

Tutorial: Creating a Basic Demographic Questionnaire

The following tutorial will demonstrate how to create a very basic questionnaire using the AskAnywhere® Editor, including:

1. entering and editing the text of your questionnaire,
2. creating various response sets (i.e. answer items for questions),
3. saving and testing the questionnaire.

While this tutorial does focus primarily on single response item questions (questions that allow survey respondents to select only one response), other tutorials cover more complex response items such as multiple response items, analog rating scales, and masked item responses, for instance.

This tutorial assumes that by now you are comfortable locating and opening the AskAnywhere® Editor program on your computer. However, should you need to review how to access and open the program please return to the [index](#) to see either the Quickstart guide or the “Getting Started Section” of the full manual (both of which are available in either HTML or PDF formats).

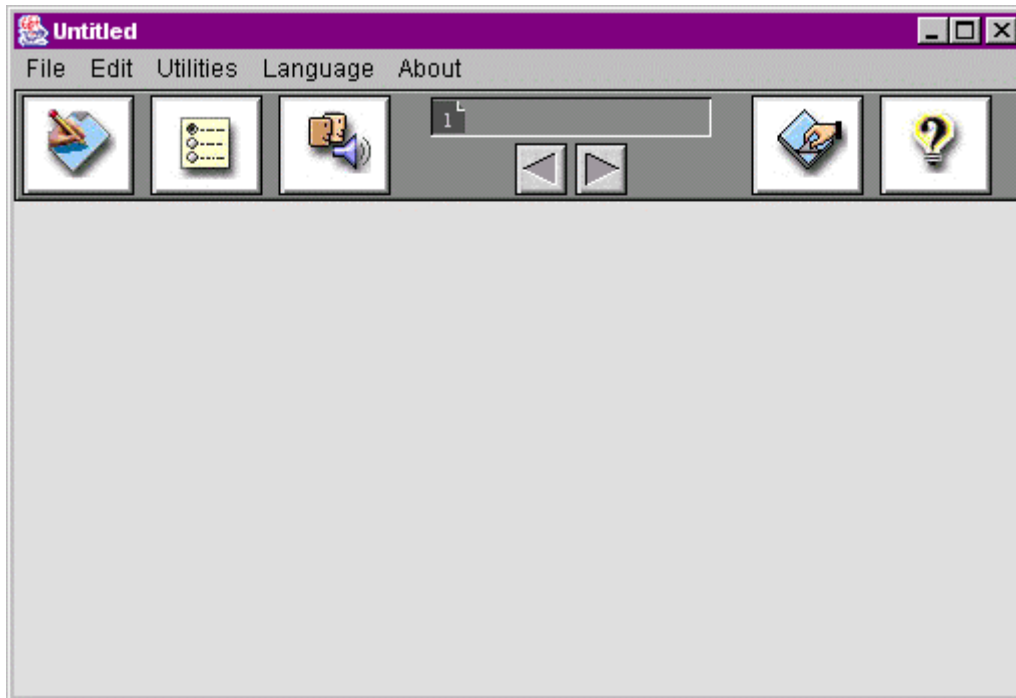
For the purposes of this tutorial, we will pretend that you a member of a marketing research firm and you have been given the task of generating basic demographic questions for a survey. The survey, to be created in AskAnywhere® should include questions such as the following:

- What is your gender?
- What is your age?
- What is your marital status?
- How many people, including yourself, are there in your household?
- What is the highest level of education you have completed?
- What is your employment status?
- What is your household’s total annual income for the most recent calendar year?

Creating the Questionnaire

Launch the editor program by double clicking its icon. When the editor opens, it will open to a new, blank survey page. (See the figure below.)

Note: To improve readability, the editor window pictured below has been reduced in size; your default window size is larger than that shown in the tutorials.



Blank, Untitled Questionnaire

Note: The default language for the AskAnywhere® Editor program is English. If you wish to select another language, click on the **Language** menu when the editor program first launches a new survey. You must set the language before you begin using other features of the Editor. Once you begin using the editor, the **Language** menu will no longer be active.

To begin entering a question, first, click on the **Add Question to Page** button located in the main toolbar. (See the figure below.)



Add Question to Page Button

When the **Question Editing** window opens, type in the text for the first demographic question (See the figure below.):

What is your gender?



Question Editing Window Displaying Question Text

Note: The default font for questions is Serif, while the default text size is 18 points and the default color is black. At this point, you may change the font, size, and color of the text of your question clicking on the “Font”, “Size,” and “Color” options in the *Question Editing* window. Additionally, you may set the justification of your questions by clicking on the “Just” pull-down menu. The default justification is left.

