5	6-15	16-50	51-100	101-300	300+
Use a computer	○	○	○	○	○	○	○	○
Use the internet	○	○	○	○	○	○	○	○
Check Email	○	○	○	○	○	○	○	○
Browse for products or services online	○	○	○	○	○	○	○	○
Check or manage your finances online	○	○	○	○	○	○	○	○
Make a purchase online	○	○	○	○	○	○	○	○

If you made internet purchases in the last year,
About how much in *total* did you spend on Internet purchases? (Please enter an amount in Dollars with no $ sign or commas).

Purchases in Dollars [   ]

What types of products have you Ever Purchased and/or Shopped for on the internet? Please answer for each product.

	I have Never Shopped for this Item Online	I have Shopped for this Item Online, But Made No Purchase	I have Shopped for this item Online AND I Purchased it
Appliances	○	○	○
Automobiles	○	○	○
Automotive products	○	○	○
Books or magazines	○	○	○
Clothing	○	○	○
Computer hardware	○	○	○
Computer software	○	○	○
Flowers	○	○	○
Food and beverages	○	○	○
Gift Certificates, gift cards	○	○	○
Home and personal electronics	○	○	○
Jewelry, Watches	○	○	○
Music: CDs, songs	○	○	○
Pets, pet supplies	○	○	○
Real Estate	○	○	○
Services (insurance, legal)	○	○	○

Tickets (concert, movies, etc.)	○	○	○
Toys, games	○	○	○
Travel (airlines, car rentals, hotels)	○	○	○
Videos, DVDs	○	○	○
Other items (Please Specify) _____	○	○	○

Compared to last year, would you say your purchases at local stores, by mail order and the internet were less, about the same, or more (than last year).

	Less than last year	About the same as last year	More than last year
Purchases at local retail stores	○	○	○
Purchases through mail-order catalogs	○	○	○
Purchases through the Internet	○	○	○

Thinking about experiences where you shopped on line but did not purchase, please tell us the main reasons why you did not purchase? (Select up to 5)

☐ It wasn't exactly what I wanted.

☐ I feared giving my credit card on line.

☐ It didn't suit my needs.

☐ The price was too high.

☐ Shipping costs were too high.

☐ The size, color, style or model I wanted was not available.

☐ The brand I wanted was not available.

☐ I lacked of trust in the seller.

☐ I was not really serious about purchasing the item.

☐ Other
_____

Timing

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Thinking about your own personal use of a computer in your home during the last few months, about how often did you use it for each of the following activities?

	Never	Less than once a month	Once a month	2-3 times a month	Once a week	2-3 times a week	Daily
Read online news or magazines	○	○	○	○	○	○	○
Look at financial information (stocks, trends)	○	○	○	○	○	○	○
Conduct business-related work	○	○	○	○	○	○	○
Use social networking sites (like Facebook)	○	○	○	○	○	○	○
Visit auction sites (like e-bay)	○	○	○	○	○	○	○
Visit Internet sites related to your hobbies	○	○	○	○	○	○	○
Making purchases on line	○	○	○	○	○	○	○
Visit on line retail sites looking for merchandise	○	○	○	○	○	○	○
Check or send e-mail messages	○	○	○	○	○	○	○

Thinking about your own personal use of a computer in your home during the last few months, about how often did you use it for each of the following activities?

	Never	Less than once a month	Once a month	2-3 times a month	Once a week	2-3 times a week	Daily
Play games	○	○	○	○	○	○	○
Visit sites looking for tickets or reservations	○	○	○	○	○	○	○
Search for or download software	○	○	○	○	○	○	○
Internet phone (Skype or other Internet phone)	○	○	○	○	○	○	○
Text message or "Chat" online	○	○	○	○	○	○	○
Please select "Never"	○	○	○	○	○	○	○
Visit blogs or news-groups	○	○	○	○	○	○	○
Look for job opportunities	○	○	○	○	○	○	○
Twitter / Tweet	○	○	○	○	○	○	○
Find & view photographs, clip art, or images	○	○	○	○	○	○	○

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Below are statements representing people's attitudes toward the internet. Please check the one box that best indicates how well the statement describes you personally. or best reflects your impressions. How well does the statement describe you?

	Not at all like me	Not much like me	Somewhat like me	Quite a lot like me	Just like me
I'd have a hard time searching the internet to find what I need.	○	○	○	○	○
Local stores have better prices and promotions than internet stores.	○	○	○	○	○
I don't think internet stores carry things I want.	○	○	○	○	○
I think internet shopping would avoid the hassle of local shopping.	○	○	○	○	○
I believe there are delivery problems and back-orders when making internet purchases.	○	○	○	○	○
I think online buying is (or would be) a novel, fun way to shop.	○	○	○	○	○
I like the help and friendliness I can get at local stores.	○	○	○	○	○
I find the internet ordering process is hard to understand & use.	○	○	○	○	○
For me, shopping in stores is a hassle.	○	○	○	○	○
I never think about the security of my credit card information stored by an online merchant.	○	○	○	○	○

How well does the statement describe you?

	Not at all like me	Not much like me	Somewhat like me	Quite a lot like me	Just like me
Please select "Not at all like me"	○	○	○	○	○
I want to see things in person before I buy.	○	○	○	○	○
I often go to the internet to preview products.	○	○	○	○	○
I like that a car is unnecessary when shopping on the internet.	○	○	○	○	○
I think internet shopping offers better quality than local stores.	○	○	○	○	○
I don't know much about using the internet.	○	○	○	○	○
I would like not having to leave home when shopping.	○	○	○	○	○
I never search for the lowest price for things that I buy.	○	○	○	○	○
I like having products delivered to me at home.	○	○	○	○	○
I often go to the internet for product reviews or recommendations.	○	○	○	○	○
I don't want to give out my credit card number to a merchant online.	○	○	○	○	○
	○	○	○	○	○

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How well does the statement describe you?

	Not at all like me	Not much like me	Somewhat like me	Quite a lot like me	Just like me
I rarely browse on the internet.	○	○	○	○	○
I frequently worry about the security of credit card information that is stored by an online merchant.	○	○	○	○	○
None of my friends shop on the internet.	○	○	○	○	○
I think local stores have better service policies than internet stores.	○	○	○	○	○
I dislike the idea of shipping charges when buying on the internet.	○	○	○	○	○
I worry about my credit card number being stolen when sending information through the internet.	○	○	○	○	○
I don't like having to wait for products to arrive in the mail.	○	○	○	○	○
I often buy using lay-away or store payment programs.	○	○	○	○	○
I would shop on the internet (more) if the prices were lower.	○	○	○	○	○
I never buy online because of the possibility of credit card fraud.	○	○	○	○	○

I always search for the lowest price in just about everything I buy.

○   ○   ○   ○   ○

I think internet shopping offers better selection than local stores.

○   ○   ○   ○   ○

How well does the statement describe you?

	Not at all like me	Not much like me	Somewhat like me	Quite a lot like me	Just like me
I like to go shopping with my friends.	○	○	○	○	○
I want my purchases to be absolutely private.	○	○	○	○	○
I like browsing on the internet.	○	○	○	○	○
Buying things on the internet scares me.	○	○	○	○	○
It's hard to judge the quality of merchandise on the internet.	○	○	○	○	○
Please select "Not much like me"	○	○	○	○	○
I enjoy buying things on the internet.	○	○	○	○	○
I think the internet offers lower prices than local stores.	○	○	○	○	○
I like the "energy" & fun of shopping at local retail stores.	○	○	○	○	○
I just don't trust internet retailers.	○	○	○	○	○
It would be a real hassle to return merchandise bought online.	○	○	○	○	○
I often return items I have purchased.	○	○	○	○	○

Timing

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This final set of questions will help us to better understand shoppers and their answers. Again, all information is strictly confidential.

Are you Male or Female?

Male   Female

○   ○

and are you...

Living with a spouse   Not living with a spouse

○   ○

Are there any children in your home? If so, what are their ages?

Under 10   10 to 15   16 to 19   No children at home

☐   ☐   ☐   ☐

and are you...

Living with a spouse ○

Not living with a spouse ○

Are there any children in your home? If so, what are their ages?

Under 10 ☐

10 to 15 ☐

16 to 19 ☐

No children at home ☐

And do you...

Own ○

Rent ○

Live with a family member in their home or apartment ○

Other (Please Specify) ○

What is your highest level of education?

High school ○

Trade school ○

Some college ○

College graduate ○

Advanced college degree ○

Other (Please Specify) ○

Your age is...

Under 13 ○

13 to 18 ○

19 to 29 ○

30 to 44 ○

45 to 64 ○

65 or older ○

Other (Please Specify) ○

What is your occupation?

○ Artistic/Literary
○ Executive/Upper Management
○ Lawyer/Attorney
○ Retired

○ Business Owner/Self-Employed
○ Farming/Forestry/Fishing
○ Mid-Level Management
○ Sales/Marketing

○ Clerical/Administrative
○ Health-care Professional*
○ Military/Civilian Uniform Services
○ Student

○ Crafts/Construction Trade/Foreman
○ Homemaker
○ Physician/Doctor*
○ Unemployed

○ Education Administration/Support Services
○ Hospitality/Entertainment
○ Professional/Technical
○ Other

○ Educator

What is your total yearly *household* income, before taxes?

○ Under $30,000
○ $50-$59,999
○ $80-$89,999
○ Over $150,000

○ $30-$39,999
○ $60-$69,999
○ $90-$99,999
○ I would rather not say

○ $40-$49,999
○ $70-$79,999
○ $100-$150,000

What state, country, or continent do you live in?

[▾]

What is your postal code?

[   ]

Accuracy of data is important to the accuracy of our results. Is there any reason why we should not consider your responses totally accurate and truthful? Please tell us how accurate you consider your data.
(Your answer does not affect your chances of receiving an iPod Nano).

I took time to carefully consider and answer each question. My answers are 100% accurate	I tried to be careful, and most of my answers are accurate.	All of my answers are generally correct, but may not be exact.	Some of my answers are not accurate.	Many of my answers are not accurate.
○	○	○	○	○

Consumer Behavior: Marketing Mavens

Please indicate how much you agree with the following statements:

*Scale adapted from Feick, L. and L. L. Price (1987), "The Market Maven: A Diffuse3r of Marketplace Information." Journal of Marketing, 51, 83-97.

Not at all like me	Not like me	Neutral	Like me	Just like me

I like introducing new brands and products to my friends.

○　　　　　○　　　　　○　　　　　○　　　　　○

I like helping people by providing them with information about many kinds of products.

○　　　　　○　　　　　○　　　　　○　　　　　○

People ask me for information about products, places to shop, or sales.

○　　　　　○　　　　　○　　　　　○　　　　　○

If someone asked where to get the best buy on several types of products, I could tell them where to shop.

○　　　　　○　　　　　○　　　　　○　　　　　○

My friends think of me as a good source of information when it comes to new products or sales.

○　　　　　○　　　　　○　　　　　○　　　　　○

Think about a person who has information about a variety of products and likes to share this information with others. This person knows about new products, sales, stores, and so on, but does not necessarily feel he or she is an expert on one particular product. How well would you say this description fits you?

○　　　　　○　　　　　○　　　　　○　　　　　○

Consumer Behavior: Maslow's Higher Order Life Values

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations.

Sincerely,
[MANAGER_NAME]
Manager

People look for or want different goals out of life. Please study this list carefully and then rate each item in terms of how important it is to you in your <u>daily life</u> on the scale indicated.

	1 Extremely Important	2	3	4	5	6	7	8	9 Extremely Unimportant
Sense of belonging	○	○	○	○	○	○	○	○	○
Fun and enjoyment in life	○	○	○	○	○	○	○	○	○
Warm relationships with others	○	○	○	○	○	○	○	○	○
Self-fulfillment	○	○	○	○	○	○	○	○	○
Being well respected	○	○	○	○	○	○	○	○	○
Excitement	○	○	○	○	○	○	○	○	○
A sense of accomplishment	○	○	○	○	○	○	○	○	○
Security	○	○	○	○	○	○	○	○	○
Self-respect	○	○	○	○	○	○	○	○	○

Of the above set of 9 values, which one is <u>most</u> important to you?

Thank you for your feedback. We value you as a customer and will take your input into consideration while providing products and services in the future.

If you have any comments or concerns about this survey please Contact:
    Your Company Name
    Your Address 1
    Your Address 2
    Your City, State, ZipCode

Consumer Behavior: Motivations, Objective and Social

Objective Motivations: Source: George Moschis (1978) Dissertation, Georgia State University

Before purchasing a product it is important to know...

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Guarantees on different brands	○	○	○	○	○
The name of the company that makes the product	○	○	○	○	○
Whether any brands are on sale	○	○	○	○	○
Kinds of materials different brands are made of	○	○	○	○	○
Quality of the store selling a particular brand	○	○	○	○	○

Social Motivations: Source: George Moschis (1978) Dissertation, Georgia State University

Before purchasing a product it is important to know...

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
What friends think of different brands or products	○	○	○	○	○
What kinds of people buy certain brands or products	○	○	○	○	○
What others think of people who use certain brands of products	○	○	○	○	○
What brands or products to buy to make good impressions on others	○	○	○	○	○

Consumer Behavior: Opinion Leadership

Please tell us about your purchase of IT products.

(This scale is adapted from Goldsmith, Freiden, and Kilsheimer (1993), "Social Values and Female Fashion Leadership: A Cross-Cultural Study." Psychology & Marketing, 10, 399-412.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am aware of IT trends and want to be one of the first to try them.	○	○	○	○	○
I am the first to try new IT products therefore, many people regard me as being an IT leader.	○	○	○	○	○
It is important for me to be an IT leader.	○	○	○	○	○
I am confident in my ability to recognize IT trends.	○	○	○	○	○
IT is one of the most important ways I have of expressing my individuality.	○	○	○	○	○
I don't spend a lot of time on IT-related activities (reverse scaled).	○	○	○	○	○

Consumer Behavior: Purchase Intention

Researcher Note: This is a list of options. Only one or two of these items would be used to measure behavioral intention to purchase

If [BRAND NAME] were made available in your area at a reasonable price, to what extent would you consider purchasing?

