

EASTERN UNIVERSITY

Qualtrics User Manual

Compiled by Andrew Wakiro, Research Assistant

1/3/2013

The contents of this user manual are extracted from the “Get Help” menu of the Qualtrics software program

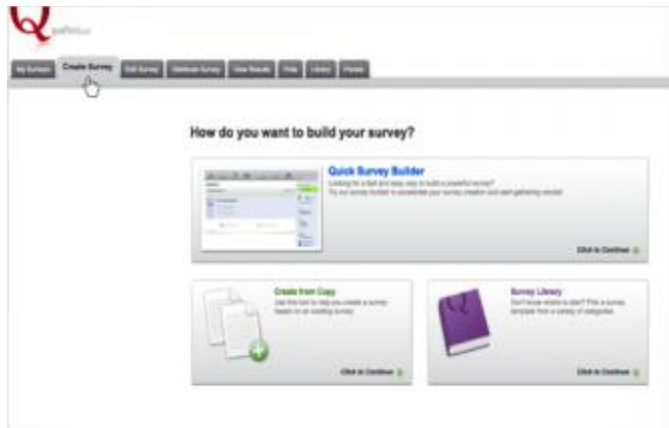
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To Create a Survey:

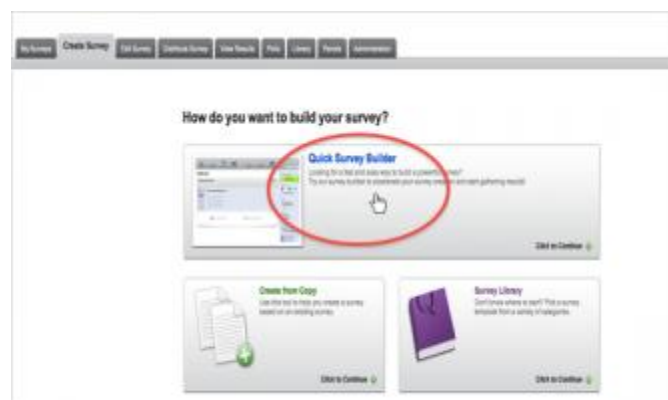
1. Click on the **Create Survey** tab. Alternatively, click the **Create Survey** button in the My Surveys tab if you are accessing your account for the first time.
2. On the next screen, select one of the following options: **Quick Survey Builder**, **Create from Copy**, or **Survey Library**.



Quick Survey Builder

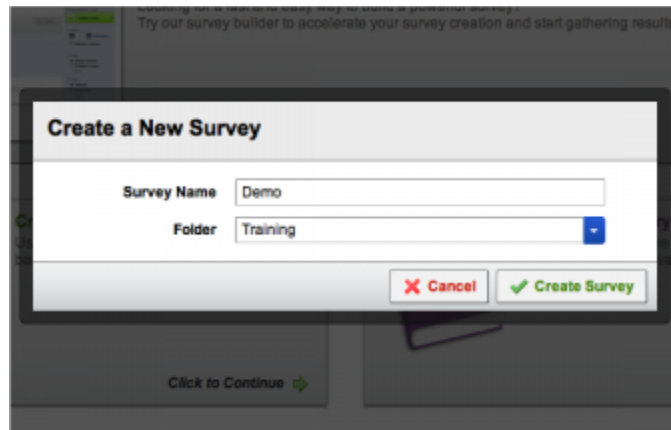
The **Quick Survey Builder** is the fastest way to start editing your survey.

1. Select **Quick Survey Builder**.

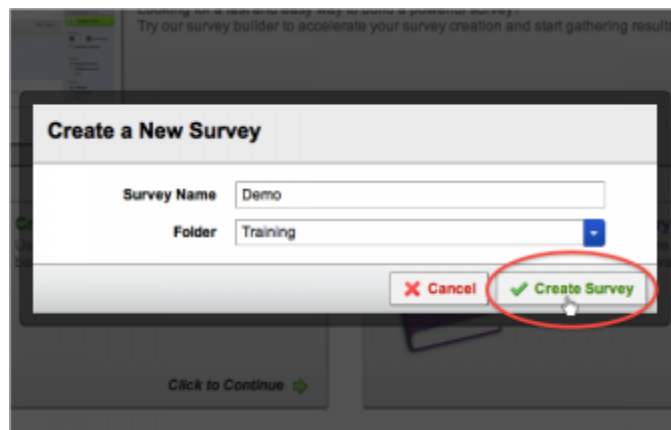


2. In the box that appears, **name your survey** and **select a folder** to save it in. If you don't have a folder you would like to save it in, leave this part

blank. You can assign a folder later, if needed.

A screenshot of a web application interface showing a 'Create a New Survey' dialog box. The dialog box has a title bar with the text 'Create a New Survey'. Inside, there are two input fields: 'Survey Name' with the value 'Demo' and 'Folder' with the value 'Training'. Below these fields are two buttons: 'Cancel' with a red 'X' icon and 'Create Survey' with a green checkmark icon. The background of the application is dark grey, and there is a 'Click to Continue' button with a green arrow icon at the bottom left of the dialog box.

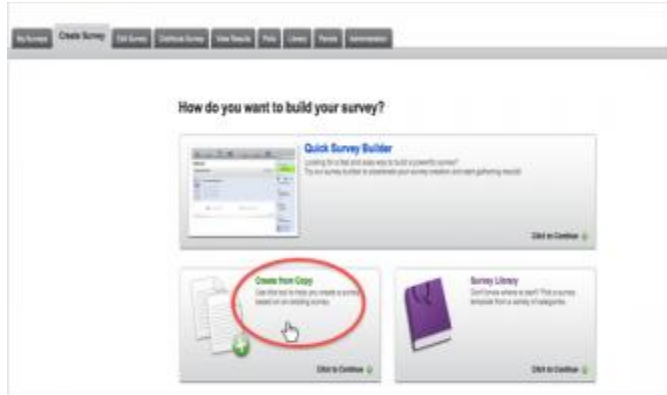
3. Finish by clicking **Create Survey**.

A screenshot of the same 'Create a New Survey' dialog box as in the previous image. The 'Create Survey' button, which has a green checkmark icon, is circled in red. A mouse cursor is visible over the button. The background and other elements of the dialog box are the same as in the previous image.

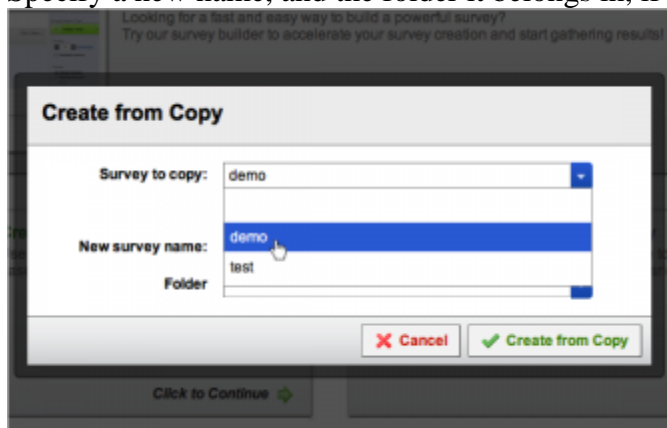
[Copy an existing survey](#)

The **Create From Copy** option allows you to create a new survey based upon an existing survey within your personal account.

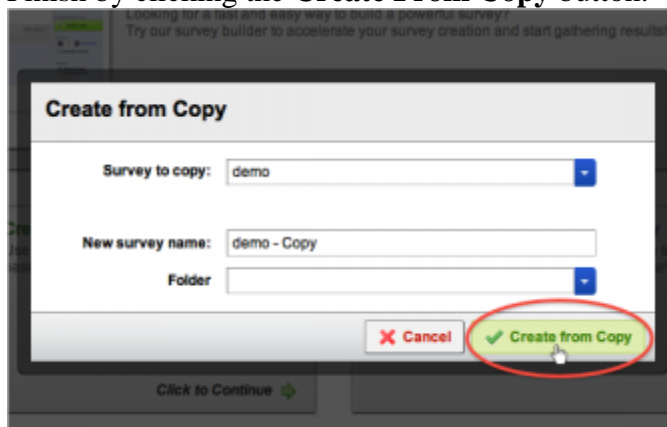
1. You'd like to copy.



2. Specify a new name, and the folder it belongs in, if desired.



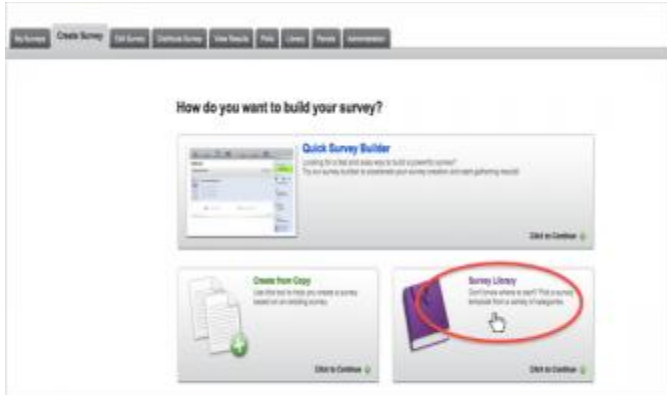
3. Finish by clicking the **Create From Copy** button.



