

Qualtrics Training Workshop

7 October 2019



NEW ZEALAND TOURISM
RESEARCH INSTITUTE

AN INSTITUTE OF AUT UNIVERSITY

| | |
|--------|---|
| 9.30 | Introductions |
| | <p>Why use online surveys</p> <p>Available surveys tools – free vs paid</p> <p>Why we use Qualtrics</p> <p>Accessing Qualtrics</p> |
| 10.45 | Break |
| | <p>Design considerations</p> <p>Creating a survey in Qualtrics survey builder</p> <p>Review of question types</p> <p>Making questions mandatory</p> |
| 12.30 | Lunch |
| | <p>Survey flow</p> <p>Exercise – Build a survey online</p> |
| 2.45pm | Break |
| | <p>Testing/previewing surveys</p> <p>Making a survey live</p> <p>Reporting functions</p> <p>Exporting data – SPSS, Excel</p> |
| 4.30pm | Wrap up discussion and questions |
| | Home time! |

Benefits of online surveys

- Convenient for respondents
- Long detailed inputs are possible
- More accurate
- Faster and cheaper
- Easy to add new questions/themes
- Convenient for researcher (one shot data entry)
- Multi language options

Challenges of online surveys

- Getting visitor email addresses
- Timeliness of email delivery
- Limited sampling and respondent availability
- Access to computers and internet
- Cultural difference
- Survey fraud

Selection criteria for an online survey tool

- Cost – Free vs Paid
- Question types available to build survey
- Speed / Service availability for hosting survey
- Offline data collection (for in person interviews via tablet)
- Multi language support
- Mobile support
- Reporting features
- Data export formats (SPSS, CSV etc)

Survey tools

Many companies offer online survey functionality. These are just a few:

- Qualtrics
 - <http://www.qualtrics.com>
- Question Pro
 - <http://www.questionpro.com>
- Survey Monkey
 - <http://www.surveymonkey.com>
- Google Forms
 - <https://www.google.com/forms/about/>
- Lime Survey (open source)
 - <http://www.limesurvey.org>

Why Qualtrics

- NZTRI has been using Qualtrics for over 7 years
- Qualtrics is AUT's survey and questionnaire tool
- Qualtrics delivers the tools to create, administer and analyse data from surveys and polls.
- One click data export into SPSS,CSV
- Survey collaboration and sharing between colleagues and institutions

Survey & Question Design

- Question design considerations
- Mode of data collection (paper vs computer vs mobile)
- Questions – keep it simple
- Question order
- Length of survey
- Filtering and branching
- Test your survey

Harvard University Program on Survey Research tip sheet

<http://psr.iq.harvard.edu/book/questionnaire-design-tip-sheet>

Question Design

An ideal question accomplishes 3 goals¹

- It measures the underlying concept it is intended to tap
- It doesn't measure other concepts
- It means the same thing to all respondents

Question Design

Online surveys

- Consider appropriateness of question type
- Radio buttons vs Checkbox
- Radio buttons vs Dropdown lists
- Interactive – slide, click, drag and drop
- Combining question types
- Internet availability / speed
- Mobile vs Desktop browser
- Validation of input

Question Design

Open Ended vs Closed Ended Questions

- Open Ended
 - + Allows greater insight/variety of answers
 - + New categories/themes could emerge
 - Answers from respondents may not be on point
 - Time consuming to analyze
 - Respondents are more likely to skip an open ended question
 - Quality of data e.g. words like 'traffic' or 'roads' with no further explanation

Question Design

Open Ended vs Closed Ended Questions

- Closed Ended
 - + Allow faster response for participant
 - + Quicker to analyse
 - + If well designed, respondents will interpret the question exactly as intended
 - + If well designed, respondents can only respond within the framework provided by the question
 - Quality of data – predetermines information gathered

Question Design

Mandatory Questions

- Do we want to make questions mandatory?
- If you are making questions mandatory, think about why and how this may affect the results
- No response to a question can sometimes be telling us something

Exercise: Design a survey

- Draft a survey without using Qualtrics
- Prepare up to 10 questions
- The survey can be about anything you choose.

Some ideas:

- An event survey
- Customer satisfaction survey
- Accommodation survey
- Destination survey

Qualtrics surveys - Samoa examples

All Projects

Last modified ▾

🔍

samoa

+

Create project

Today

Survey

Samoa Visitor Survey - 2019 - STA Training

Modified Sep 19, 2019

NEW

Status

56

Questions

1

Languages

17

minutes

Est. response time

Last 7 days

Survey

Samoa Visitor Survey - 2019

Modified Sep 17, 2019

ACTIVE

Status

57


Questions


6.0k


Responses

<

www.qualtrics.com



 Username

 Password

Sign In

[Forgot your password?](#)

Don't have an account?

GET STARTED

Create Your Free Account

Tell us about yourself

First Name

Last Name

Work Email

This will be your username.