Unlikely	○	○	○	○	○	○	Likely
Non-Existant	○	○	○	○	○	○	Existent
Improbable	○	○	○	○	○	○	Probable
Impossible	○	○	○	○	○	○	Possible
Uncertain	○	○	○	○	○	○	Certain
Would definitely not consider	○	○	○	○	○	○	Would definitely consider
Much Less Likely	○	○	○	○	○	○	Much More Likely

Consumer Behavior: Purchase Risk

Researcher Note: Purchase Risk Scale

*Sources: Venkatraman and Price (1990), Journal of Business Research, 20 (June), 293-315. Expectations Risk Items 1 - 3; Financial Risk Items 4 - 5; Performance Risk Items 6 - 7

Eroglu and Machleit (1990), Journal of Retailing, 66 (Summer), 201-221. Purchase Risk Items 8-11

For the statements listed below, please indicate the importance each has when making a purchase decision.

	Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
Not getting bored with the product after the purchase	○	○	○	○	○	○	○
Do not like it as much as I expected	○	○	○	○	○	○	○
Not using it as much as I expected	○	○	○	○	○	○	○
The purchase affects the financial ability to buy other products	○	○	○	○	○	○	○
There is a fall in prices soon after buying the product	○	○	○	○	○	○	○
There are unanticipated performance problems after the purchase	○	○	○	○	○	○	○
The product does not do the things I expected it to do	○	○	○	○	○	○	○
The product I was shopping for is an expensive product	○	○	○	○	○	○	○
I don't have much experience in purchasing this product	○	○	○	○	○	○	○
The decision to purchase this product involved high risk	○	○	○	○	○	○	○
This is a technologically complex product	○	○	○	○	○	○	○

Consumer Behavior: Search Effort

Search Effort: There are no right or wrong answers to the following statements and a large number of people agree and disagree. Kindly indicate your personal opinion by selecting any one answer for each statement.

*Source: Srinivasan, Narasimhan (1987), Doctoral Dissertation, SUNY Buffalo.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree

I spent a lot of time talking with sales people when I was deciding on my new [PRODUCT].

○ ○ ○ ○ ○

At the time I bought my new [PRODUCT], I thought I had gathered sufficient information to make my best purchase.

○ ○ ○ ○ ○

Before I bought my new [PRODUCT], I thought a great deal about it.

○ ○ ○ ○ ○

I referred to newspapers, magazines, and brochures a lot before I bought my new [PRODUCT].

○ ○ ○ ○ ○

I visited all the conveniently located dealers before I decided which [PRODUCT] to buy.

○ ○ ○ ○ ○

I spent adequate time searching for information before I bought my new [PRODUCT].

○ ○ ○ ○ ○

If I were going to purchase a [PRODUCT], I would search several stores for the lowest price [ALTERNATE WORDING: ...for a price lower than you would find at this store].

○ ○ ○ ○ ○

Please tell us about your search for [PRODUCT or BRAND] by reporting the amount of information you gathered from each of the following sources.

*Source: Beatty and Smith (1987) JCR (14) June, pp 83-95.

None	1	2	3	4	5	6	7	8	9	10 or more

How many television or radio ads did you view during your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many newspaper or magazine ads did you see during your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many hours did you spend inside retail stores during your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many phone calls did you make to retail stores during your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many visits did you make to retail stores during your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many different products or brands did you examine during your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many friends, relatives or neighbors did you talk to about your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many websites did you visit searching for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

How many neutral sources of information (Consumer Reports or other product reviews) did you view during your search for [PRODUCT or BRAND]?

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Consumer Behavior: Shopping Involvement

Please indicate your agreement with each of the following statements.

	Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
At the time of the purchase decision, I had little time to search for information.	○	○	○	○	○	○
There was a wide difference in performance between the available choices.	○	○	○	○	○	○
Because the product was being offered on sale for a limited time period, I felt I needed to purchase the item quickly.	○	○	○	○	○	○
If this product broke down I would feel that replacement or repair was a high priority.	○	○	○	○	○	○
My budget was very tight at the time of the purchase.	○	○	○	○	○	○
I felt obligated to make a careful analysis of the alternatives before making a selection.	○	○	○	○	○	○

	Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
I have one or two favorite stores I shop in for this type of purchase.	○	○	○	○	○	○
I felt it was necessary to talk to a number of friends or because of my lack of knowledge and expertise about this product category.	○	○	○	○	○	○
I felt I would have obtained a better deal on this item by shopping around and comparing prices.	○	○	○	○	○	○
I like to devote considerable time and energy when making a product choice such as this one.	○	○	○	○	○	○
Selecting an appropriately-styled model was very important to me.	○	○	○	○	○	○
I can make many connections or associations between the use of this product and experiences in my life.	○	○	○	○	○	○

	Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
I was very concerned about possible performance problems when searching for the item I purchased.	○	○	○	○	○	○
Using the product I purchased is one of the most enjoyable things I do.	○	○	○	○	○	○
I did not have any favorite brands in this search category before beginning my search.	○	○	○	○	○	○
I felt quite knowledgeable about this product category before I began shopping for it.	○	○	○	○	○	○

Please indicate your agreement with each of the following statements.

	Vey Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
There were wide price differences between available choices.	○	○	○	○	○	○
I received considerable pressure from other family members to purchase this item quickly.	○	○	○	○	○	○

This purchase was difficult because the items in this product category are so technologically complex.	○	○	○	○	○	○
This purchase was not planned, but the item caught my eye in the store and I decided to purchase it.	○	○	○	○	○	○
It was my responsibility to make the right product choice.	○	○	○	○	○	○
The amount of money I could or would spend on this item was very limited.	○	○	○	○	○	○

	Vey Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
I felt comfortable judging the differences between alternatives relatively well.	○	○	○	○	○	○
I generally make purchases of this kind at one particular store because I believe they offer the best values around.	○	○	○	○	○	○
I enjoyed shopping for this product.	○	○	○	○	○	○
I was very concerned about the economic consequences of making a poor or incorrect choice.	○	○	○	○	○	○
Generally, I like to make purchases quickly without shopping around at different stores, because it just is not worth my effort.	○	○	○	○	○	○
I am concerned about my friends' approval of my choice.	○	○	○	○	○	○

	Vey Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
Because of my lifestyle, I feel this is a product that ought to be important to me.	○	○	○	○	○	○
I was very concerned about my product choice because of the consequences of selecting an item that did not perform as I anticipated.	○	○	○	○	○	○
I believe I could be quite helpful to friends who are having difficulty making a selection in this product category.	○	○	○	○	○	○
I had a strong brand preference in this category because of my previous experience with some of these brands.	○	○	○	○	○	○

Consumer Behavior: Social Belonging

The following is a list of values that some people look for or want out of life.

Please study the list carefully and then rate each thing on how important it is in your daily life, where 1 = very unimportant and 9 = very important.

Adapted from Kahle, L. , "Social Values and Social Change: Adaption to Life in America. New York: Praeger: 1983.

	Very Unimportant	2	3	4	5	6	7	8	Very Important
Sense of belonging	O	O	O	O	O	O	O	O	O
Warm relationships with others	O	O	O	O	O	O	O	O	O
Self-fulfillment	O	O	O	O	O	O	O	O	O
Being well respected	O	O	O	O	O	O	O	O	O
Fun and enjoyment of life	O	O	O	O	O	O	O	O	O
Excitement	O	O	O	O	O	O	O	O	O
Security	O	O	O	O	O	O	O	O	O
Self-respect	O	O	O	O	O	O	O	O	O
A sense of accomplishment	O	O	O	O	O	O	O	O	O

Customer Satisfaction Surveys (6)

Customer Satisfaction: CSRs

Dear [FIRST NAME]

Thank you for giving us the opportunity to serve you better. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations.

Sincerely,
[MANAGER_NAME]
Manager

Overall, I am very satisfied with the way [Company] performed (is performing) on this project.

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
○	○	○	○	○

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
[Company] service representatives (CSRs) are well trained.	○	○	○	○	○
[Company] service representatives (CSRs) are well supervised.	○	○	○	○	○
[Company] service representatives (CSRs) adhere to professional standards of conduct.	○	○	○	○	○
[Company] service representatives (CSRs) act in my best interest.	○	○	○	○	○
Overall, I am satisfied with the [Company] service representatives (CSRs).	○	○	○	○	○

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
The [Company] account manager is knowledgeable and professional.	○	○	○	○	○
I feel like I have a good personal relationship with the [Company] account manager.	○	○	○	○	○
The [Company] account manager is making a positive contribution to my business.	○	○	○	○	○
The [Company] account manager responds to my inquiries in a timely manner.	○	○	○	○	○
Overall, I am very satisfied with the [Company] account manager.	○	○	○	○	○

Compared to how you felt about [Company] before this project, what is the likelihood of completing another project with [Company]?

Compared to how you felt about [Company] before this project, what is the likelihood of completing another project with [Company]?

○ Better, based on performance

○ About the same

○ Worse, based on performance

Considering the overall value of the project you paid for, was it...

○ An exceptional value, worth more than you paid for it

○ A good value, worth about what you paid for it

○ A poor value, worth less than you paid for it

Satisfaction and Customer Retention: General

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for ...... We hope that you will accept this as a token of our good will.

Sincerely,
[MANAGER_NAME]
Manager

How often do you typically use the product?

Daily	Weekly	Once a month	Every 2-3 months	2-3 times a year	Once a year or less often	Do not use
○	○	○	○	○	○	○

How did your [PRODUCT] perform?

	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
Overall quality	○	○	○	○
Value	○	○	○	○
Purchase experience	○	○	○	○
Installation or first use experience	○	○	○	○
Usage experience	○	○	○	○
After purchase service (warranty, repair, customer service etc)	○	○	○	○

How important was performance on these attributes?

	Not Important	Somewhat Important	Important	Very Important
Overall quality	○	○	○	○
Value	○	○	○	○
Purchase experience	○	○	○	○
Installation or first use experience	○	○	○	○
Usage experience	○	○	○	○
After purchase service (warranty, repair, customer service etc)	○	○	○	○

Overall, how satisfied were you with your new [PRODUCT]?

Not at all satisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Delighted
○	○	○	○	○

Have you ever contacted customer service?

No	Yes
○	○

If you contacted [COMPANY] customer service, have all problems been resolved to your complete satisfaction?

- ☐ Yes, by the company or its representatives.
- ☐ Yes, by *me or someone outside the company*
- ☐ No, the problem was not resolved

Based on your awareness of [PRODUCT/SERVICE],is it better, the same, or worse than other brands of [ENTER CATEGORY}?

Much Better	Better	About the same	Worse	Much Worse
○	○	○	○	○

Please share with us a few things [Product/Service] could do better.

Based on your experience with [PRODUCT], how likely are you to buy [PRODUCT] again?

Definitely will	Probably will	Might or might not	Probably will not	Definitely will not
○	○	○	○	○

Based on your experience with [PRODUCT], would you recommend this product to a friend?

Definitely will	Probably will	Might or might not	Probably will not	Definitely will not
○	○	○	○	○

If you would like to share any additional comments or experiences about [PRODUCT], please enter them below.

Satisfaction and Customer Retention

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for ...... We hope that you will accept this as a token of our good will.

Sincerely,
[MANAGER_NAME]
Manager

How often do you typically use the product?

Daily	Weekly	Once a month	Every 2-3 months	2-3 times a year	Once a year or less often	Do not use
○	○	○	○	○	○	○

How did your [PRODUCT] perform?

	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
Overall quality	○	○	○	○
Value	○	○	○	○
Purchase experience	○	○	○	○
Installation or first use experience	○	○	○	○
Usage experience	○	○	○	○
After purchase service (warranty, repair, customer service etc)	○	○	○	○

How important was performance on these attributes?

	Not Important	Somewhat Important	Important	Very Important
Overall quality	○	○	○	○
Value	○	○	○	○
Purchase experience	○	○	○	○
Installation or first use experience	○	○	○	○
Usage experience	○	○	○	○
After purchase service (warranty, repair, customer service etc)	○	○	○	○

Overall, how satisfied were you with your new [PRODUCT]?

Not at all satisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Delighted
○	○	○	○	○

Have you ever contacted customer service?

No	Yes
○	○

If you contacted [COMPANY] customer service, have all problems been resolved to your complete satisfaction?

☐ Yes, by the company or its representatives.

☐ Yes, by me or someone outside the company

☐ No, the problem was not resolved

Based on your awareness of [PRODUCT/SERVICE],is it better, the same, or worse than other brands of [ENTER CATEGORY}?

Much Better	Better	About the same	Worse	Much Worse
○	○	○	○	○

Please share with us a few things [Product/Service] could do better.

Based on your experience with [PRODUCT], how likely are you to buy [PRODUCT] again?

Definitely will	Probably will	Might or might not	Probably will not	Definitely will not
○	○	○	○	○

Based on your experience with [PRODUCT], would you recommend this product to a friend?

Definitely will	Probably will	Might or might not	Probably will not	Definitely will not
○	○	○	○	○

If you would like to share any additional comments or experiences about [PRODUCT], please enter them below.

Customer Satisfaction: NPS

Researcher Note:
The *Net Promoter Score is a common test of customer satisfaction that was made popular by Fred Reichheld of Bain & Company.

The score is calculated based upon one question (used twice in this survey) by sorting respondents into Promoters (High), Neutrals (Middle) and Detractors (Low), then subtracting the percentage of respondents that are Detractors from the percentage that are Promoters.

This survey calculates the Net Promoter Score for two instances: the purchase of an iPad, and overall feelings of Apple. In addition, it collects other feedback and demographic information for future segmentation.

***The Net Promoter Score is a registered trademark of Fred Reichheld, Bain & Company and Satmetrix.**

Considering only your most recent purchase experience, how likely would you be to recommend the purchase of an Apple iPad to a friend or colleague? (0 is not at all likely, 10 is extremely likely)

Not at All Likely (0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Extremely Likely (10)
○	○	○	○	○	○	○	○	○	○	○

Considering your complete experience with our company, how likely would you be to recommend our company to a friend or colleague? (0 is not at all likely, 10 is extremely likely)

Not at All Likely (0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Extremely Likely (10)
○	○	○	○	○	○	○	○	○	○	○

(FEEDBACK FOR IMPROVEMENT) What can we do in the future to earn a score of 9 or 10?

What did we do really well?

What can we do to be even better?

Finally, please tell us a little about yourself...

What is your gender?
○ Male

○ Female

How old are you?

◯ Under 13

◯ 13-17

◯ 18-25

◯ 26-34

◯ 35-54

◯ 55-64

◯ 65 or over

[   ]

What is your current marital status?