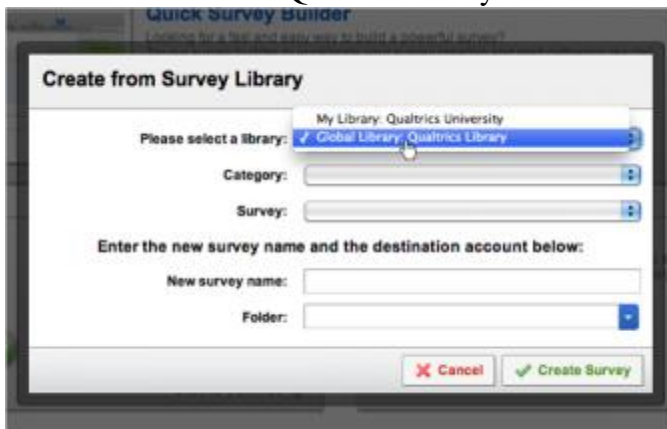
[Use the Survey Library](#)

The **Survey Library** option allows you to copy a survey from a library and use it as a template for your new survey. The Qualtrics Library contains hundreds of ready-to-use surveys.

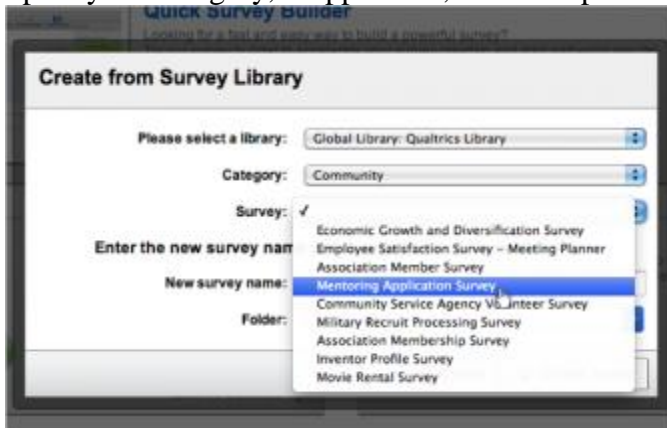
1.



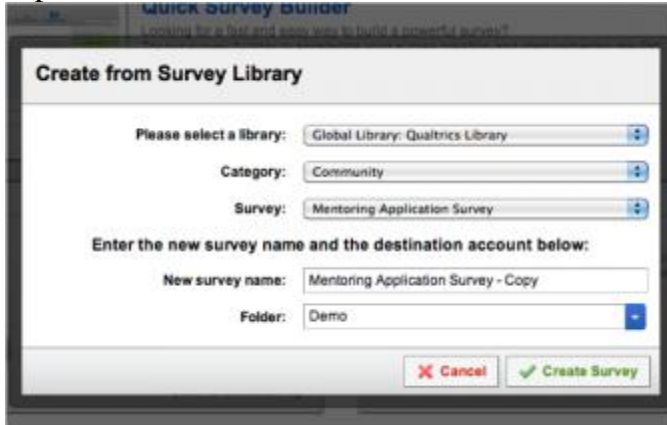
2. Choose the library from which you would like to pull the survey. Select **My Library** if you would like to choose one of your own surveys, or select the **Global Library** if you would like to select a Qualtrics survey.



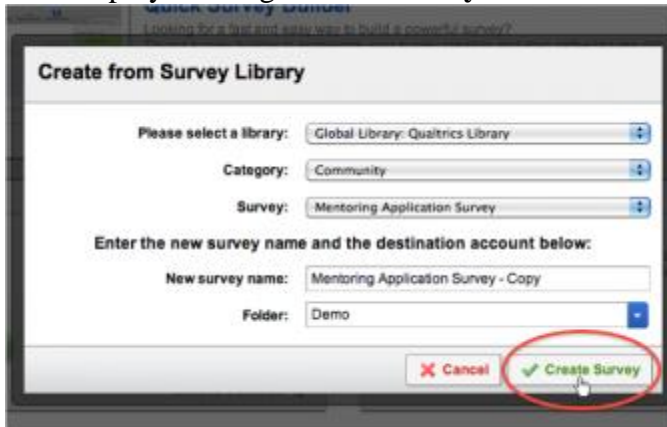
3. Specify the category, if applicable, then the specific survey you would like to copy.




4. Specify a new name, the folder the survey belongs in and the account the survey will be copied to.

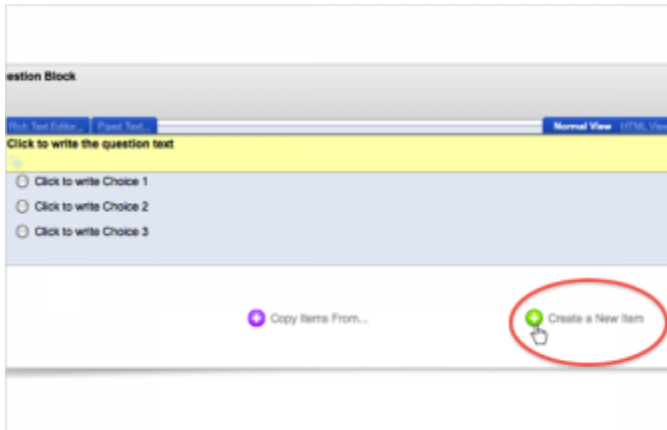



5. Finish up by clicking **Create Survey**.



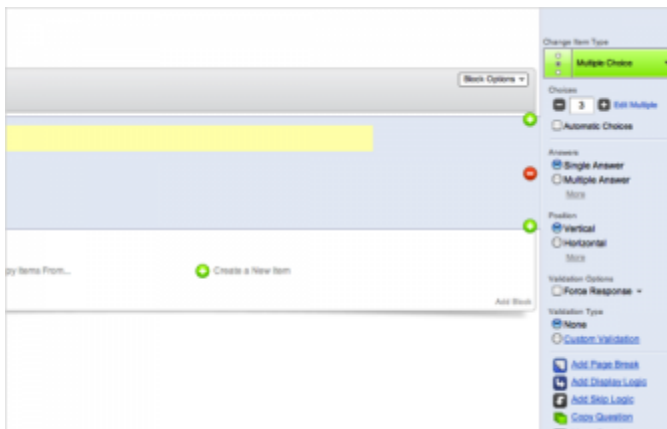
Create a Question

1. Click on the **Create a New Item** button  at the bottom of a question block. A multiple choice question will be inserted into your survey.



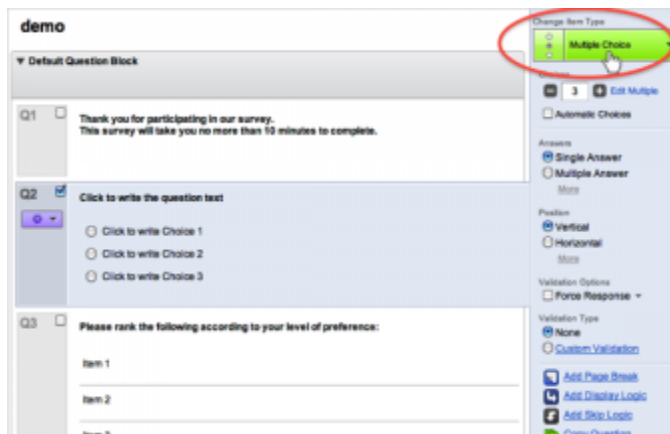
Alternatively, hover over any question and click one of the **green plus** buttons  that appear to the right to add a question directly above or below the existing question.

2. Use the question pane to the right to change the question type or change the question settings.

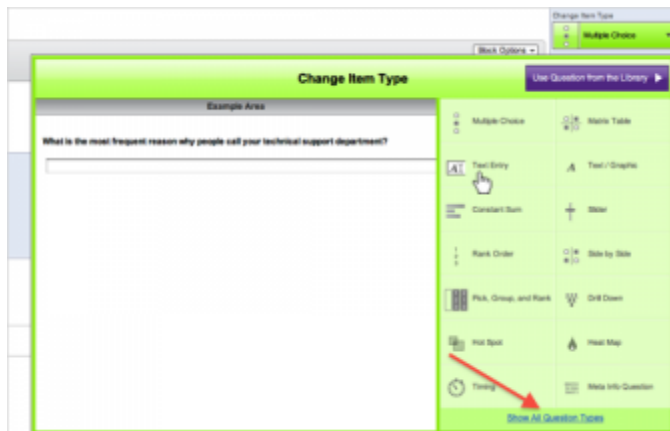


To apply a question type:

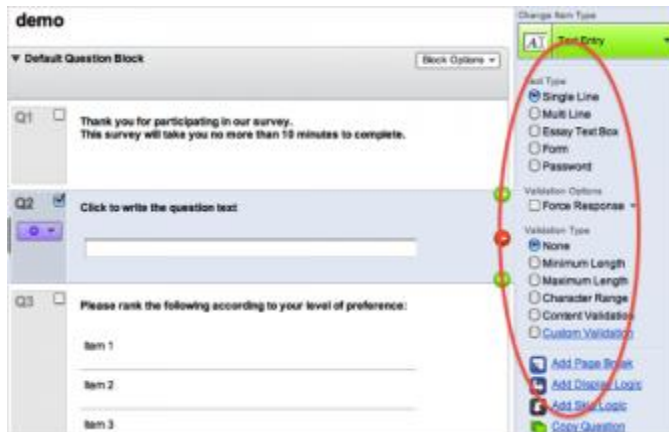
1. Click on the question you would like to change.
2. Click on the the green **Change Item Type** box in the question menu bar to the right of the selected question.



3. A list of question types will be shown to you in the **Change Item Types** drop-down. Select a question type or click on **Show All Question Types** to see all of the question type variations.



4. After selecting the question type, use the question options bar to the right to customize the question.



Warning: If you've already begun collecting responses, changing your question type could result in the loss of collected data.

More Information

Tips

- The **Show All Question Types** option is available at the bottom of the **Question Types** menu and will display the variations of each question type available.
- If you've already begun collecting responses, changing your question type could result in the loss of collected data.

To Format Questions:

1. Select the question you would like to format and the blue Question Pane will come up automatically on the right-hand side.