Password

Company/Org

Country

United States

▼

Phone

+1

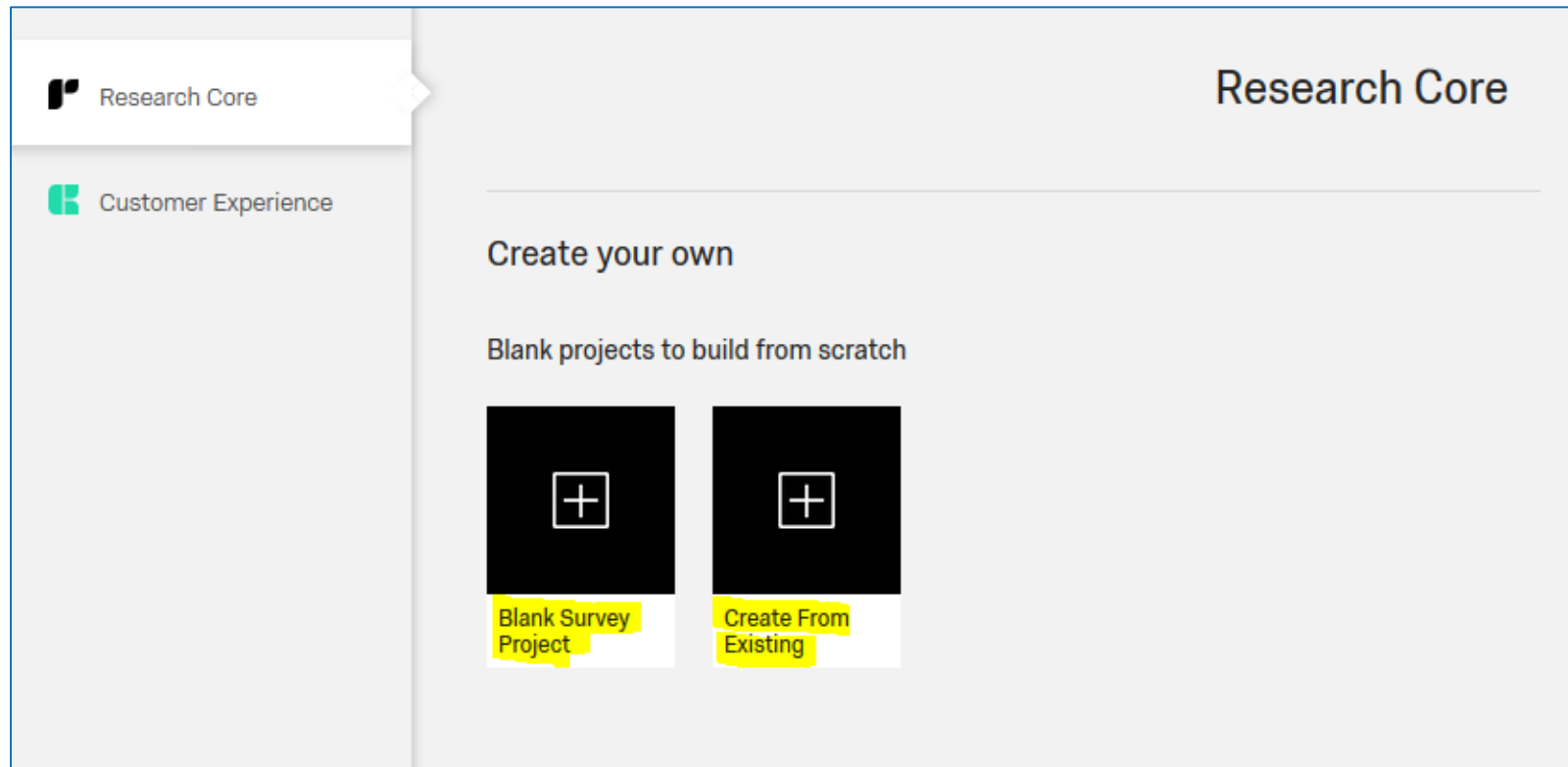
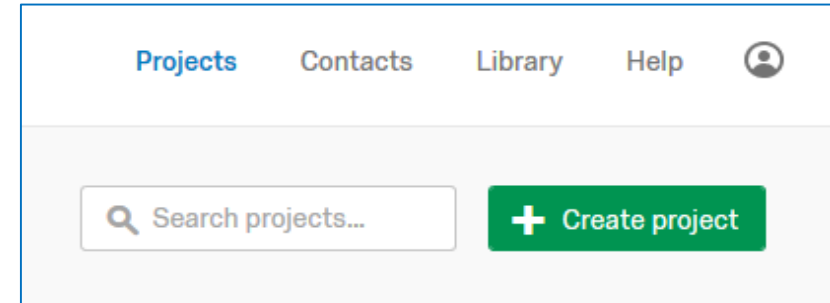
Ext.

What's Included?

- + 100 Responses
- + 7 Question Types
- + One Active Survey
(Upgrading will enable multiple active surveys)
- + 10 Questions per Survey
- + Summary Reports & Filtering
- + Survey Logic
- + Online Reporting
(Upgrading will enable CSV/SPSS export)
- + Doesn't Expire

Creating a survey in Qualtrics

First Steps



Research Core

Customer Experience

Research Core

Blank Project

Start with a blank survey project and build it to suit your needs. [Learn More](#)

Project Name

Untitled Project

Create a title for
survey or update title
of existing survey

Customer Experience

Create From Existing

Copy one of your own projects, use a project from a library, or upload from a file.

[From a Copy](#) [From a Library](#) [From a File](#)

Source Project

Samoa Visitor Survey - 2019 - STA Training


Project Name

Samoa Visitor Survey - new version|

Creating survey questions

Samoa Workdshop

▼ Default Question Block

☒ Q1 

Click to write the question text

☐ Click to write Choice 1

☐ Click to write Choice 2

☐ Click to write Choice 3


^

Creating survey questions

Adding in a new question block

Samoa Workdshop

▼ Question Block 1

☒ Q1 

Click to write the question text

☐ Click to write Choice 1

☐ Click to write Choice 2

☐ Click to write Choice 3

Import Questions From...

+ Create a New Question

^

Add Block

▼ Question Block 2

Import Questions From...

+ Create a New Question

^

Add Block

Qualtrics – choice of question types

| Static Content | Descriptive Text | Graphic |
|----------------------|----------------------|-----------------------|
| Standard Questions | Multiple Choice | Matrix Table |
| | Text Entry | Slider |
| Specialty Questions | Rank Order | Side by Side |
| | Constant Sum | Pick, Group, and Rank |
| | Hot Spot | Heat Map |
| | Graphic Slider | Drill Down |
| | Net Promoter Score® | Highlight |
| | Signature | |
| Advanced | Timing | Meta Info Question |
| | File Upload | Screen Capture |
| | Captcha Verification | |
| Replace From Library | Question Library | |

Standard questions

Further options

Please fill in the following information:

First Name

Last Name

Email

Address

Zipcode

Text Entry

Single Line

Multiline

Password

Essay

Form

Advanced questions

Further options

What percentage of your purchases are made with these cards?