After typing the text of the question, click **Apply** to apply the changes you have made and to leave the *Question Editing* window open, or click **Ok** to apply the changes and close the window.

You now want to add the response items for this first question. So, click on the **Add Answer to Page** button located in the main toolbar. (See the figure below.)



Add Answer to Page Button

The *Answer Editing* window, which features all the tools you will need to create response items for each question, will open. (See the figure below.)

Answer Editing [-] [□] [X]

Answer: Block: Of: On page: Of: [<] [>]

Variable

Name Label:

Text

Font Size B I Entire Set

Items

Use: Random

Min: Max:

Button & Answer types

Button Label

A-Type

Temp.Q

Item Text	Value
	1
	2
	3

Answer Editing Window

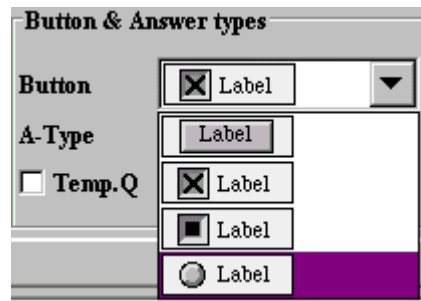
For this first question, you want to create a simple checklist of two items. You don't need to make any changes to the answer type, since the default answer type is a "Check List". (See the "Button & Answer Types" section of the figure above.)

Enter the text for the answer items by typing "male" and "female" on separate lines under the heading "Item Text". (See the figure below. *Please Note:* To aid in readability, many of the figures throughout this section will display only a portion of the *Answer Editing* window.)

Item Text	Value
male	1
female	2

Entering Answer Item Text

To select the button type for the check list, go to the **Button** pull-down menu in the “Button and Answer Types” section in the middle right portion of the *Answer Editing* window. Scroll down to select round buttons. (See the figure below.)



Selecting Button Type

To create a variable name, type “gender” in the open text box next to the heading “Name” in the “Variable” section near the top left of the *Answer Editing* window. Then, type the words “Respondent’s Gender” in the open text box next to the heading “Label.” (See the figure below.)

Variable	
Name	gender
Label:	Respondent's Gender

Setting Variable Name and Label

Note: You may click on the word label to open a larger text box in which you can type the label for your variable. Labels can be as descriptive as you wish.

At this point, you may also want to set the text font, size, and color for the answers in this response set. Use the pull-down menus in the “Text” section of the *Answer Editing* window. To bold or italicize the answer item text font, click in the appropriate boxes beside **B** and *I*. (See the figure below.)

Note: The default Text settings are 18 point, black, Serif font.



Setting Answer Text Font Style, Size, Color, and Format

Once you have made all your changes, click **Ok**.

The questionnaire page that you just created should look similar to the one pictured below. Note, however, that the font for the answer items has been change to “Tahoma” rather than the default font of “Serif”.



Page One of Questionnaire with Question and Answer Set

You are now ready to add the next page to the questionnaire so that you can continue entering questions and response sets. To add the next page to the questionnaire, click on the **Append Blank Page** button in the main toolbar. (See the figure below.)



Append Blank Page Button

Note: When you click on the **Append Blank Page** button to add a page to a survey, the new page will always be added to the end of the survey.

Open the **Question Editing** window and type the following text for your next question:

Please enter your age on your last birthday.

Click **Ok** when finished typing the text.

For the response item for this question, you want respondents to enter a number that represents their age on their last birthday. Hold down the **Ctrl** key when clicking on the **Add Answer to Page** button, to open a modified version of the *Answer Editing* window (See the figure below.)

The screenshot shows the 'Answer Editing' window with the following details:

- Header: Answer: Q2 Block: 1 Of: 1 On page: 2 Of: 2 Show Page
- Variable section: Name and Label input fields.
- Text section: Font: Tahoma, Size: 20, Color button, B, I, and Entire Set checkboxes.
- Items section: Use: Rank, Temp.Q checkboxes, and a page number '2' with navigation arrows.
- Table section: A table with columns 'Type' and 'Item Text'. The first row is highlighted in purple and contains 'Text' in the 'Type' column.
- Footer: Close, Apply, and Ok buttons.