Choices

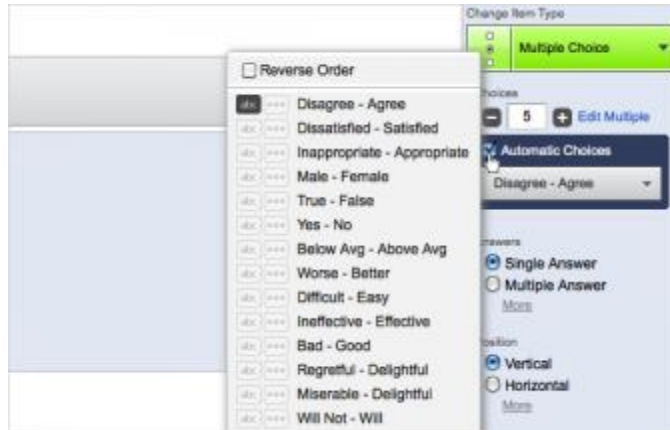
In the **Choices** section, you have the option to add or remove answer choices by clicking on the **plus** or **minus** buttons beneath the green bar.



- **Edit Multiple** allows you to paste a list of answer choices or statements into the question. This is very useful if you have a question with a large list of choices or statements.



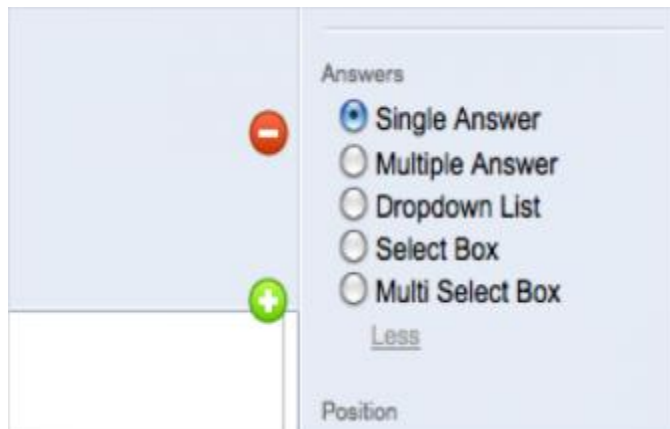
- **Automatic Choices** will recognize what you've entered into your question text and populate the choices with a scale that can be formatted as needed. Click the **plus** or **minus** buttons to change your automatic scale to something different, like a 7-point scale to a 5-point scale, and vice versa.



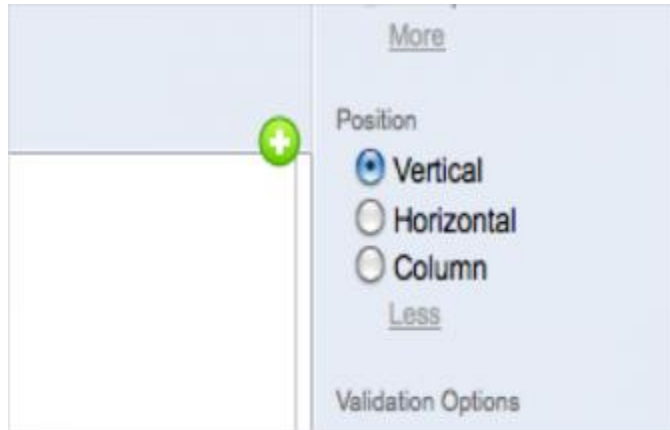
Question-Type Specific Options

When formatting you will observe that each question type has different formatting options in the Question Pane. Visit the [Question Types Guide](#) for more details.

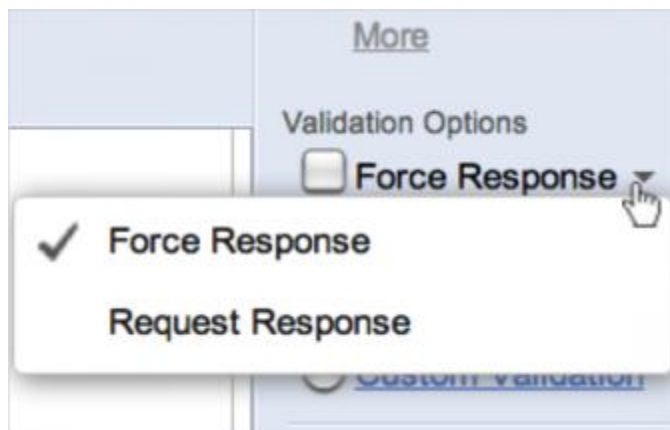
- **Answer Options** allows you to choose between Single Answer, Multiple Answer, Drop-down List, Select Box, or Multiple Select Box.



- **Answer Position** allows you to choose between a Vertical, Horizontal, or Column layout.



- **Set Validation Options** allows you to enable **Force Response**, which requires participant to respond to a question before moving to the next page, and **Request Response**, which notifies participant when they do not answer a question, letting them choose to move on or to respond.

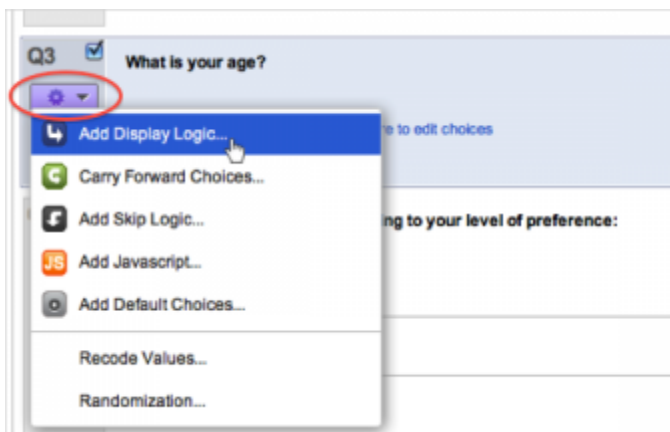


Display Logic on questions

1. Select the question that you would like to display conditionally.



2. Click the **purple gear box** to the left and select **Add Display Logic**.



3. Set the condition that must be met for the question to display. You can set the condition based on an answer to a previous question, or based on an embedded data field, quota or panel field.
 - *Previous Question*: From the first drop-down, select **Question**. From the second drop-down, select a specific question, and from the third drop-down, select an answer choice. From the fourth drop-down, choose **selected**, **not selected**, etc.
 - *Embedded data*: In the first drop-down, select **Embedded Data**. In the green text box, enter an embedded data field, such as **Age**. In the third drop-down, select **equal to**. Finally, enter a value, such as **27**. The question will only be displayed to respondents in your panel that have **Age** equal to **27**.
 - *Quota*: In the first drop-down, select **Quota**. From the second drop-down, select which quota, and from the third drop-down, decide if you want to display if quota “has been met” or “not met.” Please note that you must create a quota before referencing it here.

- *Panel Field*: From the first drop-down, select **Panel**. From the second drop-down, select a panel field. From the third drop-down, select **equal to**, **not equal to**, etc. Finally, enter the **panel value**.

Q8 Which online survey tool do you use?

Change Item Type

Display Logic (Which web browser(s) do you use on a daily basis?)

Display this Question only if the following condition is met:

If Question Q8 Which online survey tool do you use? Qualtrics Is Selected

☐ In Page

☐ 1-5 years

☐ 5-10 years

☒ Vertical

☐ Horizontal

4. Add and subtract conditions by hitting the blue + and - buttons on the right of the condition. You can use **and if** or **or if** to define multiple conditions.

Display Logic (Which web browser(s) do you use on a daily basis?)

Display this Question only if the following condition is met:

If Question Q8 Which online survey tool do you use? Qualtrics Is Selected

And Question Select Question...

☐ In Page

☐ 5-10 years

☒ Vertical

☐ Horizontal

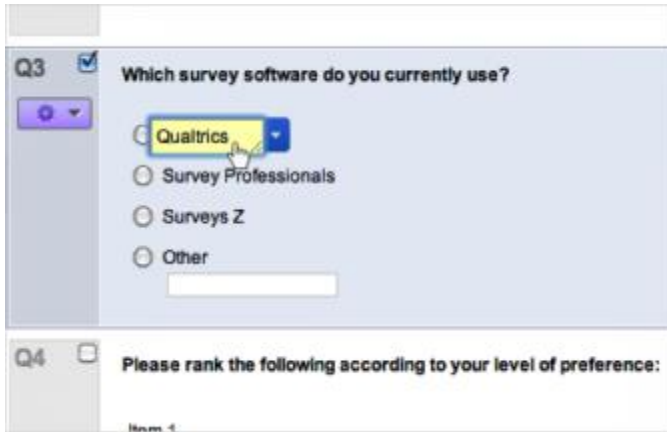
5. Click **Save** to apply the logic.

Tip

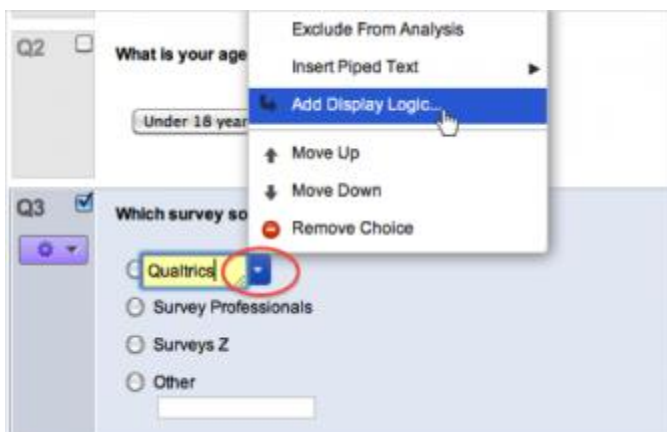
- If you want your question to automatically display on the same page without having to first click the Next (or “>>”) button to move to the next page, click the In Page checkbox. In-Page Display Logic won’t work in every situation. Qualtrics will display a message if it won’t work for you.
- If respondent doesn’t have JavaScript enabled, then In-Page Display Logic will just function as regular Display Logic.