0

0

0

Constant Sum

Draggable Bars

Horizontal Graphic

Horizontal Text

Vertical Graphic

Vertical Text

Vertical Text Entry

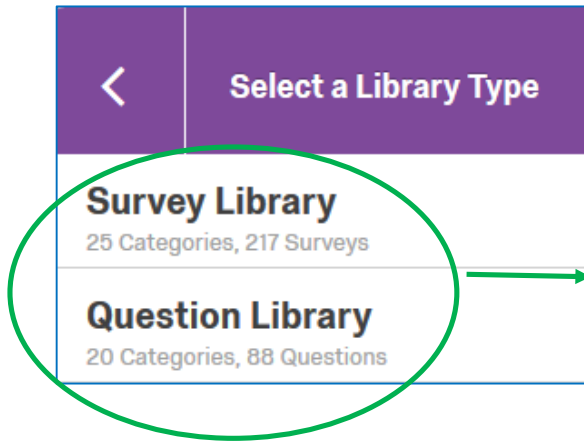
Vertical Graphic w/Total

Vertical Text w/Total

Library option

Library of questions

Qualtrics surveys

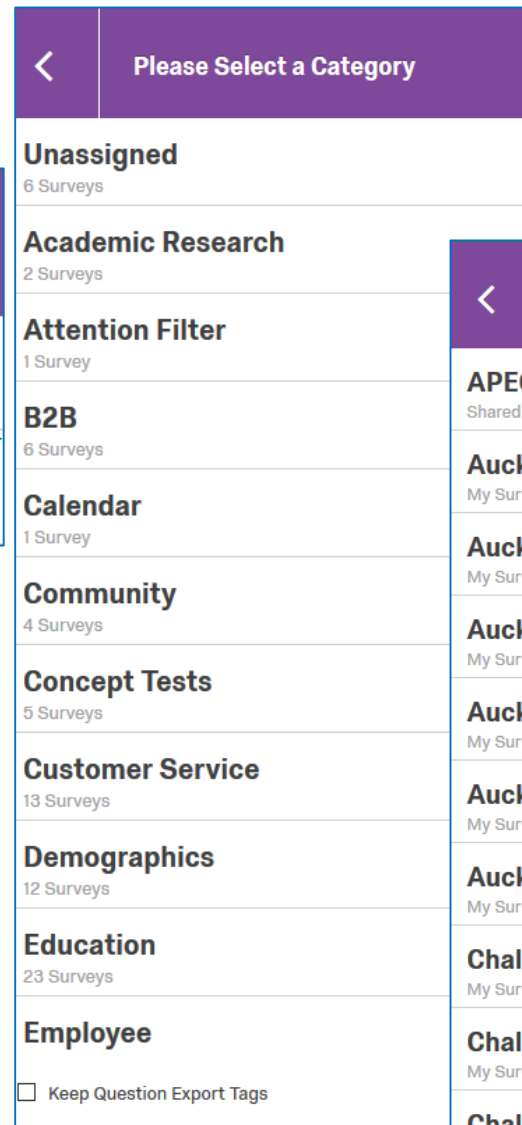


A screenshot of the Qualtrics 'Select a Library Type' screen. It features a purple header with a back arrow and the title. Below the header, there are two main options: 'Survey Library' (25 Categories, 217 Surveys) and 'Question Library' (20 Categories, 88 Questions). A green oval highlights the 'Question Library' option, and a green arrow points from it towards the 'Please Select a Category' screen.

< Select a Library Type

Survey Library
25 Categories, 217 Surveys

Question Library
20 Categories, 88 Questions



A screenshot of the 'Please Select a Category' screen. It has a purple header with a back arrow and the title. Below the header, there is a list of categories with their respective survey counts: Unassigned (6 Surveys), Academic Research (2 Surveys), Attention Filter (1 Survey), B2B (6 Surveys), Calendar (1 Survey), Community (4 Surveys), Concept Tests (5 Surveys), Customer Service (13 Surveys), Demographics (12 Surveys), Education (23 Surveys), and Employee. At the bottom, there is a checkbox labeled 'Keep Question Export Tags'.