Type	Item Text
Text	
Text	

Modified Answer Editing Window

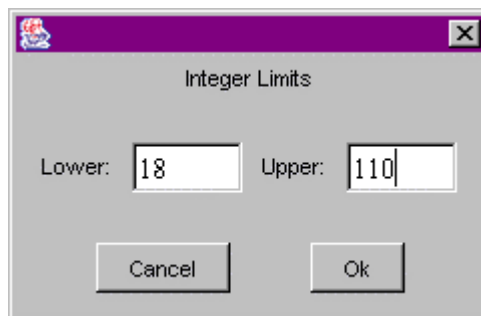
Click in the first cell under the column heading “Type”. Next, click on the **Type** pull-down menu, scroll down, and select **Integer**. (See the figure below.)

Type	Edit	Tag
Label		Ctrl+1
Text		Ctrl+2
Text-Variable		Ctrl+3
Integer		Ctrl+4
Integer Open		Ctrl+5
Analog		Ctrl+6
Real		Ctrl+7
Real Open		Ctrl+8
Constant Sum		Ctrl+9
Sum Less		Ctrl+0
Sum Greater		Ctrl+Shift+0

Selecting Integer

Note: You want to select **Integer** rather than **Real** because selecting **Integer** means respondents must enter whole numbers. Selecting **Real** would enable respondents to enter numbers containing decimal points (i.e. 18.5).

The following window will open and will prompt you to enter any lower and upper limits you wish to set. For this question, you may want to set the lower and upper limits to 18 and 110, respectively.



The image shows a dialog box titled "Integer Limits". It has a purple title bar with a close button (X) in the top right corner. The main area is light gray and contains two input fields: "Lower:" with the value "18" and "Upper:" with the value "110". Below the input fields are two buttons: "Cancel" and "Ok".

Setting Integer Limits

Click **Ok**.

Next, you may want to create a “label” for the integer answers survey respondents will input. First, click in the first cell under the heading “Type” that currently reads “Text” or is blank. (This cell should be the cell that is immediately below the cell that now reads “Integer”.) Then, click on the **Type** pull-down menu, scroll down and choose **Label**. (See the figure below.)

Type	Edit	Tag
Label		Ctrl+1
Text		Ctrl+2
Text-Variable		Ctrl+3
Integer		Ctrl+4
Integer Open		Ctrl+5
Analog		Ctrl+6
Real		Ctrl+7
Real Open		Ctrl+8
Constant Sum		Ctrl+9
Sum Less		Ctrl+0
Sum Greater		Ctrl+Shift+0

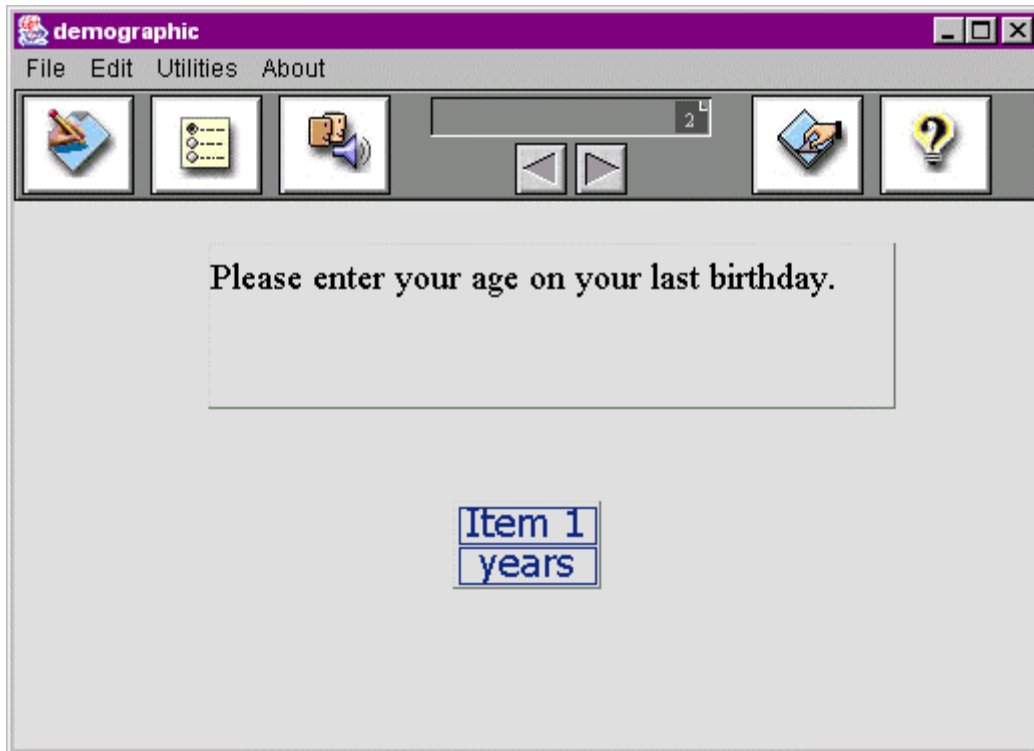
Selecting Label

After you have chosen **Label**, type the word “years” in the cell immediately to the right (under the column “Item Text”). (See the figure below.)