Display Logic on answer choices

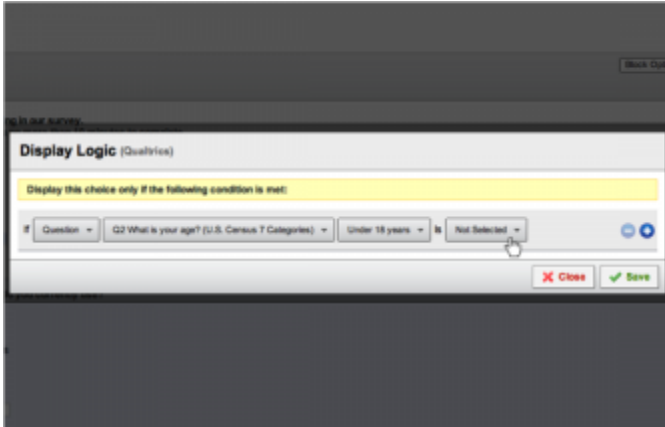
1. Click on the answer choice you would like to display conditionally.



2. Click on the blue advanced options **drop-down menu**.
3. Select **Add Display Logic**.



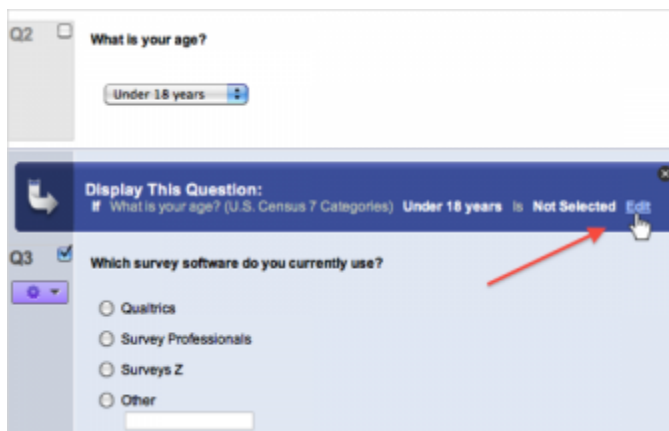
4. Set the condition for displaying the answer choice as you would with regular display logic.



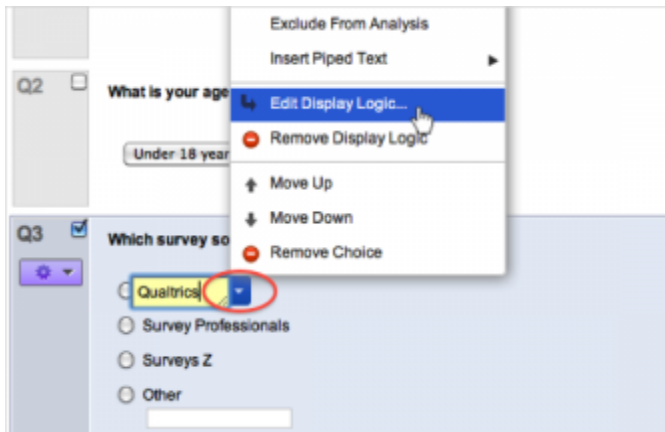
More Information

Edit Display Logic

- *Display Logic on Questions:* After applying Display Logic, a blue bar will appear on the question. You can still edit it by clicking the **Edit Logic** option in the blue bar and changing the condition.



- *Display Logic on Answer Choices:* After setting up Display Logic on an answer choice, a blue arrow will appear to the left of the answer choice. To edit Display Logic, select the answer choice, select the blue drop-down menu, then select **Edit Display Logic**.



Tips

- If you have a large amount of questions to which you will be applying the same Display Logic, you will want to use Branch Logic instead of Display Logic. Put all the questions you will be displaying conditionally into the same block and use Branch Logic in the Survey Flow to display those questions. For more information, review the tutorials on [selecting multiple questions](#) and [using branches](#).
- You can use Display Logic to hide questions in your survey when needed. To do this, put Display Logic on the question with a condition that will never be met. So if you know the first question in the survey is always going to be displayed, you can put a condition into your Display Logic that will only be met if the first question is not displayed. The condition will never be met and the question will never be displayed.

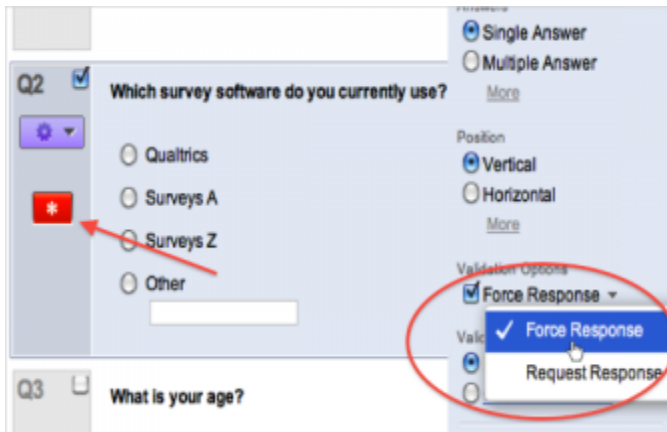
To Enable Validation:

Validation is great to use if you want to ensure that respondents cannot skip a question in your survey. Without validation, a respondent can pick and choose which questions to answer and submit a half finished survey.

It is also helpful when you want to ensure the data you collect is legitimate. An example of this is when you are collecting email addresses and you want to make sure the answers typed in by respondents are in a proper email format.

You must manually enable validation on each question you would like to validate.

1. Click on the question you would like to validate.
2. In the question options pane to the right, under Validation options, select Force Response or Request Response.
3. Select Validation Type if necessary.
4. A red box will appear next to your question indicating you have enabled validation.



Validation Options

Force Response

If force response is enabled, respondents will be forced to answer the question before they can progress to the next page of the survey. If a respondent does not answer and tries to advance, a notification will appear that indicates the question must be answered.

Request Response

If request response is enabled and a respondent does not answer the question, an alert will inform the respondent the question was not answered. The respondent will have the option to return or continue the survey. This is also called soft validation.

Validation Types

Validation types vary from question to question and can be viewed in the question options pane when a question is selected.

Custom Validation

Available with all question types. Custom Validation allows you to further customize the conditions that must be met for the validation to pass and allows you to set a custom error message to appear when the respondent does not meet the conditions.

To Add a Page Break between questions:

1. Click on the question after which you would like to add a page break.

Q1 ☒ Thank you for participating in our survey.
This survey will take you no more than 10 minutes to complete.

Q2 ☐ What is your age?
Under 18 years

Q3 ☐ Which survey software do you use?

2. In the question menu bar to the right, click the **Add Page Break** option. A page break will be added in between questions in your survey. The questions before the page break will be on one page and the questions after the page break will be on the next page of the survey.

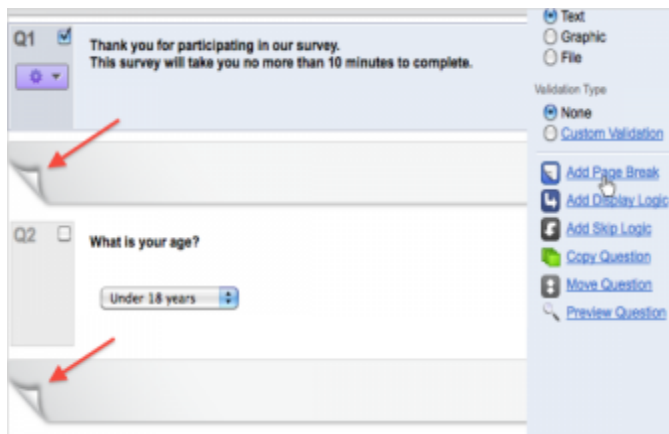
Thank you for participating in our survey.
This survey will take you no more than 10 minutes to complete.

What is your age?
Under 18 years

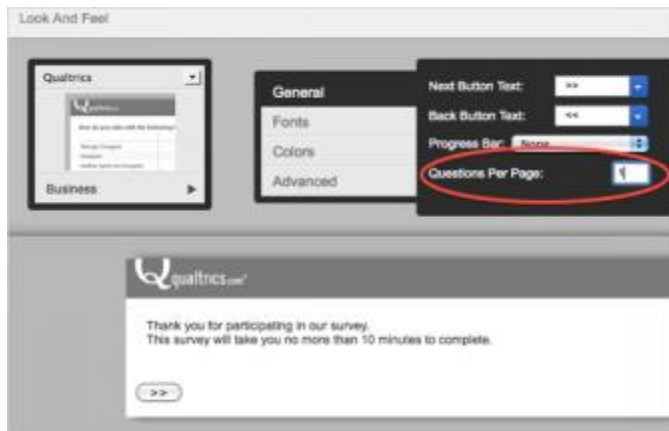
Which survey software do you use?

type
☒ Text
☐ Graphic
☐ File
Validation Type
☒ None
☐ Custom Validation
Add Page Break
Add Display Logic
Add Skip Logic
Copy Question
Move Question
Preview Question

3. Continue to add page breaks where you would like a new page created.



4. If you want to put an equal amount of questions on each page of the survey but do not want to put page breaks in manually, you can click [Look and Feel](#) and, under the **General** Tab, specify how many questions you would like per page.



More Information

[Tips](#)

- If you hover over the page break element, a red minus button will appear. Clicking this will delete the page break. Clicking one of the green plus buttons will add a question above or below the break.
- A page break is required for certain features to work in your survey. One of these is the [Piped Text](#) function. If the piped text refers to an answer in a previous question, then a page break will need to be placed between the question from which you are piping and the question to which the text is piped.