< Please Select a Category

Unassigned
6 Surveys

Academic Research
2 Surveys

Attention Filter
1 Survey

B2B
6 Surveys

Calendar
1 Survey

Community
4 Surveys

Concept Tests
5 Surveys

Customer Service
13 Surveys

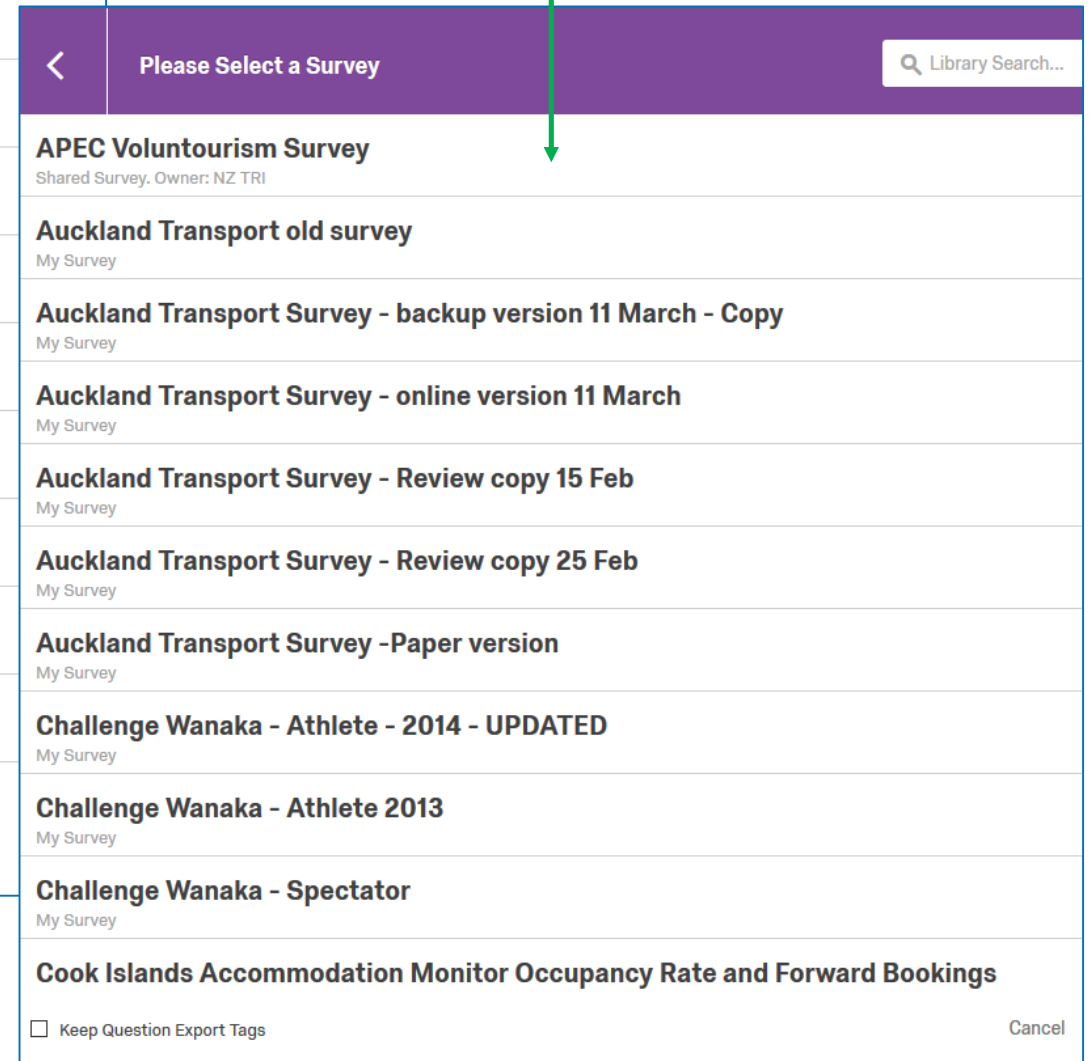
Demographics
12 Surveys

Education
23 Surveys

Employee

☐ Keep Question Export Tags

From previous surveys



A screenshot of the 'Please Select a Survey' screen. It has a purple header with a back arrow, the title, and a search bar labeled 'Library Search...'. Below the header, there is a list of surveys: APEC Voluntourism Survey (Shared Survey, Owner: NZ TRI), Auckland Transport old survey (My Survey), Auckland Transport Survey - backup version 11 March - Copy (My Survey), Auckland Transport Survey - online version 11 March (My Survey), Auckland Transport Survey - Review copy 15 Feb (My Survey), Auckland Transport Survey - Review copy 25 Feb (My Survey), Auckland Transport Survey - Paper version (My Survey), Challenge Wanaka - Athlete - 2014 - UPDATED (My Survey), Challenge Wanaka - Athlete 2013 (My Survey), Challenge Wanaka - Spectator (My Survey), and Cook Islands Accommodation Monitor Occupancy Rate and Forward Bookings. At the bottom, there is a checkbox labeled 'Keep Question Export Tags' and a 'Cancel' button.

< Please Select a Survey Library Search...

APEC Voluntourism Survey
Shared Survey, Owner: NZ TRI

Auckland Transport old survey
My Survey

Auckland Transport Survey - backup version 11 March - Copy
My Survey

Auckland Transport Survey - online version 11 March
My Survey

Auckland Transport Survey - Review copy 15 Feb
My Survey

Auckland Transport Survey - Review copy 25 Feb
My Survey

Auckland Transport Survey - Paper version
My Survey

Challenge Wanaka - Athlete - 2014 - UPDATED
My Survey

Challenge Wanaka - Athlete 2013
My Survey

Challenge Wanaka - Spectator
My Survey

Cook Islands Accommodation Monitor Occupancy Rate and Forward Bookings

☐ Keep Question Export Tags Cancel

Survey Blocks

Samoa Visitor Survey - 2019 - STA Training

iQ Score: Poor

▶ ABOUT YOUR VISIT (20 Questions)

Block Options ▾

▶ Satisfaction loop question (1 Question) ↶ Loop & Merge

Block Options ▾

▶ ABOUT YOUR VISIT - ACTIVITIES (10 Questions)

Block Options ▾

▶ EXPENDITURE (14 Questions)

Block Options ▾

▶ ABOUT YOU (11 Questions)

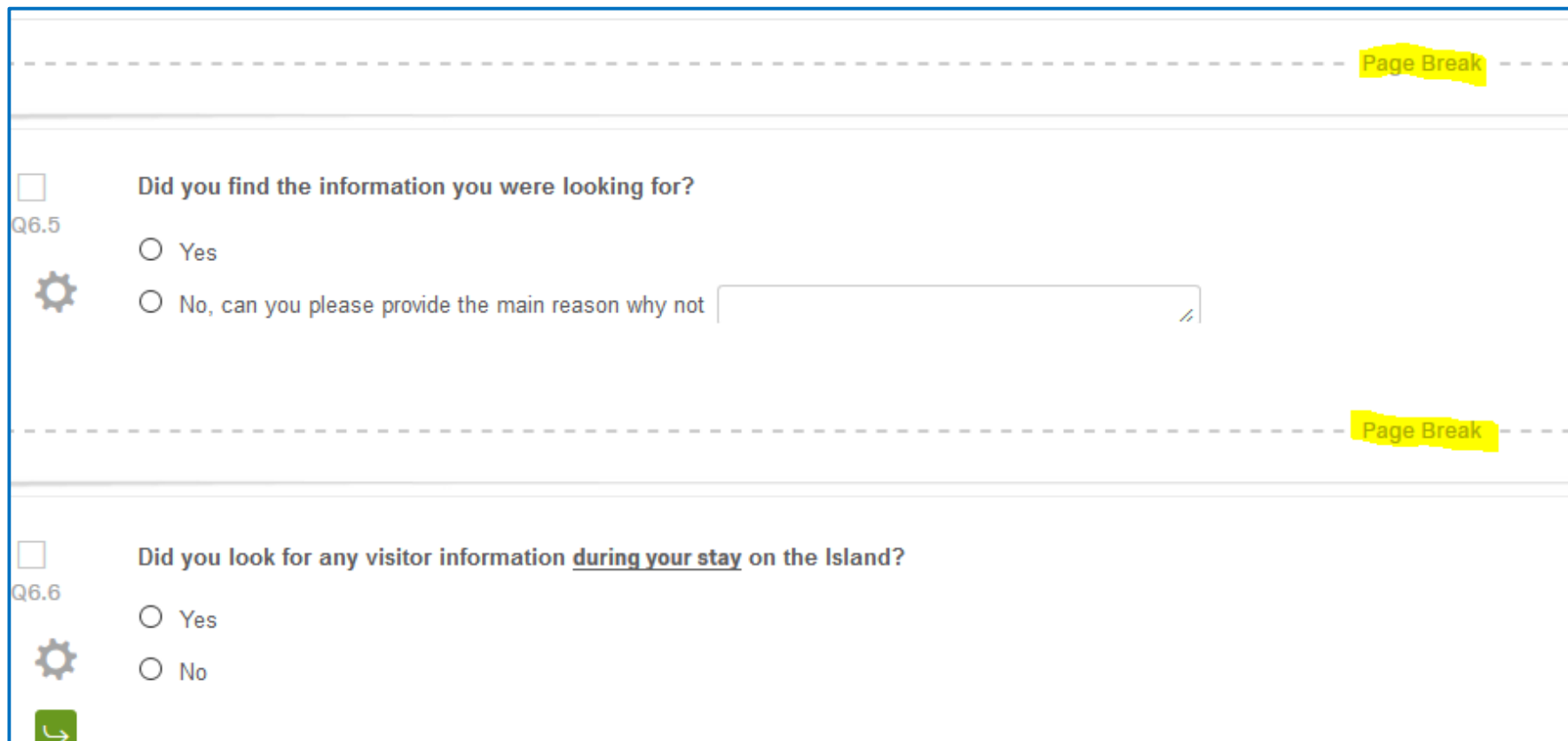
Block Options ▾

Block Options ▾

- View Block...
- View Block In Survey Flow...
- Collapse Questions...
- Lock Block...
- Question Randomization...
- Loop & Merge...
- Next/Previous Button Text...
- ▲ Move Block Up...
- ▼ Move Block Down...
- Add Block Below
- Copy Block...
- Copy Block To Library...
- Copy Questions To Library...
- Delete Block...