◯ Single, never married

◯ Married without children

◯ Married with children

◯ Divorced

◯ Seperated

◯ Widowed

◯ Living with partner

What is the highest level of education you have completed?

◯ Less than High School

◯
High School / GED

◯ Some College

◯ 2-year College Degree

◯ 4-year College Degree

◯ Masters Degree

◯ Doctoral Degree

◯ Professional Degree (JD, MD)

Customer Satisfaction: Product

Purchase Satisfaction: How much do you agree or disagree with the following statements about [PRODUCT]?

*Source: Westbrook and Oliver (1981), Advances in Consumer Research, Vol. 8, Kent Monroe, ed. Ann Arbor, MI: Association for Consumer Research, 94-99.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
This is one of the best [PRODUCTS] I could have bought.	○	○	○	○	○	○	○
This [PRODUCT] is exactly what I need.	○	○	○	○	○	○	○
This [PRODUCT] hasn't worked out as well as I thought it would.	○	○	○	○	○	○	○
I am satisfied with my decision to buy this [PRODUCT].	○	○	○	○	○	○	○
Sometimes I have mixed feelings about keeping [PRODUCT].	○	○	○	○	○	○	○
My choice to buy this [PRODUCT] was a wise one.	○	○	○	○	○	○	○
If I could do it over again, I'd buy a different make/model.	○	○	○	○	○	○	○
I have truly enjoyed this [PRODUCT].	○	○	○	○	○	○	○
I feel bad about my decision to buy this [PRODUCT].	○	○	○	○	○	○	○
I am not happy that I bought this [PRODUCT].	○	○	○	○	○	○	○
Owning this [PRODUCT] has been a good experience.	○	○	○	○	○	○	○
I'm sure it was the right thing to buy this [PRODUCT].	○	○	○	○	○	○	○

How much do you agree or disagree with the following statements about [PRODUCT]?

*Source: Cole and Balasubramanian (1993), JCR, 20 (June) 157-69.

Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am pretty satisfied with the [PRODUCT] I chose.						
○	○	○	○	○	○	○
I am pretty certain that I made the best decision about which [PRODUCT] to select.						
○	○	○	○	○	○	○
I felt confused while shopping for [PRODUCT].						
○	○	○	○	○	○	○
I am pretty sure that one of the other brands of [PRODUCT] that I did not choose would have been equal to or better than the brand I chose to satisfy my desires and expectations.						
○	○	○	○	○	○	○
I really would not like any more information about the various brands of [PRODUCT] in the study.						
○	○	○	○	○	○	○
It is likely that the brand of [PRODUCT] I chose is better than the brands of [PRODUCT] I am currently familiar with.						
○	○	○	○	○	○	○

Satisfaction: Technical Documentation

Technical Documentation:

How satisfied are you...

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
...with the appropriateness of the documentation to your needs?	○	○	○	○	○
...with the quality of the documentation delivered with your system?	○	○	○	○	○
...with the accuracy of the documentation delivered?	○	○	○	○	○
...with the usability of the documentation provided?	○	○	○	○	○
...overall with the documentation provided?	○	○	○	○	○

Please tell us what [Company] should do to improve the quality of the documentation delivered with your platform?

[ ]

[Company] understands the service needs of my organization.

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
○	○	○	○	○

Overall, how satisfied are you with the amount of contact between you/your organization and [Company's] service organization's management?

Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
○	○	○	○	○

How would you rate [Company] overall?

	Poor	Fair	Good	Very Good	Excellent
Overall, the quality of [Company's] sales organization's service is	○	○	○	○	○
Overall, the value of [Company's] services compared with the price paid is	○	○	○	○	○

Would you recommend [Company's] services to colleagues or contacts within your industry?

○ Yes

○ No

Employee Surveys (6)

Employee Job Satisfaction

Please take a few minutes to tell us about your job and how the organization assists you.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I feel encouraged to come up with new and better ways of doing things.	○	○	○	○	○
My work gives me a feeling of personal accomplishment.	○	○	○	○	○
I have the tools and resources to do my job well.	○	○	○	○	○
On my job, I have clearly defined quality goals.	○	○	○	○	○
The Company does an excellent job of keeping employees informed about matters affecting us.	○	○	○	○	○
When a customer is dissatisfied, I can usually correct the problem to their satisfaction.	○	○	○	○	○
I understand why it is so important for (Company name) to value diversity (to recognize and respect the value of differences in race, gender, age, etc.)	○	○	○	○	○
My job makes good use of my skills and abilities.	○	○	○	○	○
My supervisor's manager visibly demonstrates a commitment to quality.	○	○	○	○	○
Senior managers visibly demonstrate a commitment to quality.	○	○	○	○	○
How satisfied are you with the information you receive from management on what is going on in your division?	○	○	○	○	○
How satisfied are you with your involvement in decisions that affect your work?	○	○	○	○	○
Considering everything, how satisfied are you with your job?	○	○	○	○	○
How satisfied are you with the information you receive from management on what's going on in the company?	○	○	○	○	○
How satisfied are you with your opportunity to get a better job in this company?	○	○	○	○	○

What suggestions do you have for the improvement of (Company Name)?

What 2-3 things do we need to work on to improve (Company Name)'s performance?

What other issues not included in this survey need to be addressed in this organization?

Employee Job Satisfaction—Job Passion and Self-Evaluation

We would like to ask you about the kinds of positive experiences you have in your organization.

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I experience personal growth such as updating skills and learning different jobs	○	○	○	○	○
Management looks to me for suggestions and leadership	○	○	○	○	○
Supervisors encourage me to be my best	○	○	○	○	○
I am rewarded for the quality of my efforts	○	○	○	○	○
I am valued by my supervisor	○	○	○	○	○
The company has a positive image to my friends and family.	○	○	○	○	○
My job makes a difference in the lives of others.	○	○	○	○	○
I solve customers' problems	○	○	○	○	○
Overall, I am satisfied with my job.	○	○	○	○	○

Next, we are interested in how you believe you perform on the job.
When answering these questions, please Compare yourself with an average employee in your position and rate your own productivity and quality of your work.

	Upper 5%	Upper 10%	Upper 20%	Upper 30%	Middle 50%	Lower 30%	Bottom 20%
Productive time spent working on the tasks assigned to me.	○	○	○	○	○	○	○
Meeting target quotas and goals	○	○	○	○	○	○	○
Overall productivity in getting the job done	○	○	○	○	○	○	○
Going beyond what is expected of me to make customers happy	○	○	○	○	○	○	○
I respond quickly and courteously to fulfill customers' needs	○	○	○	○	○	○	○
The overall quality of service that I provide.	○	○	○	○	○	○	○

What is it that helps you to be productive and provide quality service?

What would help you to be more productive and provide higher quality service?

Employee Retention

Which of the following best describes the department you work in?

Customer Service	Finance/Accounting	MIS	Sales/Marketing	Corporate Marketing	Human Resources
○	○	○	○	○	○

Which of the following best describes your position here?

Other

Clerical	Technician	Managerial	Accounting	Project Management	[ ]
○	○	○	○	○	○

How long have you worked at (company)?

Less than 6 months	6 months - 1 year	1-3 years	3-5 years	More than 5 years
○	○	○	○	○

Overall, how satisfied are you with your position at (company)?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
○	○	○	○	○

Do you feel that employees are recognized as individuals?

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
○	○	○	○	○

How motivated are you to see the company succeed?

Very motivated	Somewhat motivated	Not very motivated	Not at all motivated	Not sure
○	○	○	○	○

In thinking about the variety of tasks your position requires, would you say that there are too many, enough, or not enough?

Too many	Enough	Not enough
○	○	○

How flexible is the company with respect to your family responsibilities?

Very inflexible	Somewhat inflexible	Neither	Somewhat flexible	Very flexible
○	○	○	○	○

Do you take part in your company's flextime program?

○ Yes

○ No

Would you advise a friend to apply for a job at this company?

Definitely	Probably	Not sure	Probably not	Definitely not
○	○	○	○	○

Have you ever observed or experienced any of the following forms of discrimination or harassment at this company?

Racial discrimination	Sexual harassment	Age discrimination	Gender discrimination	Sexual orientation discrimination	None Observed
○	○	○	○	○	○

Please indicate your level of agreement with each of the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The company clearly communicates its goals and strategies to me.	○	○	○	○	○
I receive adequate opportunity to interact with other employees on a formal level.	○	○	○	○	○
I have a clear path for career advancement.	○	○	○	○	○
My job requirements are clear.	○	○	○	○	○

Project Management Team Evaluation

Name: _____

Department: _____

What is the average size of projects that you work on in terms of the core team?

1-5 persons	6-15 persons	16-25 persons	26-50 persons	Greater than 50 persons
○	○	○	○	○

What is the average duration of these projects?

1-6 months	6-12 months	1-2 years	Greater than 2 years
○	○	○	○

List the 5 most important activities that you perform.

_____

Rank the following according to the percent of time spent on each phase of the project. (1 took the most time, 4 took the least)

☐ Administration Project updates etc.

☐ Operation/Production

☐ Technical

☐ Other

How would you define project success? (check all that apply)

☐ On time

☐ Within budget

☐ To expected quality

☐ Satisfies customer

☐ The organization realizes its business benefits: e.g profitability

☐ The company is competitively positioned

Below is a list of factors which may contribute to project success. Please evaluate each item's importance.

	Unimportant				Most Important
Top Management Support	○	○	○	○	○
Clear realistic business objectives.	○	○	○	○	○
Proper planning	○	○	○	○	○
Small milestones	○	○	○	○	○
Firm basic requirements	○	○	○	○	○
User involvement	○	○	○	○	○
Competent project manager	○	○	○	○	○
Monitoring and feedback	○	○	○	○	○
Proper communications	○	○	○	○	○
Active Risk Management	○	○	○	○	○
Competent team members	○	○	○	○	○

Below is a list of problems that the project team is likely to encounter. Please evaluate each item's likelihood.

	Least Likely				Most Likely
Project not linked to overall corporate strategy	○	○	○	○	○
Unclear objectives/direction	○	○	○	○	○
Unrealistic time frames	○	○	○	○	○
Insufficient top management support	○	○	○	○	○
Having no project champion	○	○	○	○	○
Insufficient user involvement	○	○	○	○	○
No internal project management support	○	○	○	○	○
No access to historical data	○	○	○	○	○
No access to lessons learned	○	○	○	○	○
Too much bureaucracy	○	○	○	○	○
Lack of leadership	○	○	○	○	○
Lack of teamwork	○	○	○	○	○
Insufficient planning	○	○	○	○	○
Incomplete requirements	○	○	○	○	○
Changing requirements	○	○	○	○	○
Project managers heavily involved in administration	○	○	○	○	○
Insufficient authority in decision-making	○	○	○	○	○
Inadequate resources from the start	○	○	○	○	○
Resources being moved or borrowed	○	○	○	○	○
Resources being added late	○	○	○	○	○
Uncommitted team members	○	○	○	○	○
Reduced quality levels	○	○	○	○	○
Technical problems	○	○	○	○	○
Insufficient time allocated to team building	○	○	○	○	○
Team members bogged down with administrative work	○	○	○	○	○
Conflict between departments in cross-functional teams	○	○	○	○	○

List any factors which are outside the control of the project manager but are important for the success of the project.

Marketing Leadership Evaluation

In considering the overall direction of the company's marketing effort, how would you rate:

	Excellent	Very Good	Good	Fair	Poor
The company's vision and direction.	○	○	○	○	○
The overall company operations today, compared with a year ago?	○	○	○	○	○
The financial strength of the company?	○	○	○	○	○
The efficiency of work flow in the company?	○	○	○	○	○
The company's skill in marketing products?	○	○	○	○	○
The ability to develop strong consumer promotions?	○	○	○	○	○
The regular introduction of new products?	○	○	○	○	○
The introduction of new, innovative packaging?	○	○	○	○	○
The company's focus on improving customer satisfaction?	○	○	○	○	○
The quality of relationships with distributors?	○	○	○	○	○
The company's effectiveness with retailers?	○	○	○	○	○
The quality of the promotional activities?	○	○	○	○	○
The quality of the sales support materials?	○	○	○	○	○

Doing Business With The Company

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Company leadership is fully committed to the long-term success of their sales partners.	○	○	○	○	○
Top management responds adequately to needs in the marketplace.	○	○	○	○	○
Top management strengthens the company's competitive position.	○	○	○	○	○
Company leadership can be trusted to do what they say they will do.	○	○	○	○	○
Company leadership is committed to support and work with the sales team.	○	○	○	○	○
The company and the sales team are unified, moving in one direction together.	○	○	○	○	○
The company and the sales team share a positive, winning attitude.	○	○	○	○	○
There is effective communications between the promotion agency and the company.	○	○	○	○	○

The promotion agency listens to and understands the sales team's needs.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The company's marketing is aligned in support of the sales network.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

There is effective communications between the company's marketing group and the sales teams in the field.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The marketing group listens to and understands sales teams' needs.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

Employees understand the company's vision and values.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

How effective would you judge...

Very Effective	Effective	Neutral	Ineffective	Very Ineffective

The strategic direction of (Brand).

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The marketing plans for (Brand).

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The company's investment in brand marketing this year.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The company's plan for media advertising.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The advertising creative executions.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The (Brand Slogan) advertising for (Product).

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

The company's planned channel support.

○　　　　　　○　　　　　　○　　　　　　○　　　　　　○

In evaluating the (Company's) competitive position, we are:

○ Aggressively pursuing market leadership.

○ Flexible in meeting customer's needs.

○ Reactive, following major competitors' actions.

○ Less effective than other competitors.

Training Services Evaluation—General

Thank you for participating in the recent training session on [TOPIC]. Please take a minute to evaluate the training seminar and provide your insights as to how we can better serve your needs in the future.