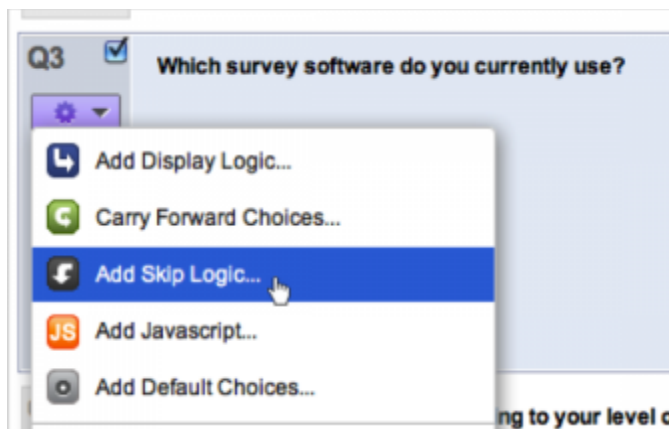
- Page breaks automatically occur between blocks and when Skip Logic or Display Logic are used.
- The timing question type times how long participants spend on a page and therefore has to be on the same page as the questions it is timing. If you are using timing questions, do not set automatic page breaks in Survey Options. Also, do not put a page break between the timing question and the questions you are wanting to time. For more information, view [Timing](#) in the question type guide.

To set up Skip Logic:

1. Select the question you will be skipping from.



2. Click on the **purple gear box** to the left of the question and select **Add Skip Logic**.



- Using the drop-downs, set up the condition that will trigger the Skip Logic and specify where you would like the respondent to be sent. This could be to another question within the block or directly to the end of the block or survey.

The screenshot shows a survey editor interface. At the top, there is a filter dropdown set to "Under 18 years". Below this, question Q3 is titled "Which survey software do you currently use?". It has four radio button options: "Qualtrics", "Survey Professionals", "Surveys Z", and "Other" with an adjacent text input field. Below the question, a skip logic rule is configured: "If Qualtrics is Selected, Then Skip To End of Block". A dropdown menu is open, showing "End of Block" and "End of Survey" as options. Below the skip logic, question Q4 is titled "Please rank the following according to your level of preference:" and contains two items, "Item 1" and "Item 2", each with a small icon to its right.

- When setting the condition, you can choose to skip respondents based on whether a specific answer choice is Selected, Not Selected, Displayed, or Not Displayed.

This screenshot is similar to the previous one, but the condition dropdown menu for the skip logic rule is open. The dropdown shows four options: "Selected" (which is highlighted with a checkmark), "Not Selected", "Displayed", and "Not Displayed". The rest of the interface, including question Q3 and Q4, remains the same as in the previous screenshot.

- When finished, click **Done**.

The screenshot shows a survey editor interface. At the top, question Q3 is titled "Which survey software do you currently use?". It has four radio button options: "Qualtrics", "Survey Professionals", "Surveys Z", and "Other". Below the options is a text input field. A skip logic bar is visible below the question, showing a rule: "If Qualtrics is Selected Then Skip To End of Block". The "Done" button at the end of the skip logic bar is circled in red. Below Q3, question Q4 is partially visible, titled "Please rank the following according to your level of preference:", with two items listed: "Item 1" and "Item 2".

More Information

Tips

- To edit existing logic, click the text in your Skip Logic.
- You can add as many Skip Logic conditions to a question as you'd like. The different skips will be color coordinated.
- Remember to test out your logic.

Edit Survey

In the Look and Feel you can:

- Change the Skin (template) of your survey
- Add a progress bar and other general tools
- Customize the font style
- Customize the color scheme
- Add a Header or Footer
- Alter how questions are displayed
- Edit CSS

Survey Options

The Survey Options icon is found in the navigation bar in the Edit Survey tab. Click on **Survey Options** to edit your survey settings. The most common settings are in place by default. Be sure to double check the options to make sure they fit your needs.

The Survey Options menu is divided into six areas:

Survey Experience

Survey Protection

[Survey Termination](#)
[Inactive Surveys](#)
[Partial Completion](#)
[Response Set](#)

[Print Survey](#)

A Print Survey button is available in the navigation bar under the Edit Survey tab. Use this button to create a physical copy of your survey or to print to pdf. Clicking Print Survey will open a new window of a printable version of the survey, as well as the print survey dialog. You can also download a document of your survey in the Microsoft Word .docx format (see below) and print from Word.

[Spell Check](#)

Qualtrics provides simple and accurate spell check in the Edit Surveys tab. The Spell Check is located on the gray toolbar in the Edit Surveys tab.

[Preview Survey](#)

The “Preview Survey” option on the Edit Survey page will allow you to see and take the survey as if you were a respondent. You can also use the Test Survey option (found under Advanced Options) to generate test results. The Test Survey option will also alert you if there are any problems with the logic in your survey.

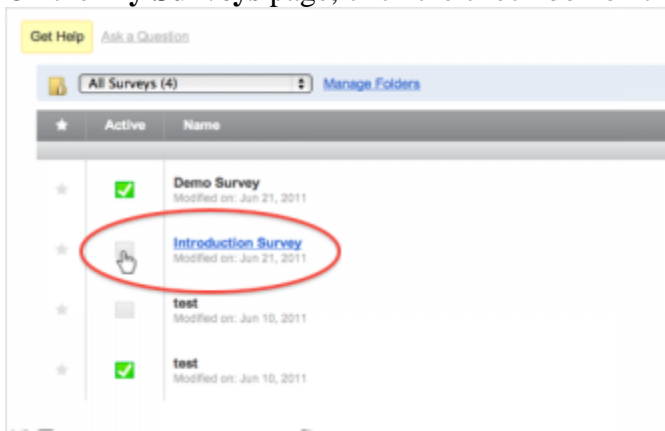
Distribute Survey

[Activate your survey](#)

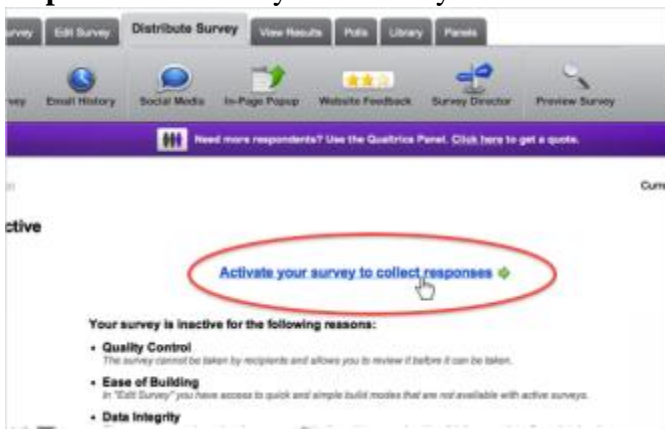
Activating your survey allows you to begin collecting survey responses. By default, any survey you create is inactive. This keeps respondents from taking the survey before it is finished and ensures you won’t collect any invalid data or release an unfinished survey.

Do not activate your survey until you are ready to collect responses.

1. On the **My Surveys** page, click the check box on the left side of the survey name. The



2. On the **Distribute Survey** page, click the link that says **Activate your survey to collect responses**. The anonymous survey link will then be available to you.



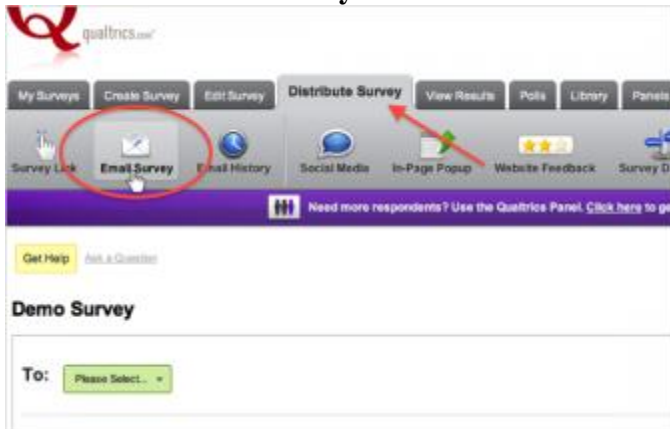
It's the easiest way to distribute a survey: a simple, anonymous link that can be taken by anyone. You can:

- Send it out with your personal email.
- Post it on a web page.
- Use social media to distribute it.

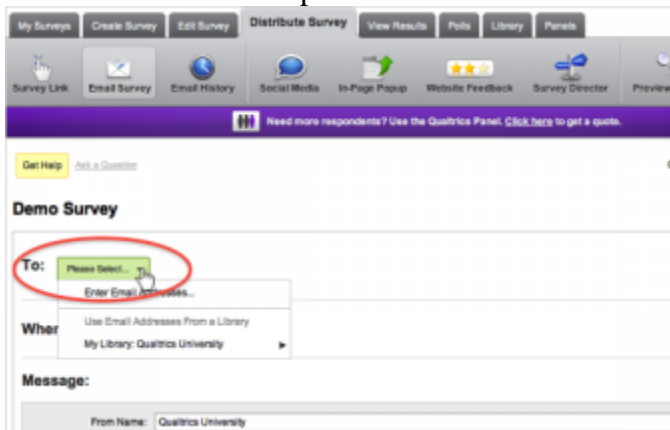
[Send a survey through Email Survey](#)

1. Go to the **Distribute Survey** tab.

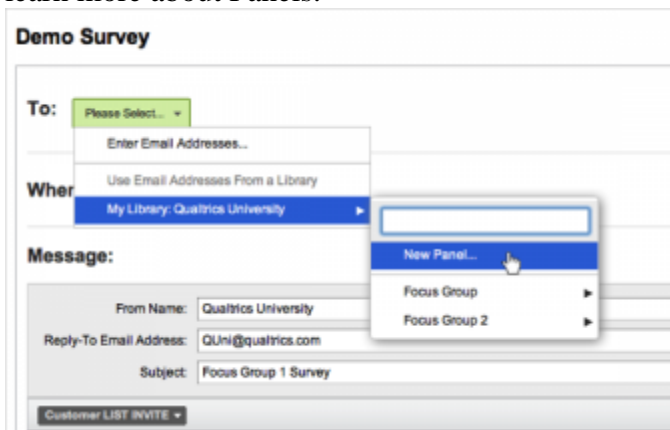
2. Click on the **Email Survey** icon.