Page Breaks

- Inserting a page break determines how many questions are seen at one time by the respondent
- Page breaks are used to guide respondents to relevant questions e.g. Yes/No responses



The screenshot displays a survey interface with two questions, Q6.5 and Q6.6, separated by dashed lines labeled "Page Break".

Question Q6.5: "Did you find the information you were looking for?"

- ☐ Q6.5
- ☐ Yes
- ☐ No, can you please provide the main reason why not

Question Q6.6: "Did you look for any visitor information during your stay on the Island?"

- ☐ Q6.6
- ☐ Yes
- ☐ No

A green arrow icon is visible at the bottom left of the form.

Survey Logic

Display logic

- Good for displaying a single follow-up question

Skip logic

- Used for skipping questions or sections

Carry forward


- Used for quantifying responses – e.g. most popular out of options selected

Branch logic – loop and merge


- Used to branch off when capturing data with context dependent sections

Display Logic



☐ Q128 5. Did you travel by yourself to Samoa?

 ☐ Yes
☐ No

Remember to add page break!


 **Display This Question:**
If 5. Did you travel by yourself to Samoa? **No Is Selected**

☐ Q1.6 5.1. Who were your travelling companions? (tick as many as apply)


 ☐ Partner / spouse
☐ Family member(s)
 ☐ Friend(s)
☐ Work colleagues
☐ Tour group
☐ Organised group (e.g. school, sports etc)
☐ Wedding party
☐ Other, please specify

Filter question

Display logic can collect further data about travelling companions

 **Display This Question:**
If 5. Did you travel by yourself to Samoa? No Is Selected


☐ Q1.7 6. How many people accompanied you on this trip?





Skip Logic

Q4.2 ☐ 19. Did you prepay for any of your travel arrangements prior to arrival?


☐ Yes ☐ No



 Condition: No Is Selected. Skip To: 22. Did you spend any money while in 



Remember to add page break!

Q4.3 ☐ 20. How much did you pay **prior** to your arrival in Samoa (include purchases made via travel agents and/or the internet)?



| | Total Spend | Currency |
|-------------------------|----------------------|----------------------|
| Prepaid Travel Expenses | <input type="text"/> | <input type="text"/> |

Please use numbers only

☐ 22. Did you spend any money while in Samoa?

Q4.7

Skip logic helps with the survey flow so only relevant questions are asked.

Q4.7

22. Did you spend any money while in Samoa?

☐ Yes


☐ No

Condition: No Is Selected. Skip To: 23. Is Samoa the only country you vis....

Carry Forward

☐ Q5.3


13. What type (s) of accommodation did you stay in? (tick as many as apply)




- ☐ Hotel / Resort
- ☐ Self Catering / rented accommodation
- ☐ Holiday home / homestay
- ☐ Backpackers / Budget / Hostels
- ☐ Guest houses / B&Bs / AirBnB
- ☐ Fales
- ☐ Village homestay
- ☐ Private home
- ☐ Other (Please specify)

Helps to quantify responses based on the options selected e.g. main type of accommodation

Multi choice options selected are **carried forward** as single response options

 Carry Forward Choices
Selected Choices from "13. What type (s) of accommodation did you stay..."

☐ Q148



Which type of accommodation did you mainly stay in?

- ☐ » Hotel / Resort
- ☐ » Self Catering / rented accommodation
- ☐ » Holiday home / homestay
- ☐ » Backpackers / Budget / Hostels
- ☐ » Guest houses / B&Bs / AirBnB
- ☐ » Fales
- ☐ » Village homestay
- ☐ » Private home
- ☐ » Other (Please specify)

Loop and Merge – set up

13. What type (s) of accommodation did you stay in? (tick as many as apply)

- ☒ Hotel / Resort
- ☐ Self Catering / rented accommodation
- ☐ Holiday home / homestay
- ☐ Backpackers / Budget / Hostels
- ☒ Guest houses / B&Bs / AirBnB
- ☐ Fales
- ☒ Village homestay
- ☐ Private home
- ☐ Other (Please specify)

Multiple responses:
information needed for
each accommodation type

Block 4 **Loop & Merge**

Display This Question:
If Loop 7 Not Current Loop

☒ Q2.1

13.1 How satisfied were you with the following aspects of **\$(m://Field/1)** in terms of your recent visit?

| | Very dissatisfied (1) | 2 | 3 | 4 | Very satisfied (5) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Level of service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality, availability and maintenance of facilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Overall value for money | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Questions generated by loop and merge

13.1 How satisfied were you with the following aspects of **Hotel / Resort** in terms of your recent visit?

| | Very dissatisfied (1) | 2 | 3 | 4 | Very satisfied (5) |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Level of service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Quality, availability and maintenance of facilities

Overall value for money

13.1 How satisfied were you with the following aspects of **Guest houses / B&Bs / AirBnB** in terms of your recent visit?

| | Very dissatisfied (1) | 2 | 3 | 4 | Very satisfied (5) |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Level of service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Quality, availability and maintenance of facilities

Overall value for money

13.1 How satisfied were you with the following aspects of **Village homestay** in terms of your recent visit?

| | Very dissatisfied (1) | 2 | 3 | 4 | Very satisfied (5) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Level of service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality, availability and maintenance of facilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Overall value for money | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Preview survey layout and flow

Samoa Visitor Survey - 2019 - STA Training

▶ ABOUT YOUR VISIT (21 Questions)

▶ Satisfaction loop question (1 Question)