Type	Item Text
Integer	18 <= I <= 110
Label	years

Entering Label Text

Click **Ok**. Your completed survey page should look similar to the one pictured below.



Sample Survey Page with an Integer Answer Item

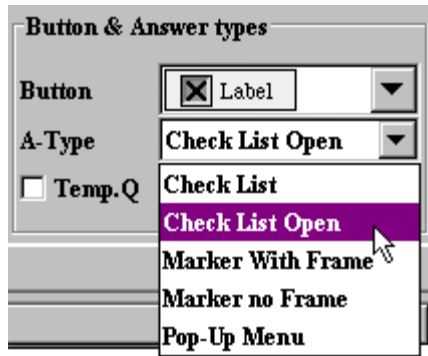
Note: In the figure above, “Item 1” represents the answer survey respondents will input when the survey is open in their web browsers.

Add the next page to your survey and then open the **Question Editing** window. For the text of your next question, type the following:

What is your marital status?

Click **Ok** to close the **Question Editing** window, and then click on the **Add Answer to Page** button to open the **Answer Editing** window.

For this response set, you are going to include “other” as an option that respondents may choose. To include the other “option”, first, go to the “Button and Answer Types” section of the **Answer Editing** window, click on the **A-Type** pull-down menu, and change the answer type to **Check List Open**. Selecting **Check List Open** insures that respondents will see an empty text field whenever they select “Other” as a response. (See the figure below.)



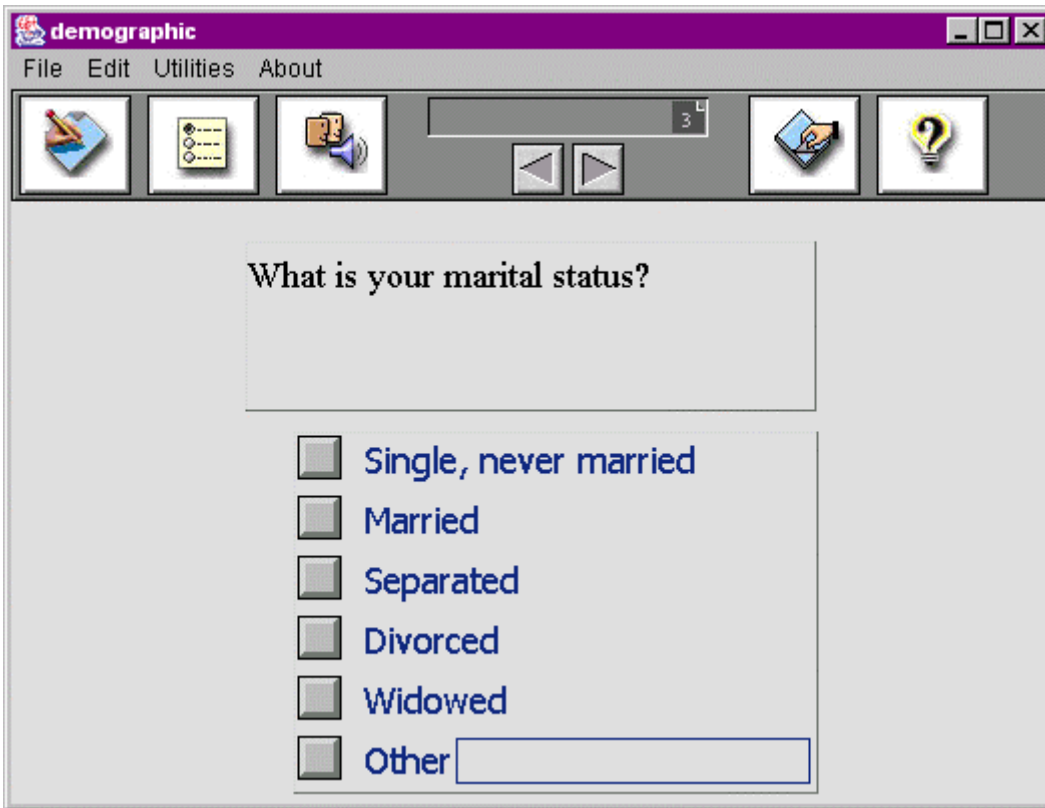
Selecting Check List Open

Refer to the figure below and enter the text displayed in the open cells under the heading “Item Text.”