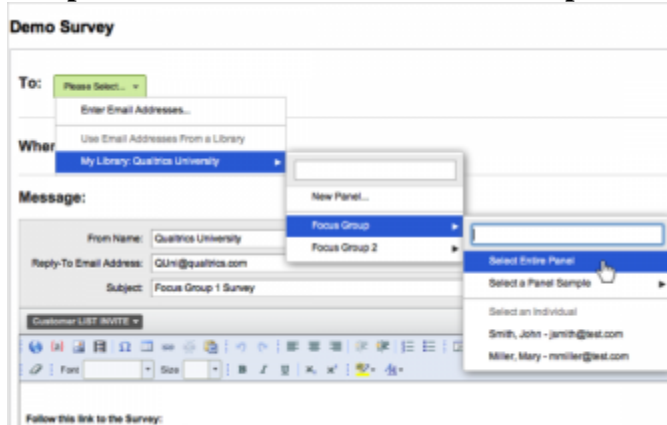
3. Click on the “To:” drop-down menu to select who should receive the survey.



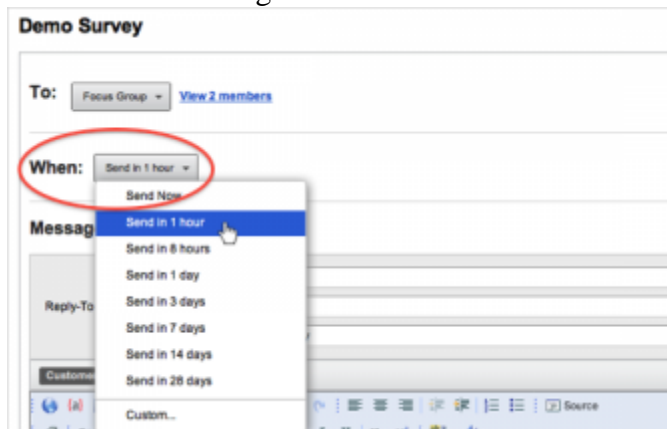
4. Choose to **Enter Email Addresses** manually, or select a panel from your library.
5. If using a panel, select **My Library** or **Group Library**.
6. Choose to create a **New Panel** or select an existing panel. Visit the [Build a Panel](#) page to learn more about Panels.



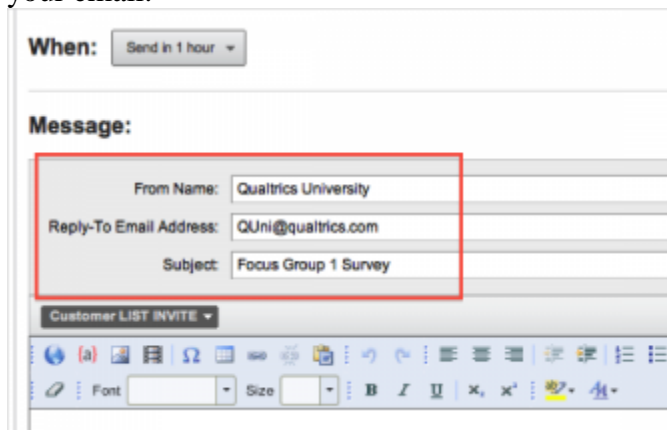
7. If using an existing panel, choose whether to **Select the Entire Panel**, **Select a Panel Sample**, or **Select an Individual from the panel**.



8. Next, choose **When** to send your survey. By default, it will be sent 1 hour from when you schedule the mailing.

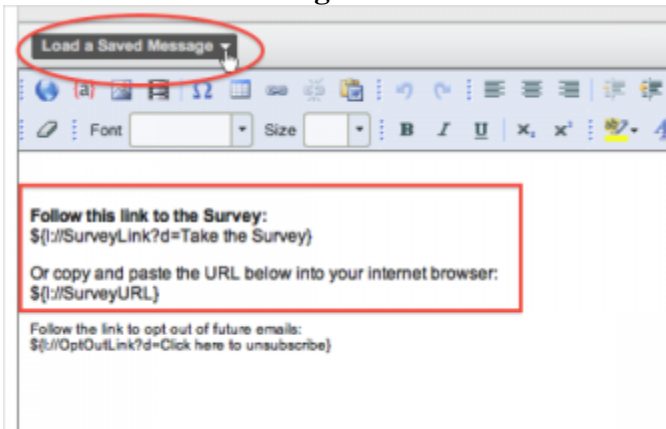


9. In the Message section, enter a **From Name**, **Reply-To Email Address**, and **Subject** for your email.

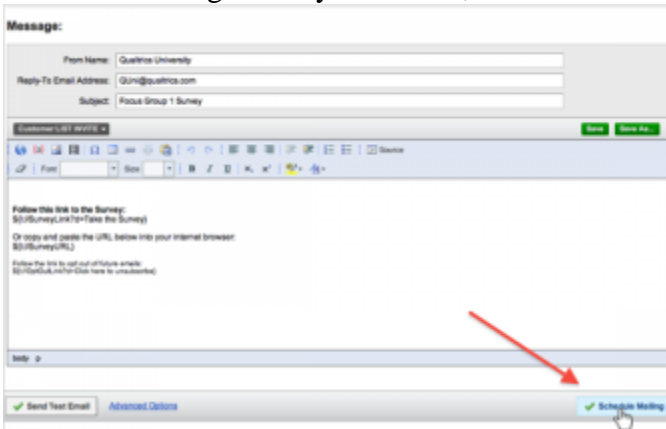


10. You will see that the survey link is automatically inserted into the message box. Do not delete it. Type an email message into the [Rich Text Editor](#) incorporating the link, or click

to **Load a Saved Message**.

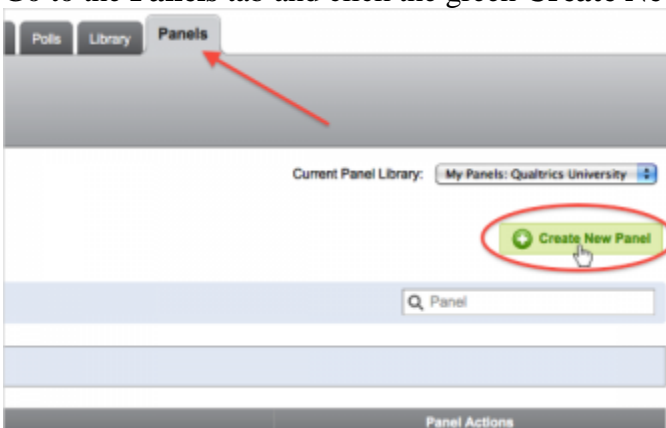


11. If you've created a new email message, click the green **Save** button.
12. Once the mailing is ready to be sent, click **Send Now** or **Schedule Mailing**.



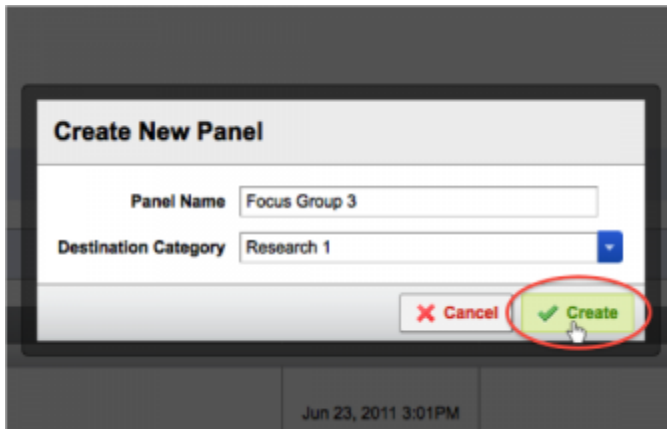
Create a new Panel

1. Go to the **Panels** tab and click the green **Create New Panel** button.

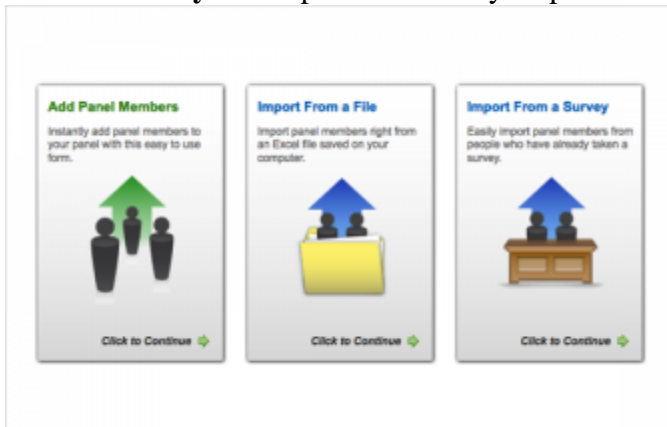


2. Give your panel a **Panel Name**.
3. If desired, give your panel a **Destination Category**.

4. Click **Create**.

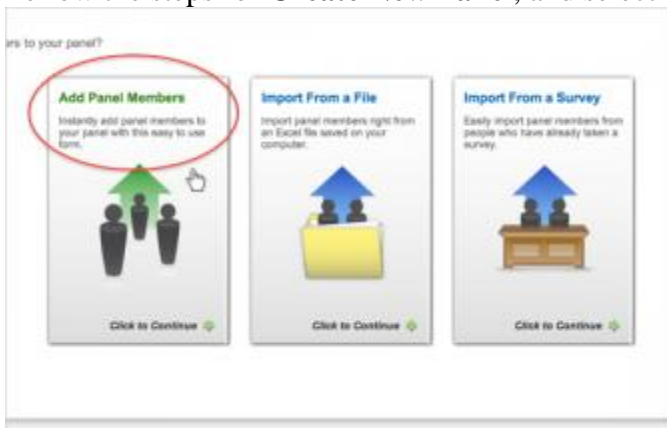


5. Choose how you would like to import panel members: **Add Panel Members** using a web-based form, **Import From a File** to upload a spreadsheet of members, or **Import From a Survey** to use previous survey responses to build your panel.