How satisfied are you:

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
with the quality of the overall event?				
○	○	○	○	○
with the scope of information presented?				
○	○	○	○	○
with the usefulness of the information?				
○	○	○	○	○
with the quality of the presentations in the general sessions?				
○	○	○	○	○
with the overall meeting format's emphasis on training?				
○	○	○	○	○
with the time you had to network and share ideas with your peers?				
○	○	○	○	○
with the amount of time dedicated to training?				
○	○	○	○	○
with the meeting's overall value in helping you improve your professional effectiveness?				
○	○	○	○	○
with the meeting as a motivational experience for you?				
○	○	○	○	○
with the recognition and appreciation that you and your peers received for your contributions last year?				
○	○	○	○	○

Training Services Evaluation

How satisfied are you:

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
with the appropriateness of courses to your needs?				
○	○	○	○	○
with how knowledgeable and professional training personnel are?				
○	○	○	○	○
with the location and quality of our training facility?				
○	○	○	○	○
with (Company's) communication of the training packages available to your organization?				
○	○	○	○	○
with (Company's) training courses overall?				
○	○	○	○	○

Please tell us what (Company) should do to improve the quality of its training services?

[Company] understands the service needs of my organization.

- ○ Strongly agree
- ○ Agree
- ○ Neutral/Not sure
- ○ Disagree
- ○ Strongly disagree

Overall, how satisfied are you with the amount of contact between you/your organization and [Company's] service organization's management?

- ○ Very satisfied
- ○ Satisfied
- ○ Neutral/Not sure
- ○ Dissatisfied
- ○ Very dissatisfied

Click to write the question text

	Poor	Fair	Good	Very Good	Excellent
Overall, the quality of [Company's] sales organization's service is:	○	○	○	○	○
Overall, the value of [Company's] services compared with the price paid is:	○	○	○	○	○

Would you recommend [Company's] services to colleagues or contacts within your industry?

- ○ Yes
- ○ No
- ○ Not sure

Service Quality Evaluation Surveys (17)

SERVQUAL

Researcher Note: THIS IS A MODIFIED SERVQUAL INSTRUMENT

(Parasuraman, A., Zeithaml, V. A. and Berry, L. (1991), Refinement and Reassessment of the SERVQUAL Scale, Journal of Retailing, Vol. 67 Issue 4, ss. 420-5)

Perceptions Section

DIRECTIONS: The following set of statements relate to your feelings about XYZ Company's repair service.
For each statement, please show the extent to which you believe XYZ has the feature described by the statement. Once again, circling a "1" means that you strongly disagree that XYZ has that feature, and circling a "7" means that you strongly agree. You may circle any of the numbers in the middle that show how strong your feelings are.

There are no right or wrong answers - all we are interested in is a number that best shows your perceptions about XYZ's repair service.

	Click to write Scale point 1	Click to write Scale point 2	Click to write Scale point 3
TANGIBLES	○	○	○
P1. XYZ has modern-looking equipment.	○	○	○
P2. XYZ's physical facilities are visually appealing.	○	○	○
P3. XYZ's employees are neat-appearing.	○	○	○
P4. Materials associated with the service (such as pamphlets or statements) are visually appealing at XZ	○	○	○
RELIABILITY	○	○	○
P5. When XYZ promises to do something by a certain time, it does so.	○	○	○
P6. When you have a problem, XYZ shows a sincere interest in solving it.	○	○	○
P7. XYZ performs the service right the first time.	○	○	○
P8. XYZ provides its services at the time it promises to do so.	○	○	○
P9. XYZ insists on error-free records.	○	○	○
RESPONSIVENESS	○	○	○
P10. Employees of XYZ tell you exactly when services will be performed.	○	○	○
P11. Employees of XYZ give you prompt service.	○	○	○
P12. Employees of XYZ are always willing to help you.	○	○	○
P13. Employees of XYZ are never too busy to respond to your requests.	○	○	○
ASSURANCE	○	○	○
P14. The behavior of employees of XYZ instils confidence in customers.	○	○	○
P15. You feel safe in your transactions with XYZ.	○	○	○
P16. Employees of XYZ are consistently courteous with you.	○	○	○

P16. Employees of XYZ are consistently courteous with you.	◯	◯	◯
P17. Employees of XYZ have the knowledge to answer your questions.	◯	◯	◯
EMPATHY	◯	◯	◯
P18. XYZ gives you individual attention.	◯	◯	◯
P19. XYZ has operating hours convenient to all its customers.	◯	◯	◯
P20. XYZ has employees who give you personal attention.	◯	◯	◯
P21. XYZ has your best interest at heart.	◯	◯	◯
P22. Employees of XYZ understand your specific needs.	◯	◯	◯

Point-Allocation Question

DIRECTIONS:
Listed below are five features pertaining to telephone companies and therepair services they offer.
We would like to know how important each of these features is to you when you evaluate a [PRODUCT CATEGORY] company's quality of repair service.

Please allocate a total of 100 points among the five features according to how important each feature is to you – the more important a feature is to you, the more points you should allocate to it.
Please ensure that the points you allocate to the five features add up to 100.

1. The appearance of the telephone company's physical facilities, equipment, personnel, and communications materials	0
2. The ability of the telephone company to perform the promised service dependably and accurately.	0
3. The willingness of the telephone company to help customers and provide prompt service.	0
4. The knowledge and courtesy of the telephone company's employees and their ability to convey trust and confidence	0
5. The caring, individualized attention the telephone company provides to its customers	0
Total	0

Modified SERVQUAL: Health Care

MODIFIED SERVQUAL INSTRUMENT
(M. Guiry and D. G. Vequist (2011), Medical Tourist's Evaluation of Service Quality, Health Mark Quarterly. Jul-Sep; 28(3): 253-69)

(Based on SERVQUAL: Parasuraman, A., Zeithaml, V. A. and Berry, L. (1991), Refinement and Reassessment of the SERVQUAL Scale, Journal of Retailing, Vol. 67 Issue 4, ss. 420-5)

Perceptions Section
DIRECTIONS: The following set of statements relate to your feelings about XYZ Company's repair service. For each statement, please show the extent to which you believe XYZ has the feature described by the statement. Selecting a "1" means that you strongly disagree that XYZ has that feature, and circling a "7" means that you strongly agree. You may circle any of the numbers in the middle that show how strong your feelings are.
There are no right or wrong answers - all we are interested in is a number that best shows your perceptions about XYZ's repair service.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
TANGIBLES	○	○	○	○	○	○	○
P1. Health care facilities have up-to-date equipment.	○	○	○	○	○	○	○
P2. Health care facilities have visually appealing physical structures / buildings.	○	○	○	○	○	○	○
P3. Health care facility employees appear neat.	○	○	○	○	○	○	○
RELIABILITY	○	○	○	○	○	○	○
P4. Health care facilities provide their services at the time they promise to do so.	○	○	○	○	○	○	○
P5. Health care facilities are sympathetic and reassuring.	○	○	○	○	○	○	○
P6. Health care facilities are accurate in their billing.	○	○	○	○	○	○	○
RESPONSIVENESS	○	○	○	○	○	○	○
P7. Health care facility employees tell patients exactly when services will be performed.	○	○	○	○	○	○	○
P8. Patients receive prompt service from health care facility employees.	○	○	○	○	○	○	○
P9. Health care employees are always willing to help patients.	○	○	○	○	○	○	○
ASSURANCE	○	○	○	○	○	○	○
P10. Patients feel safe in their interactions with health care facility employees.	○	○	○	○	○	○	○
P11. Health care facility employees are knowedgeable.	○	○	○	○	○	○	○
P12. Health care facility employees are polite.	○	○	○	○	○	○	○
P13. Health care facility employees get adequate support from their employers to do their jobs well.	○	○	○	○	○	○	○
EMPATHY	○	○	○	○	○	○	○
P14. Health care facility employees give patients personal attention.	○	○	○	○	○	○	○

P14. Health care facility employees give patients personal attention.	○	○	○	○	○	○	○
P15. Health care employees have their patients' best interest at heart.	○	○	○	○	○	○	○

Point-Allocation Question

DIRECTIONS: Listed below are five features pertaining to health care facility and the services they offer. We would like to know how important each of these features is to you when you evaluate a health care facility's quality of service.

Please allocate a total of 100 points among the five features according to how important each feature is to you – the more important a feature is to you, the more points you should allocate to it. Please ensure that the points you allocate to the five features add up to 100.

1. The appearance of the health care facility's physical facilities, equipment, personnel, and communications materials	0
2. The ability of the health care facility to perform the promised service dependably and accurately.	0
3. The willingness of the health care facility to help customers and provide prompt service.	0
4. The knowledge and courtesy of the health care facility's employees and their ability to convey trust and confidence	0
5. The caring, individualized attention the health care facility provides to its customers	0
Total	0

Demographics

These final few questions will help us to understand your answers.

Again, all information is confidential.

What is your age?

[⬍]

What is your gender?

○ Male

○ Female

What is the highest level of education you have completed?

[⬍]

What is your family structure?

[⬍]

Which of the following best describe your household situation? (check all that apply)

☐ Children, preschool

☐ Children, elementary school

☐ Children, Jr / Sr. high school

☐ Children, post high school

☐ Grandchildren with one or more of their parents present, living in your home

☐ Grandchildren with neither parent present, living in your home

☐ Parents, inlaws or other adult family in your home

☐ Providing around the clock care for parents, inlaws or others

☐ None of the above

Which of the following best describe your household situation? (check all that apply)

- ☐ Children, preschool
- ☐ Children, elementary school
- ☐ Children, Jr / Sr. high school
- ☐ Children, post high school
- ☐ Grandchildren with one or more of their parents present, living in your home
- ☐ Grandchildren with neither parent present, living in your home
- ☐ Parents, inlaws or other adult family in your home
- ☐ Providing around the clock care for parents, inlaws or others
- ☐ None of the above

What best describes your employment?

- ○ Management, professional, and related
- ○ Service
- ○ Sales and office
- ○ Farming, fishing, and forestry
- ○ Construction, extraction, and maintenance
- ○ Production, transportation, and material moving
- ○ Government
- ○ Retired
- ○ Disabled
- ○ Unemployed
- ○ Other

Which category best represents your combined total annual household income?

[▼]

What best describes your Race/Ethnicity?
(Multiple items may be selected)

- ☐ White
- ☐ Black, African American, Negro
- ☐ Spanish/Hispanic/Latino, Mexican, Mexican Am., Chicano, Puerto Rican, Cuban, other Spanish/Hispanic/Latino
- ☐ Asian Indian, Chinese, Philipino, Japanese, Korean, Vietnamese, Native Hawaiian, Guamanian or Chamorro, Samoan, Other Pacific Islander, Other Asian
- ☐ American Indian, Alaska Native
- ☐ Other (please specify)
  [_____]

In which state or country do you live?

[▼]

Thank you for your time in helping us at COMPANY to continually improve our products and services.

If you have any questions we can help you with, please contact support@company.com, or call 1-800-123-1234 and a representative will be happy to assist you.

Service Evaluation: Automobile Repair

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for ...... We hope that you will accept this as a token of our good will.

Sincerely,
[MANAGER_NAME]
Manager

On your <u>most recent</u> service visit, how would you rate the service department on the following areas?

	Poor	Fair	Good	Very Good	Excellent
Quality of work performed	○	○	○	○	○
Avoiding inconveniencing you	○	○	○	○	○
Making you feel comfortable	○	○	○	○	○
Willingness to go out of their way to satisfy you	○	○	○	○	○
Friendliness and helpfulness of cashiers	○	○	○	○	○
Having convenient hours for service	○	○	○	○	○
Ease of obtaining an appointment	○	○	○	○	○
Quickly acknowledging your arrival	○	○	○	○	○
Promptness in handling repair work	○	○	○	○	○
Arranging replacement	○	○	○	○	○
Performance of repairs	○	○	○	○	○
Clean, comfortable waiting area	○	○	○	○	○
Availability when promised	○	○	○	○	○

Did the following things occur on your <u>most recent</u> service visit?

	Yes	No
They fully explained the work to be performed before doing it	○	○
They fully explained the work performed and the charges after doing it	○	○
They called to tell you when your automobile was ready	○	○
The paperwork was completed and waiting for you when you arrived	○	○
They contacted you to ensure the work was performed to your satisfaction	○	○

Please tell us what we could do to improve the service experience you have just received.

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┌────────────────────────────────────────────┐
│                                            │
│                                            │
└────────────────────────────────────────────┘
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City Communications

Overall, how satisfied are you with the way your city communicates with the public?

Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
○	○	○	○	○

Which best describes your impression of communications within your city?

Keeps us fully informed	Keeps us fairly well informed	Keeps us adequately informed	Gives us only a limited amount of information	Doesn't tell us much at all about what's going on
○	○	○	○	○

How do you feel about the information you receive?

I can almost always believe it.	I can usually believe it.	I can believe it about half the time.	I usually can't believe it.	I can almost never believe it.
○	○	○	○	○

How well do you feel you know the city?

I know the city very well.	I know a fair amount about the city.	I know just a little about the city.	I know almost nothing about the city.	Knowing about the city is not important to me.
○	○	○	○	○

Compared with a year ago, how would you rate your knowledge of the city, its policies, and its ongoing accomplishments?

Much more knowledgeable	Somewhat more knowledgeable	Same level of knowledge	Somewhat less knowledgeable	Much less knowledgeable
○	○	○	○	○

What is the best thing about communications in the city?

[ ]

Please indicate your degree of agreement with the following statements

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	UNDECIDED	SOMEWHAT AGREE	STRONGLY AGREE
I am kept well informed about city plans and progress.	○	○	○	○	○
There are opportunities available to me to express my ideas to city management	○	○	○	○	○
There is good communication in my group.	○	○	○	○	○
There is good communication between people in different areas of the city.	○	○	○	○	○
I am kept well informed about my work group's plans and progress	○	○	○	○	○
I am kept well informed by upper management on what's going on in the city.	○	○	○	○	○
Considering everything, how satisfied are you with the amount of quality of communications in the city?	○	○	○	○	○

For which information items do you believe it is <u>very important</u> that you receive communications about:

☐ The city's strategies for the future   ☐ Benefits   ☐ The city's success stories

☐ Products and services of the city   ☐ Compensation and bonus programs   ☐ Competitive initiatives

☐ The overall financial picture of the city   ☐ Technology developments   ☐ Government affairs affecting the city

☐ The city's capabilities   ☐ Issues and trends affecting our city   ☐ Community involvement

☐ Human resources process   ☐ Key citizen issues

What other topics do you feel are important for you to know more about and would like the city to include in future communications?

[   ]

How much of a typical city newsletter do you read?

Generally read all of it	Read most of it	Read some of it	Only skim through it	Don't read it at all
○	○	○	○	○

What is your overall evaluation of (publication)?