↺ Loop & Merge

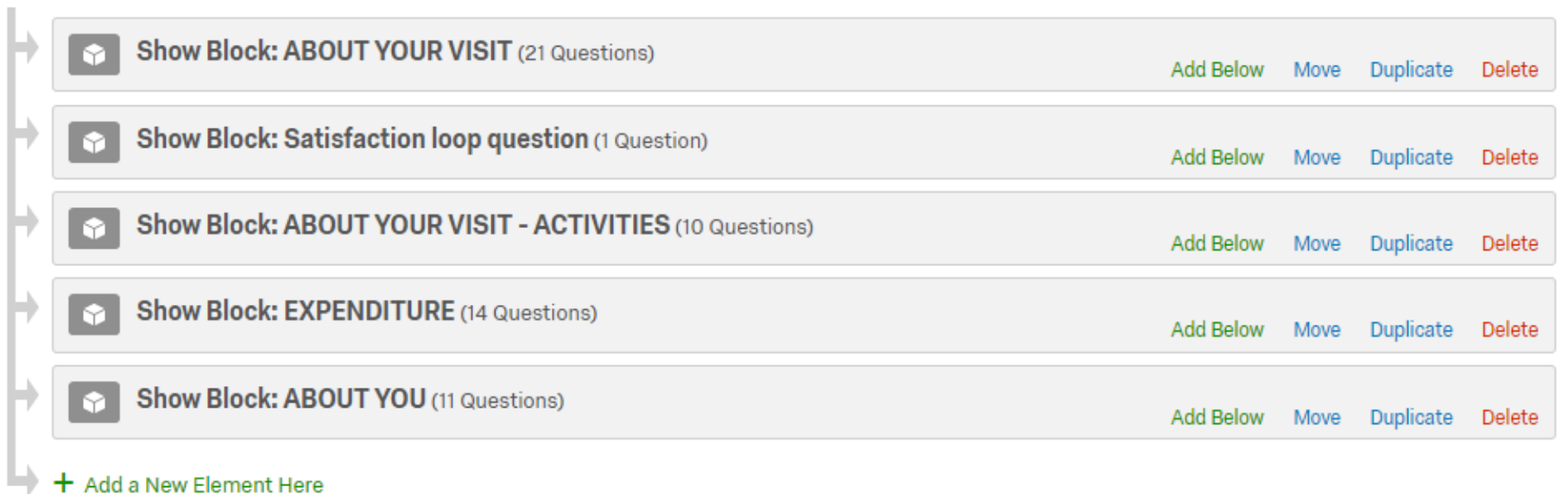
▶ ABOUT YOUR VISIT - ACTIVITIES (10 Questions)

▶ EXPENDITURE (14 Questions)

▶ ABOUT YOU (11 Questions)