[Manually add members to your Panel](#)

1. Follow the steps for **Create New Panel**, and select to **Add Panel Members** manually.



2. In the form that appears, fill in the Email, First Name, and Last Name for your panel members. Make sure that you don't have white space before or after the inserted text.

Email	First Name	Last Name
marys@company.com	Mary	Smith

3. If needed, click the gray **Plus Sign** to add additional fields to your panel, including an **External Data Reference**, the participant's **Language**, or any other **Embedded Data** field. Customize the names of your Embedded Data fields by clicking on the **field name**.

First Name	Last Name	External Data Reference	Language
Mary	Smith		

4. Click **Save**.

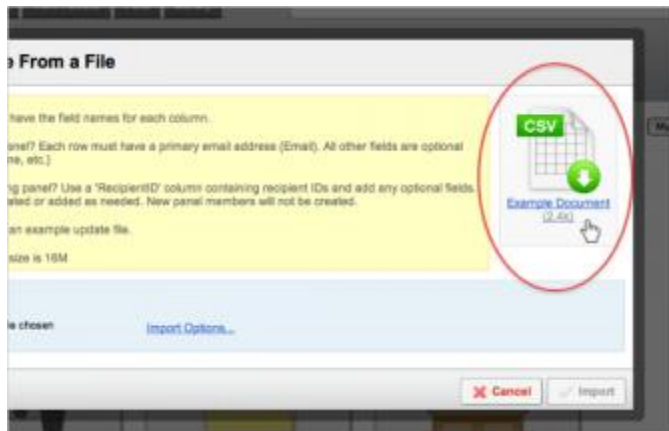
[Import panel members from a file](#)

1. Follow the steps for **Create New Panel** and select to **Import From a File** section.

2. Create a spreadsheet in Excel or any other database program. Download the **Example Document** to learn how to format the file. The File must contain one column with the

header FirstName, one column with the header LastName, one column with the header Email, and if needed, additional columns for any other data (embedded data) you would like to have saved in the panel. Click [here](#) to jump down to QTips for information on importing the panel members' Language codes.

WARNING: When you add embedded data to your panel, this extra information will be attached to the responses of your panelists. Note that to see this embedded data in your reports you must go into the Survey Flow of your survey and add in embedded data elements for the embedded data columns. Also, be aware that if you delete your panel after collecting responses, the embedded data will also be deleted and will no longer be attached to the responses from the panel.



3. Build your file. Add panel members to your spreadsheet, with one row for each panel member.
4. In the File menu, select **Save As**.

	A1						fx	FirstName
	A	B	C	D	E	F		
1	FirstName	LastName	PrimaryEmail	ExternalData	EmbeddedData	EmbeddedData		
2	John	Doe	John_Doe@email.com					
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								

5. Give your file a name, and set the **File Type** to **CSV** or **Comma Separated Values**.

6. In the **Import From a File** pop-up box, select **Choose File**.

Import/Update From a File

- The first row must have the field names for each column.
- Importing a new panel? Each row must have a primary email address (Email). All other fields are optional (FirstName, LastName, etc.)
- Updating an existing panel? Use a 'RecipientID' column containing recipient IDs and add any optional fields. The data will be updated or added as needed. New panel members will not be created.
- Export a panel for an example update file.
- The maximum file size is 16M

Select a CSV File

(Choose File) No file chosen [Import Options...](#)

7. Select your file and click **Open**. The file must be closed on your computer for it to import successfully into Qualtrics.
8. Check the **Verify Fields** preview of your panel to ensure that Qualtrics is recognizing it properly.

Verify Fields (4 Total)

FirstName	LastName	Email	ExternalReference
John	Doe	John_Doe@email.com	
Mary	Smith	msmith@company.com	
Jerry	Rio	jrio@test.com	
Ryan	Lindburgh	rlindburgh@email.com	

9. If the fields are not showing up as a table in the **Verify Fields** preview, select **Import Options** and change the **Delimiter** and **Enclosure** until the **Verify Fields** preview displays properly.
10. Select **Import**.

Import/Update From a File

Select a CSV File [Choose File](#) examplepanel.csv [Reload](#) [Import Options...](#)

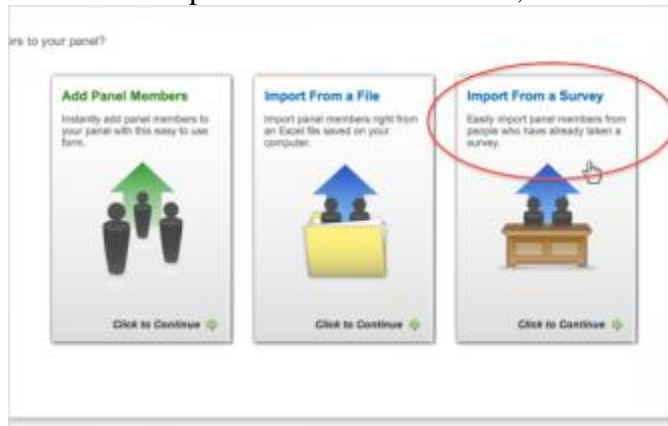
Verify Fields (4 Total)

FirstName	LastName	Email	ExternalReference	EmbeddedData1	EmbeddedData2
John	Doe	John_Doe@email.com			
Mary	Smith	msmith@company.com			
Jerry	Rio	jrio@test.com			
Ryan	Lindburgh	rlindburgh@email.com			

[Cancel](#) [Import](#)

Import panel members from existing survey data

1. Follow the steps for **Create New Panel**, and select to **Import From a Survey**.



2. Select whether you want to **Update Recipients** (if some of your survey participants are already in the panel) or **Create New Recipients** (if you are building a new panel or adding to an existing one).

The screenshot shows the 'Import Panel Members' form. The 'Please select import type:' dropdown is set to 'Create New Recipients' and the 'Please select a survey:' dropdown is set to 'Demo Survey'. The 'Response Date Range' is set to 'To'. The form also includes a table for mapping questions to fields.

Question	Question Field	Field
		First Name
		Last Name
		Email

3. **Select a survey** you wish to use for your panel information and choose a **Response Date Range** if desired.
4. If creating new participants, choose which **Question** and which **Question Field** will represent the **First Name**, **Last Name**, and **Email** in the panel.

The screenshot shows the 'Import Panel Members' form with a dropdown menu open for 'Question Field'. The dropdown shows options: 'Qualtrics Response', 'Survey Professionals Response', 'Survey 2 Response', 'Other Response', and 'Other Text Entry Response'. The 'Survey Professionals Response' option is selected.

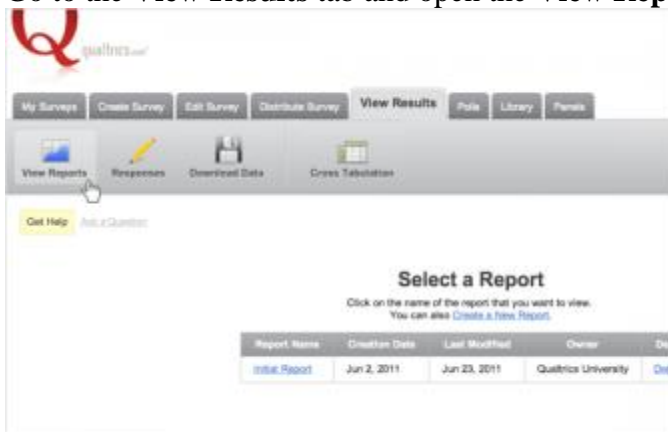
5. If updating existing panel members, also specify which fields the **Question** and **Question Field** should be saved as in the panel. Note that if you are updating panel members, you have to distribute the survey to the panel you are wanting to update.

If you want to know anything about mailings through Qualtrics, this is the page for you. You can track previous mailings, see who took the survey, and send a reminder or thank you message.

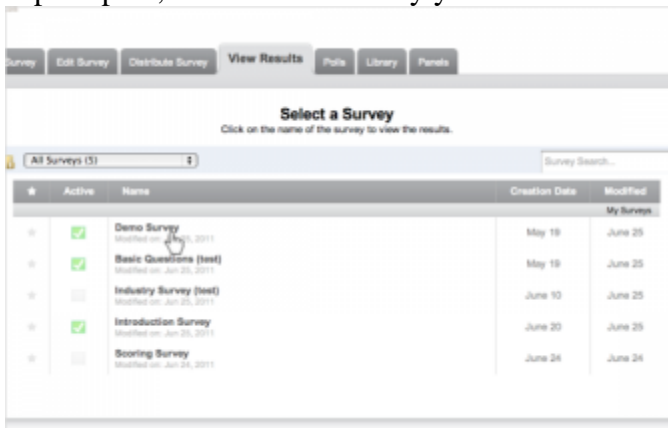
View Results

To access and create Reports:

1. Go to the **View Results** tab and open the **View Reports** page.



2. If prompted, select which survey you would like to work with.



3. Select a Report to view.



- To open the default report for your survey, click **Initial Report**.
- To create a new report, click **Create a New Report**.
- To delete a report, click **Delete** next to your report name.