Excellent	Very good	Good	Fair	Poor
○	○	○	○	○

From which of the following sources do you now receive most of your information about what is going on in the city? Rank your top three information sources only.

[   ] The grapevine

[   ] Bulletin board

[   ] My city representative

[   ] City leadership

[   ] Group meetings

[   ] Local company publications

[   ] City e-mail

[   ] Voice-mail announcements

From which of the following sources would you prefer to receive most of your information abut what is going on in the city?

☐ Other [   ]   ☐ » My city representative   ☐ » Local company publications

☐ » The grapevine   ☐ » City leadership   ☐ » City e-mail

☐ » Bulletin board   ☐ » Group meetings   ☐ » Voice-mail announcements

How would you rate your city manager's communication effectiveness?

Excellent	Very Good	Good	Fair	Poor
○	○	○	○	○

Service Evaluation—Community-Wide Services

Thank you for your desire to provide valuable feedback to {City}. The City values feedback from its residents and we are anxious to understand how we can better serve you. When you complete the question(s) on each page click "next >>" to advance or "<< previous" to go back. This survey will take you approximately 15 minutes to complete.

Personal information (i.e. email addresses, phone numbers, etc.) collected by this and other City surveys will be used exclusively for the purposes of gathering information to assist {City} in its mission to improve the quality of life for its residents. This information will not be provided nor sold to any third party group(s) or entities.

If you have any questions about the survey please contact {City} during regular business hours at {999-999-9999}

Demographics

How long have you lived in [City]?

Less than 5 years	5 to 10 years	10 to 14 years	15 or more years
○	○	○	○

In what region of the City do you live?

North	Central	South
○	○	○

Planning and Zoning

Please rate the following based on its importance to you.

	Not at all important	Unimportant	Neutral	Important	Very Important
Development of open space	○	○	○	○	○
Walking and Bicycle Trails	○	○	○	○	○
More affordable housing	○	○	○	○	○
Increase diversity of housing options/types	○	○	○	○	○
Development of commercial/retail districts	○	○	○	○	○

Rate the following based on how big a problem you feel these things are in your neighborhood.

	Not at all serious	Slightly serious	Neutral	Serious	Very Serious
Weeds	○	○	○	○	○
Junk & Debris	○	○	○	○	○
Vacant lots/homes	○	○	○	○	○
Poorly maintained yards	○	○	○	○	○
Poorly maintained homes	○	○	○	○	○
Too many vehicles	○	○	○	○	○
Inoperable/broken vehicles	○	○	○	○	○
Pets - Dogs, cats, etc.	○	○	○	○	○

Recreation

Recreation

Are you a member of the (Recreation Center)?

Yes   ○

No   ○

Which of the following best describes why you are not a member of the (Recreation Center)?

Not Interested	Hours of operation (open to public)	Cost	Lack of equipment	Lack of programs: aerobics, spin, etc.	Other
○	○	○	○	○	○

Did you or a member of your family participate in one or more of [City]s recreational programs during the past 12 months?

Yes   ○

No   ○

How satisfied are you with the number of recreational opportunities offered by [City]?

Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	No Opinion
○	○	○	○	○

Would you or a member of your family qualify and be interested in recreational programs for those with special needs?

Yes, I would qualify and participate	Yes, I have a son or daughter who would qualify and participate	No, I do not have a member of my family who would qualify and participate
○	○	○

You reported that you have a member(s) of your family who would qualify and be interested in participating in programs for those with special needs, if available. Please let us know the ages of the member(s) of your family who would be participating.

_____

Do you have youth in your family that would participate in a [program], if available in [City]?

Yes, I have youth who would participate	No, I do not have youth who would participate
☐	☐

What age(s) are the youth in your home who would participate in a [program]?

_____

How would you rate the quality of recreational programs offered by [City]?

Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	No Opinion
○	○	○	○	○

What would you recommend [City] do to increase the quality of its recreational programs?

_____

Over the past 12 months did you visit the (Recreation Center)?

Yes   ○

No   ○

Please rate the [Recreation Center] on the following:

	Satisfied	Dissatisfied	Don't Know

Please rate the [Recreation Center] on the following:

	Satisfied	Dissatisfied	Don't Know
Available Parking	○	○	○
General Appearance (cleanliness, etc.)	○	○	○
Other _____	○	○	○

Parks

Please rank the following parks based on your frequency of use.

	Did not use	Used five or less times	Used six or more times
Facility 1	○	○	○
Facility 2	○	○	○
Facility 3	○	○	○

How would you rate the overall appearance (trees, grass, trash, etc.) of each park?

	Very Poor	Poor	Good	Very Good	Don't Know
Park 1	○	○	○	○	○
Park 2	○	○	○	○	○
Park 3	○	○	○	○	○

What do you feel should be the top three improvements the City should focus on in its parks? (check only three)

☐ Other _____ ☐ Grass Improvements (greener, longer, shorter, etc.) ☐ More Trails (walking, biking, etc.) ☐ More Trees

☐ Tennis Courts ☐ More landscaping (flowers, plants, etc.) ☐ Water features (fountains, streams, splash pads, etc.) ☐ More Toys for Tots

☐ More Baseball/Softball Diamonds ☐ More Benches ☐ Big Toys (swings, monkey bars, etc.) ☐ Basketball Courts

☐ Skate Park

Public Works

Please rate your satisfaction with the following services based on the last 6 months.

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Don't know
Culinary Water	○	○	○	○	○
Sewer	○	○	○	○	○
Storm Sewer	○	○	○	○	○
Streets	○	○	○	○	○
Garbage Collection	○	○	○	○	○

In your opinion, how could ${q://QID41/ChoiceGroup/AllChoices} be improved?

_____

Public Safety

Please rate whether you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel safe living in [City].	○	○	○	○	○
I feel safe driving in [City].	○	○	○	○	○
I feel safe walking down my street during the day	○	○	○	○	○
I feel safe walking down my street at night	○	○	○	○	○

Safety Block

You reported that you feel like safety could be improved in [City]. In your opinion, what could the City do to make you feel safer?

Administration

During the past 12 months have you contacted the [City] office to seek service, information, or to file a complaint?

No	Yes	Unsure
○	○	○

How did you contact the [City] office?

○ Phone

○ Email

○ In Person

○ Other

Which of the following would best describe your reason for contacting the [City] office?

Seeking Information	Requesting service	Filing a complaint
○	○	○

Were you generally satisfied or dissatisfied with the City's response to your inquiry? (most recent contact)

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
○	○	○	○

Why were you not satisfied with the response your received from the [City] office?

Over the past 12 months, please evaluate the level of service you have received from the following City Departments:

	Poor	Fair	Good	Excellent	No Contact
Building Inspection Department	○	○	○	○	○
City Council & Mayor	○	○	○	○	○
City Administration	○	○	○	○	○
Fire Department	○	○	○	○	○
Planning & Zoning	○	○	○	○	○
Police (Davis County Sheriff's Department)	○	○	○	○	○
Parks	○	○	○	○	○
Recreation	○	○	○	○	○
Public Works (roads, water, sewer, storm drain, etc.)	○	○	○	○	○
Municipal Justice Court	○	○	○	○	○

Please rate how well you feel (City) is currently (past 12 months) doing in each of the following areas:

	Poor	Fair	Good	Excellent	Don't Know
Snow & Ice Control	○	○	○	○	○
Street Maintenance (pot holes, etc.)	○	○	○	○	○
Street Sweeping	○	○	○	○	○
Sidewalks	○	○	○	○	○
Street Lighting	○	○	○	○	○
Traffic Control	○	○	○	○	○
Garbage Collection	○	○	○	○	○
Economic Development	○	○	○	○	○

Please rate how useful you feel the following methods of communicating with the public are:

	Never Useful	Not Very Useful	Somewhat Useful	Very Useful
City Website	○	○	○	○
City Newsletter	○	○	○	○
Utility Bill Message	○	○	○	○
City Council Meetings	○	○	○	○
Planning Commission Meetings	○	○	○	○

Over the past 12 months how often (on average) did you visit the City Website at www.city.com?

Daily	Weekly	Monthly	Twice in Twelve Months	One time	Did not visit the website
○	○	○	○	○	○

Which of the following best describes the reason(s) for visiting the City website (select all that apply)?

☐ Pay Utility Bill or Fine   ☐ Researching Ordinance Information   ☐ Review Maps   ☐ File a Complaint

☐ Review Agendas & Minutes from Meetings   ☐ Building Department questions   ☐ Economic Development Information   ☐ General Information

☐ Parks & Recreational Information   ☐ Seeking Forms

How helpful was the website in assisting you?

Not Helpful at all	Somewhat Helpful	Helpful	Very Helpful
○	○	○	○

How would you rate the City Website and your ability to easily find the information you were seeking?

Very Poor	Poor	Good	Very Good
○	○	○	○

In your opinion, what would make the City Website more useful to you as a resident?

[   ]

	$20 per year	$50 per year	$100 per year	enough for a Tax Increase
Addition to the Family Activity Center (Recreation Center)	○	○	○	○
Development of New Parks	○	○	○	○
Improvements to Existing Parks	○	○	○	○
Development of Trails	○	○	○	○
Development of Municipal Cemetery	○	○	○	○

What do you feel should be the priority for the City during the next two years? Please select your top three choices:

☐ Parks   ☐ Trails   ☐ Development of Commercial Districts   ☐ Street Improvements

☐ Improved Municipal Services (roads, water, sewer, storm drain)   ☐ Appearance of Neighborhoods   ☐ Public Safety (Police and Fire)   ☐ Development of City Center & City Hall

☐ Expand Family Activity Center   ☐ Development of City Entrances & Gateways   ☐ Expand Recreational Programs

Please rank the following types of commercial development based on which ones you would most like to see come to South Weber City. (Bars that approach 10 identify those most important to you)

	0	1	2	3	4	5	6	7	8	9	10
Grocery Store											
Hotel											
Specialty Food Store (health, bakery, etc.)											
Clothing Store											
Restaurant (sit down)											
Restaurant (fast food)											
Movie Theater											
Entertainment (bowling, arcade, etc.)											
Gift & Hobby Store											
Big Box Store (Walmart, Cosco, etc.)											
Electronics Store											
Banks & Credit Unions											
Professional Service Offices (dentist, attorney, doctor, etc.)											
Sporting Goods Store											
Gas Station/Convenience Store											
_____ Other											

What is your gender?

Male ○   Female ○

What is your current age?

[▲▼]

Student Course Evaluation

To the students of this class: Thank you for taking the time and effort to respond to this questionnaire. Please give your most candid and thorough response to the questions below. The information you share here will remain confidential.

Please try to complete and send the course evaluation ASAP.

Status of this class in your program

Major	Free elective	Other degree requirement	Uncertain
○	○	○	○

Class Year

[⇕]

Expected grade in this course

A	B	C	D	F	S/P
○	○	○	○	○	○

Click to write the question text

Always went	Went most of the time	Sometimes went	Missed most classes	Never went
○	○	○	○	○

Rate the level of your involvement in the activities of this course.

Below Average	Average	Above Average
○	○	○

II. General Evaluation of the Course

How clear were the course objectives?

Below Average	Average	Above Average
○	○	○

How well did course procedures and assignments support course objectives?

Poorly	Okay	Very well
○	○	○

Rate the amount of reading you were asked to do.

Very light	Appropriate	Very heavy
○	○	○

Rate the evaluation of your performance.

Very Bad	Bad	Poor	Neither Good nor Bad	Fair	Good	Very Good
○	○	○	○	○	○	○

What overall rating would you give the course?

Very Bad	Bad	Poor	Neither Good nor Bad	Fair	Good	Very Good
○	○	○	○	○	○	○

What are the major strengths of this course?

What are the major weaknesses of this course?

III. General Evaluation of the Instructor

Could you get clear answers to your questions from the instructor?

Never	Usually	Always
○	○	○

Was the instructor considerate to you?

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
○	○	○	○	○

How effective was the instructor's teaching in the course?

Ineffective	Neither Effective nor Ineffective	Effective
○	○	○

Was the instructor enthusiastic about the course?

Not at all enthusiastic	Okay	Very enthusiastic
○	○	○

What overall rating would you give the instructor?

Very Difficult	Difficult	Somewhat Difficult	Neutral	Somewhat Easy	Easy	Very Easy
○	○	○	○	○	○	○

What would you recommend to improve the instructor's performance?

E-Retailer Service

Thank you for providing feedback about the COMPANY Website and your experience there

Source: Roster, J., Toward a Valid Measure of E-Retailing Quality, Journal of Theoretical and Applied Electronic Commerce Research, Vol 2, 3, December 2007, 36-48.

This scale is measured as a hierarchy of responses. Attribute items (sub-scales) roll up to measure objects (Website, Transactions, Recovery). In turn, objects can be rolled up to estimate overall service quality. The overall measures of satisfaction and behavioral intentions can either used independently, or can be used in a predictive model as dependent variables with the objects and sub-scale items as independent variables.