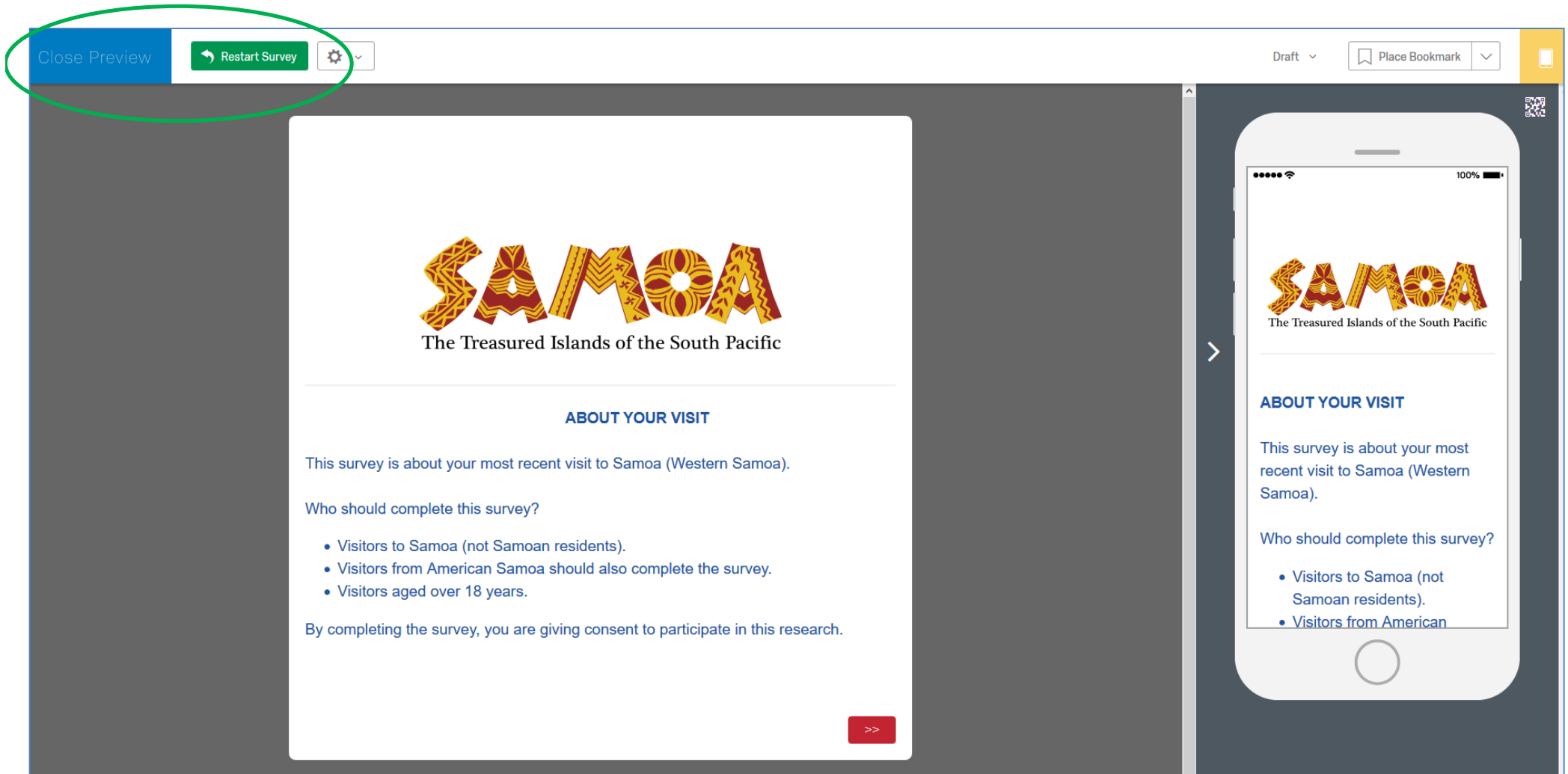
Survey Flow

Samoa Visitor Survey - 2019 - STA Training



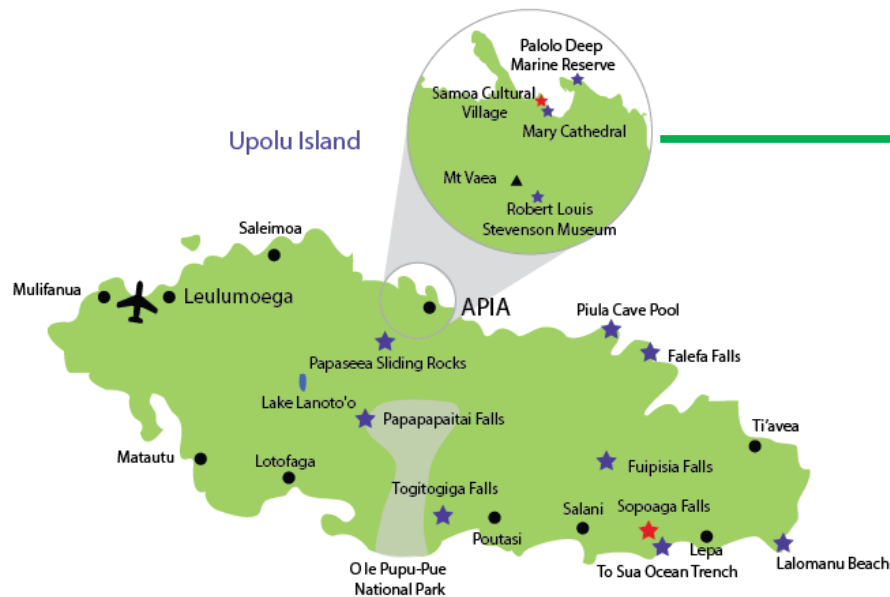
Preview – test survey or individual questions

- Preview shows desktop and mobile version of the survey
- Restart or close preview of survey at any point



Desk top vs mobile phone – level of detail

11.2 Which place(s) did you go to on Upolu Island (hover and click/touch to select the place/s)?



11.2 Which place(s) did you go to on Upolu Island (hover and click/touch to select the place/s)?



Powered by Qualtrics

PC vs mobile phone – Likert scale questions

14. On your most recent visit to Samoa, please indicate the activities that you participated in, and how satisfied you were with your experience.

• Water based activities:

| | Very dissatisfied (1) | 2 | 3 | 4 | Very satisfied (5) | Didn't participate |
|-----------------------|-----------------------------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|
| Visiting the beach | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Swimming | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Snorkelling ★ | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Diving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kayaking / canoeing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fishing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Surfing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Paddle Boarding | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Water skiing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sailing / cruising | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Whale watching | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Swimming with turtles | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

• Water based activities:

Visiting the beach ▼

Swimming ▼

Snorkelling ★ ▼

Diving ▼

Kayaking / canoeing ▼

Fishing ▼

Surfing ▼

• Water based activities:

Visiting the beach ▼

Swimming ▼

Snorkelling ★ ▲

☐ Very dissatisfied (1)

☐ 2

☐ 3

☐ 4

☐ Very satisfied (5)

☐ Didn't participate

Diving ▼

PC vs mobile phone

Fewer options – less structure

- Shopping:

| | Very dissatisfied (1) | 2 | 3 | 4 | Very satisfied (5) | Didn't participate |
|---|-----------------------------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|
| Local arts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local crafts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local clothing e.g local lava lava (sarong) etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local produce e.g coconut oil etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local music | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- Shopping:

| | Very dissatisfied (1) | 2 | 3 | 4 | Very satisfied (5) | Didn't participate |
|---|-----------------------------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|
| Local arts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local crafts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local clothing e.g local lava lava (sarong) etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local produce e.g coconut oil etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local | | | | | | |

PC vs mobile phone

Question layout


22.2. How much did you spend in Samoa during your last visit? (estimate the amount spent in local currency - Samoan tālā - and enter numbers only e.g. 550)

| | Savai'i | Upolu | Other |
|--|----------------------|----------------------|----------------------|
| Accommodation | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Restaurants, cafes & bars | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Vehicle rental | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Petrol | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Bus / taxi | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Ferry | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Groceries | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Shopping (e.g. souvenirs, handicrafts) | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Tours and activities | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Donations (church / family) | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Internet / telecommunication services | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Other <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

The mobile phone screen displays the same questionnaire as the PC version, but with a green oval highlighting the navigation bar at the bottom, indicating that the respondent cannot view all questions at one time.





Respondent unable to view all questions at one time



Publishing a survey – going live

 Samoa Visitor Survey - 2019 - STA Traini... ▼

Projects Contacts Library

Survey Actions Distributions Data & Analysis Reports

 Look & Feel  Survey Flow  Survey Options  Tools ▼

 Preview  Publish

You are currently making edits to this survey. Changes won't be live until you publish. ✕

Samoa Visitor Survey - 2019 - STA Training

iQ Score: Poor ⓘ Draft Version

▶ ABOUT YOUR VISIT (20 Questions) Block Options ▼

▶ Satisfaction loop question (1 Question) ↺ Loop & Merge

▶ ABOUT YOUR VISIT - ACTIVITIES (10 Questions)


▶ EXPENDITURE (14 Questions)


▶ ABOUT YOU (11 Questions)

Publish Survey
Publishing will update the version seen by respondents.

Details
Add a description for your version history

User-published version


ExpertReview
Survey strength: **Fair**
Recommendations: 7
[View recommendations](#)

Cancel 

Live survey with URL

| | | | | | |
|--|---------------|-----------|-----------|--------------|---|
|  Survey | | | | |  |
| Samoa Visitor Survey - 2019 - STA Training | ACTIVE | 59 | 0 | | |
| Modified Sep 30, 2019 | Status | Questions | Responses | 12 day trend | |

Survey Activated

Your survey has been successfully published and activated. You can distribute it using the anonymous link below.

https://aut.au1.qualtrics.com/jfe/form/SV_3dVBB1rqRHbfzG5

You can also navigate to the [distributions section](#) to view more options.

Close

Closing the survey


Pause Response Collection: Samoa Visitor Survey - 2019 - STA Training

New survey sessions can not be started.


☒ Close all active survey sessions and record them as partial data.


☐ Allow all active survey sessions to be finished.