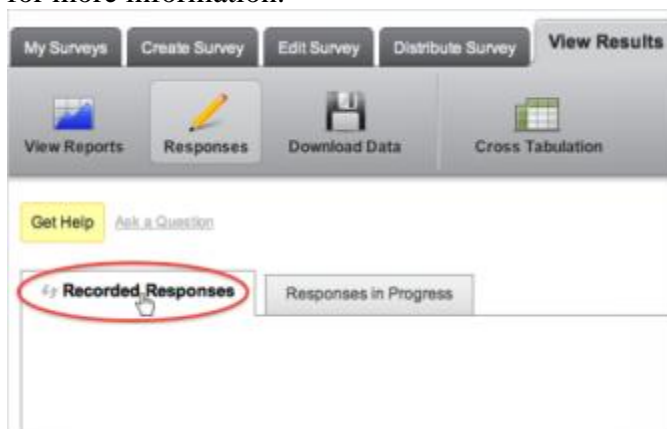
The Responses page has all of the raw responses to your survey. From here you can:

- View individual responses.
- Create a PDF of each.
- Close responses in progress.
- Create retake links.
- Delete responses.

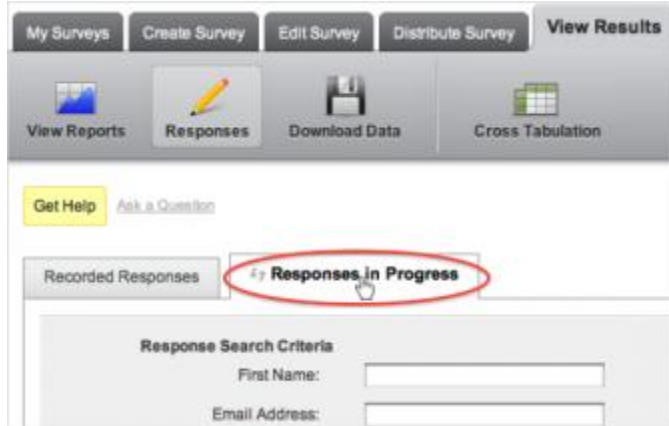
To View Responses:

Select one of the following tabs in the **Responses** section to view responses:

1. **Recorded Responses:** Responses that are closed and saved to your data set will be available here. These include all complete responses, and any incomplete responses that are no longer available for the participant to finish. Visit the [Recorded Responses](#) page for more information.



2. **Responses in Progress:** Responses that are still active. Participants are either currently taking the survey, or they have received a link that is still open, but their response is not yet finished. Visit the [Responses In Progress](#) page for more information.



[Download Data](#)

Download your raw data by going to the **Download Data** page (View Results tab) and selecting the file type you would like to download. The available file types are **.CSV, SPSS, Fixed Field Text, XML, and HTML**. You can save and open the file on your computer, except HTML, which will just open a table in your browser.

Internet Explorer may prevent the download, displaying a yellow bar at the top of the page. Click on this bar to give the browser permission to download the file. The page may reload, in which case you will need to re-click the download option.

Format:

CSV



This is a Comma Separated Values format of the raw data that can be easily imported into Excel, Access, or other programs. Each value in the response is separated by a comma, and each response is separated by a newline character.

SPSS



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. [Download SPSS Syntax File](#)

[Download](#)
[Download SPSS .sav File](#)

Options

String Width:

[Having problems with international characters?](#)

Fixed Field Text



This is a fixed-field-length format. A separate data map file specifies data offsets for various columns. [Download Data Map Only](#)

[Download](#)
[Download fixed-field response data \(.txt\) and associated data map as a .zip](#)

Options

Column Widths:

XML



This is the Extensible Markup Language (XML) format of the raw data, which is a general purpose markup language for easy interpretation.

HTML



This is a HyperText Markup Language format of the raw data. This format shows the data in one large table when opened by a web browser.

Note: Downloading the data does not delete the responses from the database.

Note: Excel 2003 (and earlier) is limited to 256 columns and 65,536 rows. Excel 2007 (and later) supports 16,384 columns and 1,048,676 rows. If your data exceeds these limits, you will have to download the data in multiple sets.

[.CSV \(Comma Separated Values\)](#)

- A text file type that can be opened in Microsoft Excel. Excel is a convenient program for viewing data. From an Excel file, a .CSV file can be converted and viewed in other statistical modeling software.
- Excel 2003 has a column limit of 256 columns. Some surveys may have more variables than this. The data will be stored in the csv file, but cannot be displayed in Excel 2003. If this is the case, you will need to find another program to view the data (SPSS, SAS, STATA, Excel 2007).

[SPSS](#)

- To download an SPSS file, navigate to the SPSS section and click **Download SPSS .sav File**.
- If desired, you can specify the String Width or Download the SPSS Syntax file.

[Fixed Field Text](#)

Fixed Field Text format is designed to work with many external cross tabulation tools. It is a flat file format and is the one most often used for these tools. This was designed to better meet the special needs of our market research clients.

[XML](#)

XML is used for putting your data into a database. This is the Extensible Markup Language (XML) format of the raw data, which is a general purpose markup language for easy interpretation.

[HTML](#)

This is a HyperText Markup Language format of the raw data. This format shows the data in one large table when opened by a web browser.

[Uploaded Files](#)

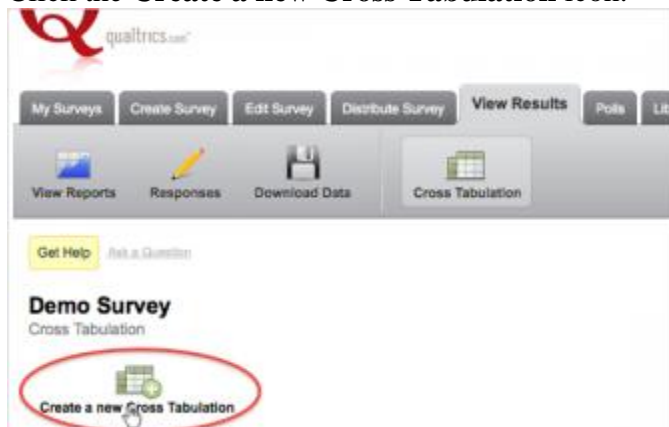
If you used the File Upload question type in your survey, use this option to download all respondent-uploaded files at once in a .zip file.

[Create a new Cross Tabulation](#)

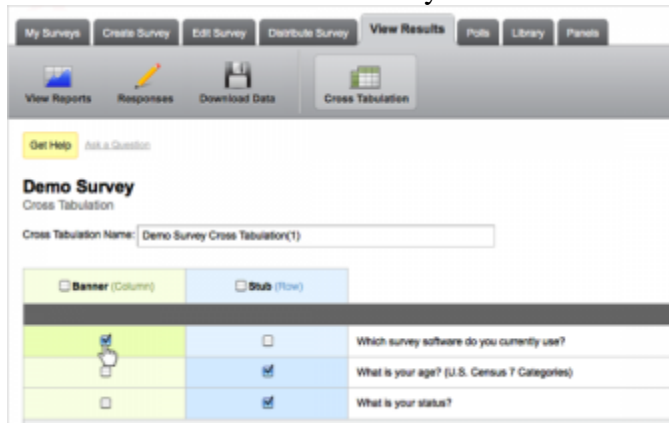
1. Open the **Cross Tabulation** page in the **View Results** tab.



2. Click the **Create a new Cross Tabulation** icon.



3. Check the appropriate boxes in the **Banner** and **Stub** columns to choose which questions will be the columns and rows in your Cross Tabulation.



- If necessary, select **Use Embedded Data** to include [Embedded Data](#) fields as rows or columns in your tabulations.

Demo Survey
Cross Tabulation

Cross Tabulation Name:

☐ Banner (Column) ☐ Stub (Row)

Banner	Stub	Question
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Which survey software do you currently use?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	What is your age? (U.S. Census 7 Categories)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	What is your status?

☒ Use Embedded Data

In order to use embedded data in your cross tabulation, you must enter all values you would like to include for each embedded data field in the provided text area, one value per line.

Embedded Data Field:

Enter embedded data values one per line

Autofill will retrieve the first 100 unique embedded data values from the survey.

- If you are using Embedded Data fields, check the appropriate boxes in the **Banner** and **Stub** columns, and either enter the field values to be included in the tabulation in the **Embedded Data Field** text box, or click **Autofill** to bring in all values.

Demo Survey
Cross Tabulation

Cross Tabulation Name:

☒ Banner (Column) ☒ Stub (Row)

Banner	Stub	Question
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Which survey software do you currently use?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	What is your age? (U.S. Census 7 Categories)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	What is your status?

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Embedded Data Field:

Enter embedded data values one per line

Autofill will retrieve the first 100 unique embedded data values from the survey.

- Select **Create Cross Tabulation**.

Demo Survey
Cross Tabulation

Cross Tabulation Name:

☒ Banner (Column) ☒ Stub (Row)

Banner	Stub	Question
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Which survey software do you currently use?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	What is your age? (U.S. Census 7 Categories)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	What is your status?

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Embedded Data Field:

Enter embedded data values one per line

Autofill will retrieve the first 100 unique embedded data values from the survey.

Library

If you use similar surveys or questions repeatedly, Qualtrics can store templates of entire surveys or questions in the library making them accessible at anytime in any survey.

Saving a Survey to the Library

1. Under the **My Surveys** tab, select the copy survey icon.
2. When prompted select that you wish to copy the survey to the library.
3. Give the survey a name and click on the copy button.

Using a Survey from the Library

1. Click the **Create Survey** tab.
2. Select the **Survey Library** option.
3. In the drill down boxes, find your library and your survey.
4. Click **Create Survey**.
5. The Survey will appear in the **Edit Survey** tab from the library.

Using a Question from the Library

1. At the bottom of an existing block, click on **Copy Items From**.
2. Select the library/survey you would like to bring the question in from.

The Qualtrics Library

The Qualtrics Library has many templates available for users. Use these to learn the types of surveys that can be created in any given situation.

Group Library

Users who belong to a brand and a group within that brand have the option of saving things to the group library. This gives all members of the group access to your surveys, questions, graphics, panels, or anything saved to the group library.