Website Service Quality

Please evaluate the COMPANY website for their SERVICE QUALITY by answering the following questions

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Ease of Use It is easy to get anywhere on this retailer's website.	○	○	○	○	○
I don't get lost on this retailer's website.	○	○	○	○	○
This retailer has a website map that links to everything on the site.	○	○	○	○	○
This website allows you to find a page previously viewed.	○	○	○	○	○
This website allows you to go back if you make a mistake or want to change your order.	○	○	○	○	○
Privacy I trust the owners of this website not to misuse my personal information.	○	○	○	○	○
Symbols and messages that signal the site is secure are present on this retailer's website.	○	○	○	○	○
This retailer doesn't give other sites or companies access to my information.	○	○	○	○	○
This retailer doesn't give my information away to other companies.	○	○	○	○	○
Design Quality This retail site is visually pleasing.	○	○	○	○	○
This Website design is innovative.	○	○	○	○	○
The graphics on this website are clear and crisp.	○	○	○	○	○
This Website does not have fine print that is difficult to read.	○	○	○	○	○
I don't have to scroll from side to side to adequately see the whole web page.	○	○	○	○	○

Please evaluate the COMPANY website for their SERVICE QUALITY by answering the following questions

	Strongly		Neither Agree		Strongly

Please evaluate the COMPANY website for their SERVICE QUALITY by answering the following questions

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Information Trust This retailer's advertised items are available in inventory.	○	○	○	○	○
This retailer provides information on how much an item costs with shipping costs included.	○	○	○	○	○
This retailer provides accurate information about when orders will be received.	○	○	○	○	○
This retailer's website has a running total of purchases as the order progresses.	○	○	○	○	○
Prices are shown with the items on the screen.	○	○	○	○	○
This retailer's website has objective product information (unbiased product reviews).	○	○	○	○	○
Functionality There is very little waiting time between my actions and the website's response.	○	○	○	○	○
This website does not crash.	○	○	○	○	○
This retailer gives the customer numerous payment options.	○	○	○	○	○
This website loads quickly.	○	○	○	○	○
The retailer provides a confirmation of items ordered.	○	○	○	○	○

Transaction Quality

Transaction Service Quality

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Order Condition This retailer packages orders to prevent damage during shipping.	○	○	○	○	○
All orders by this retailer have been delivered undamaged.	○	○	○	○	○
Shipping damage rarely occurs to my orders from this retailer.	○	○	○	○	○
Timeliness This retailer gives the customer multiple delivery time options (e.g., next day, 2 day, 3-5 day, etc.)	○	○	○	○	○
The time between placing and receiving an order is short.	○	○	○	○	○
This retailer is able to respond to a rush order.	○	○	○	○	○
Order Accuracy My orders from this retailer rarely contain the wrong items.	○	○	○	○	○
My orders from this retailer rarely contain incorrect quantities.	○	○	○	○	○
This retailer's billing is accurate.	○	○	○	○	○

Recovery Quality

Recovery Service Quality

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Personnel Communication This retailer communicated honestly with me about my problem.	○	○	○	○	○
This retailer seemed very concerned about my problem.	○	○	○	○	○
I was given a reasonable explanation as to why the original problem occurred.	○	○	○	○	○
The retailer was courteous to me when trying to resolve my problem.	○	○	○	○	○
I believed what the retailer told me about how my problem occurred.	○	○	○	○	○
This retailer gives the customer the ability to talk to a "live" person by telephone.	○	○	○	○	○
This retailer was empathetic and caring.	○	○	○	○	○
This retailer put a lot of positive energy into handling my problem.	○	○	○	○	○
This retailer told me why the service had failed in the first place.	○	○	○	○	○
This retailer was quite pleasant to deal with.	○	○	○	○	○
Outcome Fairness This retailer offered compensation for problems they created.	○	○	○	○	○
The outcome I received was fair.	○	○	○	○	○
In resolving my complaint the retailer gave me what I needed.	○	○	○	○	○
I got what I deserved.	○	○	○	○	○
Procedural Fairness The retailer responded fairly to my complaint.	○	○	○	○	○
The retailer adapted their procedures to satisfy my needs.	○	○	○	○	○
I had a chance to tell the retailer the details of my problem.	○	○	○	○	○
The retailer showed flexibility in responding to my complaint.	○	○	○	○	○
The retailer made it easy for me to voice my complaint	○	○	○	○	○
Overall, the retailer had a good procedure for dealing with complaints.	○	○	○	○	○

Satisfaction and Behavioral Intentions to Promote and Use in the Future

How satisfied have you been with your interaction with COMPANY?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Satisfaction					

Satisfaction and Behavioral Intentions to Promote and Use in the Future

How satisfied have you been with your interaction with COMPANY?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Satisfaction Overall, I am very happy with the service experience.	○	○	○	○	○
In general, I am very pleased with the quality of the service this retailer provided.	○	○	○	○	○
I feel pretty negative about this retailer.	○	○	○	○	○

What is it that made you so happy with your service experience?

What in your service experience could have been improved?

How satisfied have you been with your interaction with COMPANY?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Future Intentions I will recommend this retailer to my friends.	○	○	○	○	○
I intend to continue to visit this retailer's site in the future.	○	○	○	○	○
I intend to purchase from this retailer in the future.	○	○	○	○	○

What is it that you would recommend most highly about COMPANY?

Why is it that COMPANY would need to do to gain your recommendation and business?

Demographics

**These final few questions will help us to understand your answers.
Again, all information is confidential.**

What is your age?

[dropdown]

What is your gender?

○ Male

○ Female

What is the highest level of education you have completed?

[dropdown]

What is your family structure?

[dropdown]

Which of the following best describe your household situation? (check all that apply)

○ Children, preschool

○ Children, elementary school

○ Children, Jr / Sr. high school

○ Children, post high school

○ Grandchildren with one or more of their parents present, living in your home

○ Grandchildren with neither parent present, living in your home

○ Parents, inlaws or other adult family in your home

○ Providing around the clock care for parents, inlaws or others

○ None of the above

What best describes your employment?

○ Management, professional, and related

○ Service

○ Sales and office

○ Farming, fishing, and forestry

○ Construction, extraction, and maintenance

○ Production, transportation, and material moving

○ Government

○ Retired

○ Disabled

○ Unemployed

○ Other

Which category best represents your combined total annual household income?

[dropdown]

What best describes your Race/Ethnicity?
(Multiple items may be selected)

☐ White

☐ Black, African American, Negro

☐ Spanish/Hispanic/Latino, Mexican, Mexican Am., Chicano, Puerto Rican, Cuban, other Spanish/Hispanic/Latino

☐ Asian Indian, Chinese, Philipino, Japanese, Korean, Vietnamese, Native Hawaiian, Guamanian or Chamorro, Samoan, Other Pacific Islander, Other Asian

☐ American Indian, Alaska Native

☐ Other (please specify)
  [_____]

In which state or country do you live?

[_____ ▼]

Thank you for your time in helping us at COMPANY to continually improve our products and services.

If you have any questions we can help you with, please contact support@company.com, or call 1-800-123-1234 and a representative will be happy to assist you.

Fast Food Service Evaluation

We at BIG DEES take pride in providing you with the highest standards of QUALITY, SERVICE, CLEANLINESS and VALUE in the restaurant industry. Your opinion is *extremely important* in evaluating our business. Thank you for taking a moment to answer the following questions:

Food Quality

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The food is served hot and fresh	○	○	○	○	○
The menu has a good variety of items	○	○	○	○	○
The quality of food is excellent	○	○	○	○	○
The food is tasty and flavorful	○	○	○	○	○

Resturant

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
My food order was correct and complete	○	○	○	○	○
Employees are patient when taking my order	○	○	○	○	○
I was served promptly	○	○	○	○	○
Availability of sauces, utensils, napkins, etc. was good	○	○	○	○	○
The menu board was easy to read	○	○	○	○	○
The drive-thru sound system was clear	○	○	○	○	○
Employees speak clearly	○	○	○	○	○
Employees are friendly and courteous	○	○	○	○	○
The service is excellent	○	○	○	○	○

Value

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The food is a good value for the dollar	○	○	○	○	○
Prices are competitive	○	○	○	○	○

Resturant

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Value for price paid	○	○	○	○	○
Promptness of service	○	○	○	○	○
Quality of food	○	○	○	○	○
Quality of beverage	○	○	○	○	○

Indicate total household income:

[dropdown ▲▼]

What is your approximate age?

18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 and over
○	○	○	○	○	○

What is the present occupation of the head of household?

○ Professional/technical   ○ Crafts/trades   ○ Service worker   ○ Student

○ Manager/official/proprietor   ○ Operator   ○ Retired   ○ Unemployed

○ Clerical   ○ Laborer   ○ Homemaker   ○ Other

○ Sales

Service Evaluation: General

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for ...... We hope that you will accept this as a token of our good will.

Sincerely,
[MANAGER_NAME]
Manager

In evaluating your most recent customer service experience, how was the quality of service you received?

Poor	Fair	Average	Good	Excellent
○	○	○	○	○

In evaluating your most recent customer service experience, how was the...

	Poor	Fair	Average	Good	Excellent
Quality of service you received	○	○	○	○	○
Process for getting your problem resolved	○	○	○	○	○
Courtesy of the representative	○	○	○	○	○
Speed of handling my call	○	○	○	○	○
Knowledge of representative	○	○	○	○	○
Minimal waiting time to have my question addressed	○	○	○	○	○
Quick access to someone who could answer my question	○	○	○	○	○

What most stands out about this customer service representative?

	Needed work	Average	Excellent
Patience	○	○	○
Enthusiasm	○	○	○
Friendliness	○	○	○
Responsiveness	○	○	○
Listened carefully	○	○	○
Other	○	○	○

What stands out most about the service you experienced?

What stands out about the process of getting your problem resolved?

What would best describe what happened?

○ Kept me waiting on hold

○ Had to explain several times

○ Didn't know how to handle problem

○ Had to ask others

○ Spoke slowly

○ I had trouble understanding their accent

○ No improvement needed

○ Other

　[　　　　　　　]

How satisfied have you been with your interaction with COMPANY?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Satisfaction Overall, I am very happy with the service experience	○	○	○	○	○
In general, I am very pleased with the quality of the service this retailer provided	○	○	○	○	○
I feel pretty negative about this retailer	○	○	○	○	○

What is it that made you so happy with your service experience?

[   ]

What in your service experience could have been improved?

[   ]

What are your intentions to interact with COMPANY?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Future Intentions I will recommend this retailer to my friends	○	○	○	○	○
I intend to continue to visit this retailer's site in the future	○	○	○	○	○
I intend to purchase from this retailer in the future	○	○	○	○	○

What is it that you would recommend most highly about COMPANY?

[   ]

What would COMPANY need to do to gain your recommendation and business?

All things considered, how likely are you to replace your (PRODUCT) with another (PRODUCT OR BRAND) during the next 12 months?

Very Unlikely									Very LIkely
1	2	3	4	5	6	7	8	9	10
○	○	○	○	○	○	○	○	○	○

Health Care: Occupational Therapy

Please complete this survey about your experience here today. We will use this information to identify what we are doing well and where we need to improve.

This survey is completely anonymous, but if you prefer to not to answer a question, jsut leave it blank.

Which occupational therapist did you see today?

Andy	Angela	Brian	Chelsie	Heidi	Jessica	Katie	Ryan	Scott
☐	☐	☐	☐	☐	☐	☐	☐	☐

This form is being completed by...

Caregiver	Patient
○	○

How would you rate...?

	Poor	Fair	Good	Very Good	Excellent
OFFICE STAFF Courtesy of office staff	○	○	○	○	○
Timeliness of your appointment	○	○	○	○	○
Respect for your privacy and confidentiality	○	○	○	○	○
OCCUPATIONAL THERAPIST How well the therapist addressed your problems and concerns	○	○	○	○	○
Genuine caring and concern shown to you	○	○	○	○	○
Skills and knowledge of the therapist	○	○	○	○	○
Therapist skills in listening to your concerns	○	○	○	○	○
Therapist explained things to you	○	○	○	○	○
Therapist helpfulness	○	○	○	○	○
Quality of recommendations, advice and printed material	○	○	○	○	○
Quality of therapy and care	○	○	○	○	○
OVERALL Overall quality of services you received	○	○	○	○	○
Results of your therapy so far	○	○	○	○	○

Would you recommendthis facility and therapist to others, if they needed occupational therapy services?

	Definitely will not	Probably will not	Don't know	Probably will	Definitely will
RECOMMENDATIONS I would recommend this facility to a friend or colleague needing occupational therapy	○	○	○	○	○
I would recommend my therapist to a friend or colleague needing occupational therapy	○	○	○	○	○

What aspects of your evaluation or therapy were most helpful?

How could your experience have been improved?

Hotel

Attribute Evaluation

Online Support Feedback
Please help us help you better and improve our service. Have you encountered an issue?
We'd like to hear about it.

Please rate the following:

	Poor	Fair	Average	Good	Excellent
GUEST SERVICES Friendliness of front desk staff	○	○	○	○	○
Speed of check-in	○	○	○	○	○
Speed of checkout	○	○	○	○	○
Cleanliness of public areas such as lobby	○	○	○	○	○
GUEST SUITES Comfort of bed	○	○	○	○	○
Overall maintenance and upkeep	○	○	○	○	○
Ability to work in suite	○	○	○	○	○
Cleanliness of suite during stay	○	○	○	○	○
RESTAURANT Food Quality	○	○	○	○	○
Variety of food	○	○	○	○	○
Attentiveness of breakfast staff	○	○	○	○	○
VALUE The value for the price paid	○	○	○	○	○
OVERALL Hotel overall	○	○	○	○	○
Service overall	○	○	○	○	○

Did your room provide what you needed for a comfortable and productive stay?

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Overall Evaluation and NPS

How likely are you to...?

	Very Unlikely	Unlikely	Undecided	Likely	Very Likely
Return to this hotel if you are in the same area again	○	○	○	○	○
Recommend this hotel to a friend or colleague planning to visit the area	○	○	○	○	○
Stay at a COMPANY hotel again	○	○	○	○	○

How satisfied were you with...

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Your overall experience as a guest in this hotel	○	○	○	○	○

Please tell us why you gave the hotel this overall experience score, and in particular any memorable experience or exceptional associate you encountered during your stay. (Please be specific)

[ ]

Identification

If you would like to hear from a service manager, please provide your contact information.

What dates were you here?	[ ]
Your name (Optional)	[ ]
Your address	[ ]
City	[ ]
State	[ ]
Zip	[ ]
Telephone	[ ]
Email	[ ]

ISP Service Evaluation

Thank you for contacting our help desk. We truly want to exceed your expectations. Please help us better serve you by completing the following questionnaire.

Please indicate how you feel about the following questions.

Excellent	Very Good	Good	Fair	Poor

Overall, how do you feel about your experience with [ISP] as your Internet service provider?

○ ○ ○ ○ ○

How do you rate your [ISP] connection (including reliability, speed, disconnects, etc.)?

○ ○ ○ ○ ○

How would you rate [ISP] software for ease of installation and use?

○ ○ ○ ○ ○

For which operating system did you place your call to support?

Linux	Windows	Mac 8.x or higher	Other
○	○	○	○

Approximately how long were you on hold before being helped by our representative?

Less than a minute	1-5 minutes	5-10 minutes	10 minutes or more	Do not remember
○	○	○	○	○

How friendly was the support representative?

Very friendly	Friendly	Neither friendly nor unfriendly	Less friendly than I expected	Unfriendly
○	○	○	○	○

How professional was the support representative?

Very professional	Professional	Neither professional nor unprofessional	Less professional than I expected	Unprofessional
○	○	○	○	○

How interested in solving your problem was the support representative?

Very interested	Interested	Neither interested nor uninterested	Less interested than I expected	Uninterested
○	○	○	○	○

When solving your problem, how would you rate the information provided?