[Cancel](#)[Pause Response Collection](#)


| | | | |
|--|---------------|-----------|-----------|
|  Survey | | | |
| Samoa Visitor Survey - 2019 - STA Training | CLOSED | 56 | 0 |
| Modified Sep 30, 2019 | Status | Questions | Responses |


⋮


 Close


 Collaborate


 Reveal in folder


 Rename project


 Copy project


 Remove shared project


 Edit survey


 Preview survey

 Translate survey

 Distribute survey

 Data & Analysis

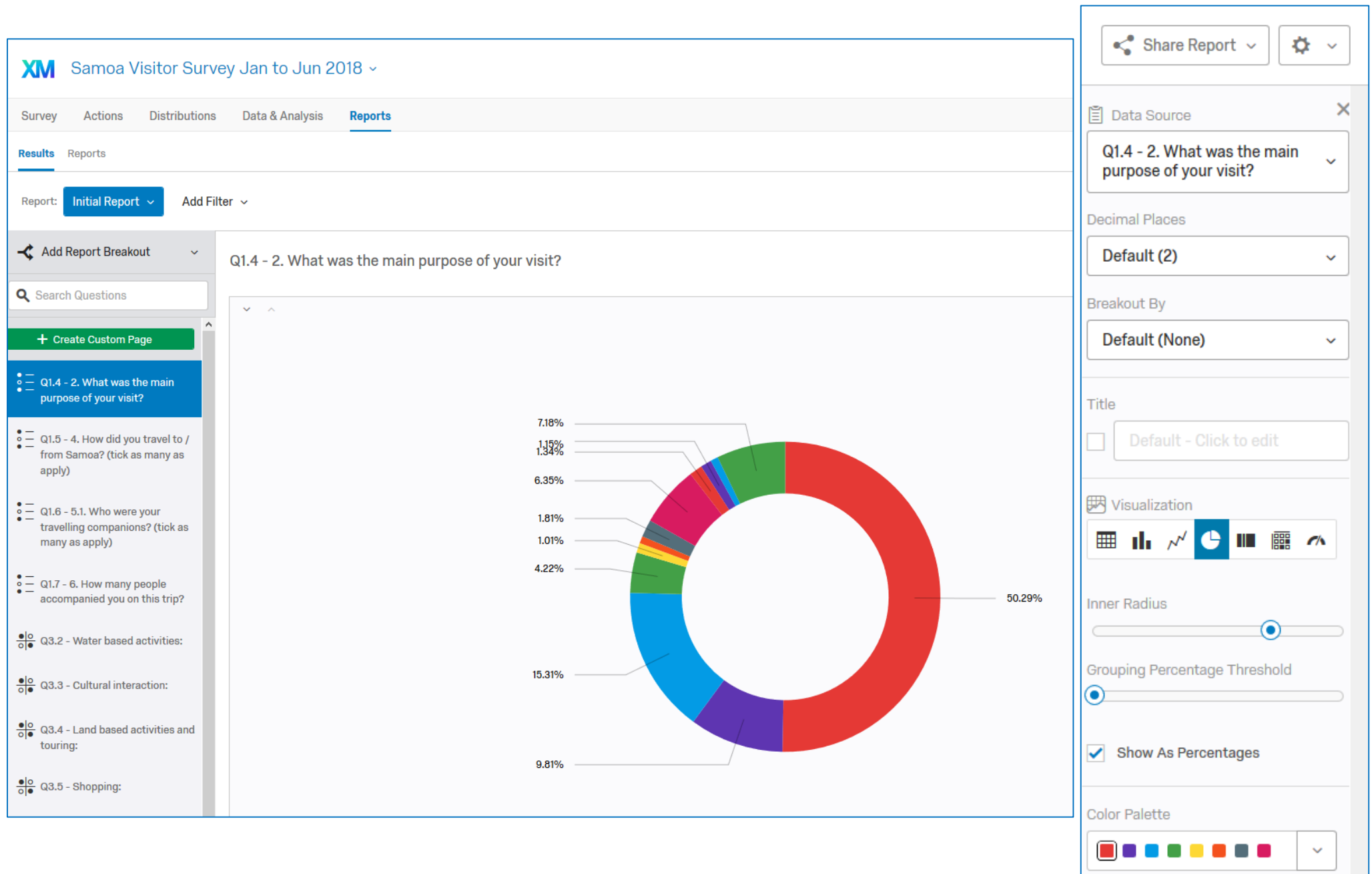
 View reports

 Delete project

Qualtrics – Viewing results

| | | | | Response Quality 100% | Recorded Responses 4,256 |
|---|--|---|--|------------------------------------|---------------------------------|
| | | | | | Responses in Progress 0 |
| < Page 2 of 213 > | | | | Export & Import ▾ | Edit |
| | | | | Tools ▾ | |
| Q2 - 2. How many nights did you spend in Samoa on your most recent visit? | Q128 - 5. Did you travel by yourself to Samoa? | Q4.2 - 19. Did you prepay for any of your travel arrangements prior to arrival? | Q4.7 - 22. Did you spend any money while in Samoa? | Actions | |
| | | | | | |
| 7 | No | | | | |
| 7 | No | Yes | Yes | | |
| 8 | No | Yes | Yes | | |
| 11 | No | Yes | Yes | | |
| 9 | No | Yes | Yes | | |
| 10 | No | Yes | Yes | | |

Reporting in Qualtrics



Exporting data

Data & Analysis tab – export & import option

Download Data Table

Use Legacy Exporter

CSV


TSV

XML

SPSS

Google Drive

User Submitted Files



Comma separated values

This is a .csv file that can be imported into other programs. Each value in the response is separated by a comma and each response is separated by a newline character. If your responses contain special characters and you will open this export in Microsoft Excel we recommend using the TSV export. Qualtrics CSV exports use UTF-8 encoding, which Excel will not open correctly by default.
[Learn More](#)

☒ Download all fields

☐ Use numeric values

☒ Use choice text

More Options

Close

Download

Download Data Table

Use Legacy Exporter

CSV


TSV

XML

SPSS

Google Drive

User Submitted Files



Statistical Analysis Package

Statistical Package for the Social Sciences (SPSS) is one of the most widely used software packages for survey analysis. This is an SPSS sav data file with raw data, variable and value labels.
[Learn More](#)

☒ Download all fields

More Options

Close

Download

Additional resources

Refer to Qualtrics Learning Resources

Extensive support provided