Extremely well presented and understandable	Well presented and understandable	Sufficient to solve the problem	Difficult to understand	Extremely difficult to understand
○	○	○	○	○

Was your problem solved on this call?

Yes	No	Do not remember
○	○	○

Why was your problem not solved?

○ The problem was caused by a piece of software other than [ISP] software.

○ The problem was due to a network or server outage.

○ The problem was with my system or phone lines.

○ I got frustrated and decided it was not worth fixing my problem.

○ The rep lacked the knowledge to resolve my [ISP] software or connection problem correctly.

○ Other

[   ]

If you needed to contact [ISP] 's technical support again and were given the option to speak with this representative, would you?

Yes	No	Undecided
○	○	○

Why not?

[   ]

Comparing [ISP's] technical support to that provided by other companies, would you say that, overall, [ISP's] technical support is

○ much better than other companies' technical support.

○ better than other companies' technical support.

○ about the same quality as other companies' technical support.

○ worse than other companies' technical support.

○ much worse than other companies' technical support.

○ I have never contacted another company for technical support.

Thank you for helping us improve our service to you. If you require further assistance, please send a separate e-mail to support@isp.com. This will ensure a timely response. We can also be reached at 1-800-123-4567 24 hours a day, 7 days a week.

Service Evaluation: Medical Examination

The following set of questions deals with medical examination services. These services perform routine examinations like the kind that are used to qualify for life insurance.

How Important are the following?

	Not At All Important	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Speed in Completing Examination and Reports	○	○	○	○	○
Accuracy and Completeness in Filling Out Your Report	○	○	○	○	○
Expertise of Medical Staff	○	○	○	○	○
Medical Representative Treatment of Your Client	○	○	○	○	○
Offers All Services Required for Examination	○	○	○	○	○
Wide Geographic Area of Service Coverage	○	○	○	○	○
Hand Delivery of Reports to Insurance Office	○	○	○	○	○
Personal Relationship with a Representative of the Agency	○	○	○	○	○

Which attribute do you consider to be most important when SELECTING a medical examination service?

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If a medical examination service were to guarantee
  (A) Professionalism in the medical staff,
  (B) Accurately filled out and completed reports, and
  (C) A completed report back to you within 3 days,
Would you change to this agency?

○ No

○ Yes

I'm now going to ask you about your opinions of several medical examination services.

First, let's consider your most preferred service. Which company would that be?

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Now, how would you rate this company on each of the following items?

	Excellent	Very Good	Good	Fair	Poor
Speed in Completing Examination and Reports	○	○	○	○	○
Accuracy and Completeness in Filling Out Your Report	○	○	○	○	○
Expertise of Medical Staff	○	○	○	○	○
Medical Representative Treatment of Your Client	○	○	○	○	○
Offers All Services Required for Examination	○	○	○	○	○
Wide Geographic Area of Service Coverage	○	○	○	○	○
Hand Delivery of Reports to Insurance Office	○	○	○	○	○
Personal Relationship with a Representative of the Agency	○	○	○	○	○

We have asked you a number of specific questions about medical examination services. To help us understand your overall attitudes about these services, we have additional questions. These are the most important answers you will give us to this survey. Please be very specific.

What do you like most about ${q://QID4/ChoiceTextEntryValue}?

What do you dislike most about ${q://QID4/ChoiceTextEntryValue}?

Service Evaluation: Product Supplier

Dear Customer:

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations. Attached, you will find a coupon good for ...... We hope that you will accept this as a token of our good will.

Sincerely,
[MANAGER_NAME]
Manager

Please rate the performance of your (Company) Customer Service Representative:

	Very Poor	Poor	Neutral	Good	Very Good
Ability to solve problems	○	○	○	○	○
Understanding of my needs	○	○	○	○	○
Responsiveness	○	○	○	○	○
Professionalism	○	○	○	○	○
Courtesy	○	○	○	○	○
Friendliness	○	○	○	○	○
Presentation of new products and packages	○	○	○	○	○

What method do you usually use to place your orders?

With a customer service rep	With my sales rep	On-line computer order system	Other
○	○	○	○

Please rate the service performance of (Company) compared with your next largest supplier in each of the service areas listed.

	Much Worse	Worse	Same	Better	Much Better
Timeliness of deliveries	○	○	○	○	○
Delivery day schedule	○	○	○	○	○
Condition of delivered product	○	○	○	○	○
Breakage	○	○	○	○	○
Stock rotation	○	○	○	○	○
Accuracy of order fill	○	○	○	○	○
Back order fulfillment	○	○	○	○	○
Handling of your phone orders	○	○	○	○	○
Phone answered immediately -- available lines	○	○	○	○	○
Accuracy of invoices	○	○	○	○	○
Ability to fill orders completely	○	○	○	○	○
Overall rating of the company	○	○	○	○	○

Appearance of company personnel and vehicles	○	○	○	○	○
Driver professionalism	○	○	○	○	○
Frequency of sales calls	○	○	○	○	○
Promotional effectiveness	○	○	○	○	○
Display effectiveness	○	○	○	○	○
Discounting policies	○	○	○	○	○
Clarity of price list information	○	○	○	○	○

What can your (Company) service rep do to serve you better?

Do you usually pick up your orders?

Yes
○

No
○

Are you treated courteously at the loading platform?

○ Yes

○ No

Are you served promptly?

○ Yes

○ No

What can the (Company) loading platform crew do to serve you better?

Who is your (Company) salesperson?

Would you like to see your (Company) sales representative more or less often?

More often
○

About the same
○

Less often
○

What can your (Company) sales rep do to serve you better?

Approximately what is the total annual purchase of all (type of products) from all your suppliers?

Under $50,000	$50,000 - $100,000	$100,000 - $200,000	$200,000 - $500,000	$500,000 - $1,000,000	$1,000,000 - $2,000,000	Over $2,000,000
○	○	○	○	○	○	○

Approximately what percentage of your total annual (product) purchases go to (Company)?

Percent of Total Purchases

How do you rate (Company's) overall service performance today compared to last year at this time?

Greatly improved	Improved	Somewhat improved	Same as last year	Somewhat declined	Declined	Greatly declined
○	○	○	○	○	○	○

If you could change or improve just one thing about (Company) what would it be?

Service Evaluation: Public Safety Service

Thank you for your desire to provide valuable feedback to {City}. The Public Safety feedback we receive will help us to improve our services. We are anxious to understand how we can better serve you. This survey will take you approximately 15 minutes to complete.

Personal information (i.e. email addresses, phone numbers, etc.) collected through this survey. City surveys will be used exclusively for the purposes of gathering information to assist {City} in its mission to improve the quality of life for its residents. This information will not be provided nor sold to any third party groups or entities.

If you have any questions about the survey please contact {City} during regular business hours at {999-999-9999}

What district do you live in?

○ District 1   ○ District 3   ○ District 5   ○ District 7

○ District 2   ○ District 4   ○ District 6   ○ Not Sure

Please evaluate the Public Safety Department's handling of the following issues:

	Very Ineffective	Ineffective	Somewhat Ineffective	Somewhat Effective	Effective	Very Effective
Animal Control	○	○	○	○	○	○
Drug Related Crime	○	○	○	○	○	○
Emergency Response (EMT, Ambulance)	○	○	○	○	○	○
Felonies (serious crime: murder, rape, battery, arson, etc.)	○	○	○	○	○	○
	Very Ineffective	Ineffective	Somewhat Ineffective	Somewhat Effective	Effective	Very Effective
Fire Department	○	○	○	○	○	○
Gang Related Crime	○	○	○	○	○	○
Misdemeanors (less serious crime: petty theft, vandalism, etc.)	○	○	○	○	○	○
Traffic/Automotive Crime	○	○	○	○	○	○

Rank the following public safety issues in order that you feel the city should focus on: 1-Most pressing issue, 5-Least Pressing. (To rank the following options, click and drag them to their respective order)

» Felonies (serious crime: murder, rape, battery, arson, etc.)

» Misdemeanors (less serious crime: petty theft, vandalism, etc.)

» Gang Related Crime

» Fire Department

» Drug Related Crime

» Traffic/Automotive Crime

» Emergency Response (EMT, Ambulance)

» Animal Control

Please select the option that best describes you.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I feel safe visiting city parks during the day	○	○	○	○	○
I feel safe leaving children in city parks during the day	○	○	○	○	○
I feel safe when I am in my home during the day	○	○	○	○	○
I feel my home is safe if I leave it for an extended period of time	○	○	○	○	○
I feel safe visiting the downtown area during the day	○	○	○	○	○
I feel safe visiting city parks at night	○	○	○	○	○
I feel safe when I am in my home at night	○	○	○	○	○
I feel safe visiting the downtown area at night	○	○	○	○	○

Do you have any suggestions on how the city can improve the safety in the areas above?

Have you at any time needed to call on the police department?

Yes
○

No
○

What was your reason for calling the police department?

○ Drug Related Crime

○ Felony (serious crime: murder, rape, battery)

○ Gang Related Crime

○ Misdemeanor (less serious crime: vandalism, trespassing, etc.)

○ Traffic/Automotive

○ Other

How long did it take for the police to arrive?

○ 5 minutes   ○ 15 minutes   ○ 30 minutes   ○ Over an hour

○ 10 minutes   ○ 20 minutes   ○ 45 minutes

How satisfied were you with their work?

Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
○	○	○	○	○	○	○

How do you feel about the current number of police officers in the city?

Very Pleased	Pleased	Somewhat Pleased	Neutral	Somewhat Displeased	Displeased	Very Displeased
○	○	○	○	○	○	○

How much graffiti is there in your district?

Large Amount	Some	Little Amount	None
○	○	○	○

How much drug use occurs in your district?

High	Medium	Low
○	○	○

Please rate the severity of the problem in YOUR district of the following drugs.

	Severe	Significant	Small	Nonexistent	Not Sure
Alcohol Abuse (public drunkenness, DUI, etc.)	○	○	○	○	○
Cocaine (including crack cocaine, speed, etc.)	○	○	○	○	○
Designer Drugs (ecstasy, ketamine, etc.)	○	○	○	○	○
Hallucinogens (LSD, shrooms, etc.)	○	○	○	○	○
Heroine	○	○	○	○	○
Inhalants	○	○	○	○	○
Methamphetamine (crystal meth, poppers, etc.)	○	○	○	○	○
Marijuana	○	○	○	○	○
OTC Drug Abuse (Sudafed, Dramamine, etc.)	○	○	○	○	○
Prescription Drug Abuse (Vicodin, Oxycontin, Percocet, etc.)	○	○	○	○	○
Steroids	○	○	○	○	○

Do you have any suggestions on how the city can improve drug problems in your district?

Do you have any suggestions on how the city can improve drug problems in the downtown area?

Have you at any time needed to call on the city fire department?

Yes	No
○	○

How long did it take for the fire department to arrive?

○5 minutes   ○15 minutes   ○30 minutes   ○Over an hour

○10 minutes   ○20 minutes   ○45 minutes

How satisfied were you with the work of the crew?

Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
○	○	○	○	○	○	○

Do you have any suggestions on how the fire department can improve?

[   ]

Have you ever needed to call on an ambulance?

Yes ○   No ○

How long did it take for the fire department to arrive?

○ 5 minutes   ○ 15 minutes   ○ 30 minutes   ○ Over one hour

○ 10 minutes   ○ 20 minutes   ○ 45 minutes

How satisfied were you with the work of the crew?

Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
○	○	○	○	○	○	○

Do you have any suggestions on how the emergency medical team can improve?

[   ]

Please write any more suggestions that you have for the improvement of pubic safety in the city?

[   ]

Service Evaluation: Software

Customer Satisfaction Survey (Product / Service)

This is a customer satisfaction survey for the fictional online finance software called "Market Plus."

This survey seeks to understand user satisfaction with Market Plus service.

Thank you for taking our survey today. We would like to understand your perceptions of Market Plus and your customer service experience.

How long have you used Market Plus?

○ Less than 6 Months

○ 6 Months to 2 years

○ Between 2 and 5 Years

○ More than 5 Years

Overall, how do you evaluate the quality of Market Plus and our customer service?

	Poor	Fair	Average	Good	Excellent
The Market Plus product performance	○	○	○	○	○
Market Plus Customer Service overall	○	○	○	○	○

Were you able to quickly access our online support services?

Yes	No	Did not try to use
○	○	○

Please rate Market Plus customer service on each of the following.

	Poor	Fair	Average	Good	Excellent
Speed of reaching a representative	○	○	○	○	○
Professional conduct	○	○	○	○	○
Greeted you pleasantly	○	○	○	○	○
Recognized you as a valuable customer	○	○	○	○	○
Paid attention to you and addressed you by name	○	○	○	○	○
Knowledge and efficiency in helping you	○	○	○	○	○
Thanked you for your business	○	○	○	○	○
Overall courtesy and helpfulness	○	○	○	○	○

Have we exceeded your expectations?

	No	Yes
At the end of our service, was everything in order?	○	○
Have we exceeded your expectations?	○	○

Have we exceeded your expectations?

	Far Below Expectations	Below Expectations	Meets Expectations	Exceeds Expectations	Far Exceeds Expectations
At the end of our service, was everything in order?	○	○	○	○	○
Have we exceeded your expectations?	○	○	○	○	○

Please share your ideas for improved service

Have any of our representatives been especially helpful today?

Finally, to help us classify your responses, please tell us a little bit about yourself.

What is your gender?

○ Male

○ Female

What is your age?

[⬍]

What is the highest level of education you have completed?

○ Less than High School

○ High School / GED

○ Some College

○ 2-year College Degree

○ 4-year College Degree

○ Masters Degree

○ Doctoral Degree

○ Professional Degree (JD, MD)

Service Evaluation: Transportation Service

Thank you for sharing your experience at [COMPANY].
We value your feedback and suggestions.

Transportation Service
How satisfied have you been in the last 12 months with each of the following?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable

Schedule or transit times (whichever applies to you)

○	○	○	○	○	○

Adherence to schedule or consistency of transit times (whichever applies to you)

| ○ | ○ | ○ | ○ | ○ | ○ |

Local switching or hub/terminal service

| ○ | ○ | ○ | ○ | ○ | ○ |

Corrective action taken if a service failure occurred

| ○ | ○ | ○ | ○ | ○ | ○ |

Overall performance in this area

| ○ | ○ | ○ | ○ | ○ | ○ |

Please use the space below to provide any other comments you have regarding our performance in the area of transportation service.

Equipment
Complete this section IF YOU USE EQUIPMENT SUPPLIED BY [COMPANY].
How satisfied have you been in the last 12 months with each of the following?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Equipment ordering process	○	○	○	○	○
Availability of desired equipment	○	○	○	○	○
Availability of information on the status of ordered equipment	○	○	○	○	○
Reliable delivery of empty equipment	○	○	○	○	○
Equipment cleanliness and physical/mechanical condition	○	○	○	○	○
Corrective action taken if equipment did not meet your needs	○	○	○	○	○
Overall performance in this area	○	○	○	○	○

Other Comments
Please use the space below to provide any other comments you have regarding our performance in the area of *equipment.*

Marketing

Please name your marketing representative

If you don't know, please type N/A.

_____

How satisfied have you been in the last 12 months with each of the following?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Marketing rep understands your business	○	○	○	○	○
Marketing rep understands your transportation needs	○	○	○	○	○
Marketing rep effectively coordinates resources to fulfill your transportation needs	○	○	○	○	○
Marketing provides competitive products and services	○	○	○	○	○
Timeliness and adequacy of marketing rep's responses to your requests	○	○	○	○	○
Overall performance in this area	○	○	○	○	○

Other Comments

Please use the space below to provide any other comments you have regarding our performance in the area of *marketing*.

_____

Customer Solutions

[COMPANY]s Customer Solutions Department is the customer contact for issues and inquiries concerning railroad status, service commitments and logistic solutions.

How satisfied have you been in the last 12 months with each of the following?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied

Effectiveness of Customer Solutions representatives in resolving problems

○　　　○　　　○　　　○　　　○

Accuracy of information provided by Customer Solutions representatives

○　　　○　　　○　　　○　　　○

Customer Solutions rep exhibits knowledge of my business

○　　　○　　　○　　　○　　　○

Proactive notification of service interruptions/exceptions by your Customer Solutions rep

○　　　○　　　○　　　○　　　○

Customer Solutions keeps you advised of the latest web technology tools that are available

○　　　○　　　○　　　○　　　○

Overall performance in this area

○　　　○　　　○　　　○　　　○

Other Comments

Please use the space below to provide any other comments you have regarding our performance in the area of *customer solutions*.

_____

Service Support

[COMPANY]'s Service Support Department handles the customers' routine transactional activity, such as car releases, switching requests, etc., and is reached by calling 800-555-5555. How satisfied have you been in the last 12 months with each of the following?

	very Dissatisfied	Dissatisfied	Neutral	Satisfied	very Satisfied
Effectiveness of Service Support in resolving problems	○	○	○	○	○
Accuracy of Information provided by Service Support representatives	○	○	○	○	○
Speed of Service Support representatives in resolving problems	○	○	○	○	○
Courtesy and professionalism of Service Support representatives	○	○	○	○	○
Overall performance in this area	○	○	○	○	○

Other Comments
Please use the space below to provide any other comments you have regarding our performance in the area of *service support*.

Do you receive [COMPANY] bills?

○ Yes

○ No

Billing

How satisfied have you been in the last 12 months with each of the following?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Accuracy of freight bills	○	○	○	○	○
Accuracy of extra service/accessories bills	○	○	○	○	○
Corrective action taken if a billing error occurs	○	○	○	○	○
Overall performance in this area	○	○	○	○	○

Other Comments
Please use the space below to provide any other comments you have regarding our performance in the area of *billing*.

Have you experienced freight loss and/or damage on [COMPANY] in the past 12 months?

○ Yes

○ No

Freight Loss and Damage

How satisfied have you been in the last 12 months with each of the following?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Effectiveness of freight loss and damage prevention services	○	○	○	○	○
Timely resolution of freight loss and damage claim(s)	○	○	○	○	○
Accessibility and responsiveness of freight loss and damage prevention team	○	○	○	○	○
Overall performance in this area	○	○	○	○	○

Other Comments
Please use the space below to provide any other comments you have regarding our performance in the area of *freight loss and damage.*

Have you used [COMPANY]'s Website?

○ Yes

○ No

Ecommerce

How satisfied have you been in the last 12 months with each of the following?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Information about [COMPANY]'s web site and web-based tools	○	○	○	○	○
Usefulness of web-based tools provided by [COMPANY]	○	○	○	○	○
Ease of use of web-based tools provided by [COMPANY]	○	○	○	○	○
Overall performance in this area	○	○	○	○	○

Other Comments
Please use the space below to provide any other comments you have regarding our

performance in the area of *Ecommerce.*

What Ecommerce tools would best meet your informational and transactional needs?

Summary

How satisfied are you with [COMPANY]'s overall performance regarding:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Communication regarding issues of concern to customers	○	○	○	○	○
Value for your transportation dollar	○	○	○	○	○
Innovation and creativity/anticipating future needs	○	○	○	○	○
Connectivity with other carriers	○	○	○	○	○

Compared to other rail and inter-modal transportation providers, how would you rate [COMPANY]?

I would prefer to use another carrier if / when possible.	[COMPANY] is slightly worse than other carriers.	[COMPANY]'s performance is about the same as other carriers' performance.	[COMPANY] is slightly better than other carriers.	I would prefer to use [COMPANY].
○	○	○	○	○

Please list the three most important areas when dealing with a transportation carrier.

Area #1 [   ]

Area #2 [   ]

Area #3 [   ]

Overall, how satisfied have you been with [COMPANY]?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
○	○	○	○	○

Please use the box below to provide any other comments you would like to make regarding [COMPANY].

[   ]

As stated in the introduction of this survey, your [COMPANY] Account Representative will contact you within two weeks to address any items for which you indicate dissatisfaction. You can also request a call here.
Do you want to be called to discuss an issue related to the topics in this survey?

○ Yes, please call me.

○ No.

How can we contact you?

Name [   ]

Title [   ]

Company Name [   ]

Phone Number [   ]

Email Address [   ]

Website Surveys (2)

Website Promoter Score

Researcher Note: The Web Promoter Score is a measurement used by leading companies to evaluate the quality of their Websites.

The score is calculated based upon one question (question 2 in this survey) by sorting respondents into Promoters (High), Neutrals (Middle) and Detractors(Low), then subtracting the percentage of respondents that are Detractors from the percentage that are Promoters.

This survey calculates the Web Promoter Score for www.qualtrics.com and provides two separate wording options for the critical question. In addition, this survey collects other feedback and demographic information for future segmentation.

*The Web Promoter Score is a registered trademark of Qualtrics.

Thank you for taking our survey today. We would like to know about your reaction to www.qualtrics.com so we can make sure to improve your experience.

Please take 5 minutes to fill out this quick survey. Your response is completely anonymous.

How often do you visit the www.qualtrics.com Website?

Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
○	○	○	○	○	○

Considering only your most recent experience at www.qualtrics.com, how likely would you be to recommend a friend or colleague visit Qualtrics? (0 is not at all likely, 10 is extremely likely)

Not at All Likely (0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Extremely Likely (10)
○	○	○	○	○	○	○	○	○	○	○

(ALTERNATIVE WORDING) How likely would you be to recommend a friend or colleague to purchase the products or services at Qualtrics.com? (0 is not at all likely, 10 is extremely likely)

Not at All Likely (0)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	Extremely Likely (10)
○	○	○	○	○	○	○	○	○	○	○

(FEEDBACK FOR IMPROVEMENT) What can we do in the future to earn a score of 9 or 10?

Finally, tell us a little bit about yourself...

What is your age?

What is your gender?

Male	Female
○	○

What is the highest level of education you have completed?

How much time do you spend on the Internet?

Less than 1 hour per day   1-4 hours per day   5-8 hours per day   9 or more hours per day

○   ○   ○   ○

Demographics

**These final few questions will help us to understand your answers.
Again, all information is confidential.**

What is your age?

[▼]

What is your gender?

Male   Female

○   ○

What is the highest level of education you have completed?

[▼]

What is your family structure?

[▼]

Which of the following best describe your household situation? (check all that apply)

☐ Children, preschool

☐ Children, elementary school

☐ Children, Jr / Sr. high school

☐ Children, post high school

☐ Grandchildren with one or more of their parents present, living in your home

☐ Grandchildren with neither parent present, living in your home

☐ Parents, inlaws or other adult family in your home

☐ Providing around the clock care for parents, inlaws or others

☐ None of the above

What best describes your employment?

○ Management, professional, and related

○ Service

○ Sales and office

○ Farming, fishing, and forestry

○ Construction, extraction, and maintenance

○ Production, transportation, and material moving

○ Government

○ Retired

○ Disabled

○ Unemployed

○ Other

Which category best represents your combined total annual household income?

[▼]

**What best describes your Race/Ethnicity?
(Multiple items may be selected)**

**What best describes your Race/Ethnicity?
(Multiple items may be selected)**

☐ White

☐ Black, African American, Negro

☐ Spanish/Hispanic/Latino, Mexican, Mexican Am., Chicano, Puerto Rican, Cuban, other Spanish/Hispanic/Latino

☐ Asian Indian, Chinese, Philipino, Japanese, Korean, Vietnamese, Native Hawaiian, Guamanian or Chamorro, Samoan,
Other Pacific Islander, Other Asian

☐ American Indian, Alaska Native

☐ Other (please specify)

[_____]

In which state or country do you live?

[▼]

Thank you for your time in helping us at COMPANY to continually improve our products and services.

If you have any questions we can help you with, please contact support@company.com, or call 1-800-123-1234 and a representative will be happy to assist you.

Website Visitor Follow-Up

Thank you for visiting our site. We would like to know more about you so that we can be sure to bring you the kinds of information and services that you need. Please fill out the information below by reading each question and then clicking on your answer. Thank you for your help.

How did you find out about the site?

- ○ Followed link from another web page
- ○ Followed a graphical banner/icon from another web page
- ○ Found by using a search engine
- ○ Saw postings to www-related news groups
- ○ Received e-mail from e-mail mailing list
- ○ Was told URL by friend
- ○ Read about it in newspaper/magazine
- ○ Other source

What is your age?

under 13	13-17	18-34	35-49	50-64	65 or older
○	○	○	○	○	○

What do you enjoy doing in your spare time? (You may check more than one)

○ Theater	○ Video Games	○ Automobiles	○ Gardening
○ Hunting	○ Movies	○ Trivia	○ Cooking
○ Sports	○ Fishing	○ Restaurants	○ Computers
○ Reading	○ Arts and Crafts		

How many hours per day are you on-line?

0-1	1-2	2-3	3-4	4-5	More than 5
○	○	○	○	○	○

What do you use the internet for?

○ Information Gathering	○ Games	○ Real Estate	○ Classifieds
○ Academic Research	○ News	○ E-mail	○ Stock Market
○ Shopping	○ Sports News	○ Job Hunting	○ Other

From where do you most often access the Internet?

- ○ Home
- ○ School
- ○ Office
- ○ Other

If you have purchased or plan to purchase goods on the Internet, what kinds of goods would you be most interested in?

☐ Computers or peripherals	☐ Flowers	☐ Fast Food
☐ Software	☐ Concert Tickets	☐ Books or Magazines
☐ CDs/Videos	☐ Travel	☐ Other

What is your gender?

○ Male

○ Female

What is your level of education?

Some High school	High school graduate	Some college	College Graduate	Some Postgraduate	Postgraduate
○	○	○	○	○	○

What is your household income?

Less than $15,000	$15,000 - $24,999	$25,000 - $34,999	$35,000 - $49,999	$50,000 - $74,999	$75,000 - $99,999	$100,000 - $149,999	$150,000+
○	○	○	○	○	○	○	○

What is your current occupation?

○ Student   ○ Retired   ○ Clerical   ○ Professional   ○ Service Staff

○ Homemaker   ○ Not Employed   ○ Management   ○ Sales   ○ Other

In your household, which age group is online the most?

10 and under	11-20	21-30	31-40	41-50	51-60	61 or older
○	○	○	○	○	○	○

Please enter the following information:

Email: [   ]

Zip: [   ]

Other Suggestions: [   ]

Miscellaneous Surveys (1)

Informed Consent Form

Introduction

This study attempts to collect information about differences in individual perception of older role models…

Procedures

You will be shown a photograph and short biography of a simulated potential professor and asked to complete a short questionnaire about the person in the photograph. The questionnaire consists of 15 questions and will take approximately 20 minutes or less. Questions are designed to determine how you expect a simulated professor would behave in a class setting based on your past experience. This questionnaire will be conducted with an online Qualtrics-created survey.

Risks/Discomforts

Risks are minimal for involvement in this study. However, you may feel emotionally uneasy when asked to make judgments based on the photograph and biography provided. Although we do not expect any harm to come upon any participants due to electronic malfunction of the computer, it is possible though extremely rare and uncommon.

Benefits

There are no direct benefits for participants. However, it is hoped that through your participation, researchers will learn more about which qualities students prefer in professors.

Confidentiality

All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones). All questionnaires will be concealed, and no one other than then primary investigator and assistant researches listed below will have access to them. The data collected will be stored in the HIPPA-compliant, Qualtrics-secure database until it has been deleted by the primary investigator.

Compensation

There is no direct compensation, however, participants may earn extra academic credit, at the discretion of their professors.

Participation

Participation in this research study is completely voluntary. You have the right to withdraw at anytime or refuse to participate entirely without jeopardy to your academic status, GPA or standing with the university. If you desire to withdraw, please close your internet browser and notify the principal investigator at this email: (email). Or, if you prefer, inform the principal investigator as you leave.

Questions about the Research

If you have questions regarding this study, you may contact (principal investigator), at 555-555-5555, principleinvestigator@fakeemail555.com or (assistant 1) 666-666-6666, assistant1@fakeemail555.com, (assistant 2) 777-777-7777, assistant2@fakeemail555.com.

Questions about your Rights as Research Participants

If you have questions you do not feel comfortable asking the researcher, you may contact (Dr Mentoring Professor), 222-222-2222, 1030 SWKT, drmentoringprofessor@greatuniversity.edu. Or contact the director of (your University)'s Institutional Review Board, Bob Irb, 888-888-8888, bobirb@greatuniversity.edu.

Print

I have read, understood, and printed a copy of, the above consent form and desire of my own free will to participate in this study.

○ Yes

○ No

References

References

References

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