Item Text	Value
Single, never married	1
Married	2
Separated	3
Divorced	4
Widowed	5
Other	6

Entering Text for “Other” Option Answer Item

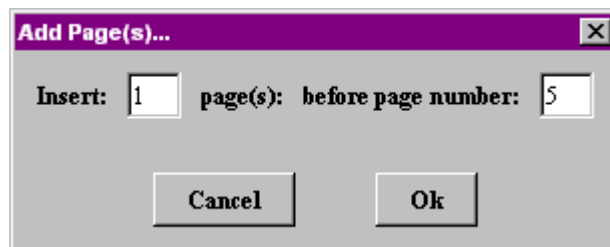
Click **Ok**. Your survey page should look similar to the one pictured below.



Sample Survey Page with “Other” Option

Add the next page to the survey by clicking on the **Append Blank Page** button in the main toolbar.

Note: You may add several pages to a survey at one time by going to the **Utilities** menu, and selecting **Add Page(s)...** When you select **Add Page(s)...**, the following window, which prompts you to enter the number of pages you want to insert and the number of the page you want the pages inserted *before*.



Add Pages Window

When the new page is added, open the **Question Editing** window by clicking on the **Add Question to Page** button in the main toolbar, and then enter the following text in the text box:

How many people, including yourself, are in your household?

Click **Ok**.

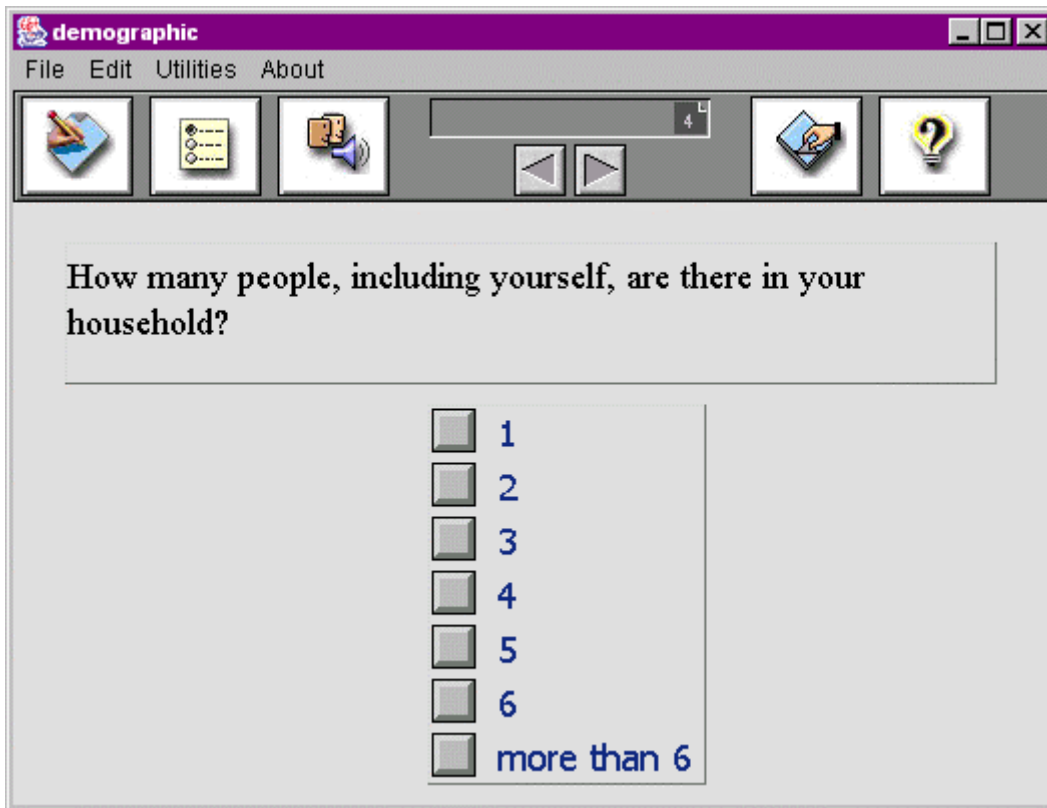
Next, open the *Answer Editing* window by clicking on the **Append Blank Page** button in the main toolbar. For this response set, you are going to create a simple checklist of numbers for respondents to select from.

Refer to the figure below, and enter the text displayed in the open cells under the heading “Item Text.”

Item Text	Value
1	1
2	2
3	3
4	4
5	5
6	6
more than 6	7

Entering Answer Item Text

Click **Ok**. Your completed survey page should look similar to the one pictured below.



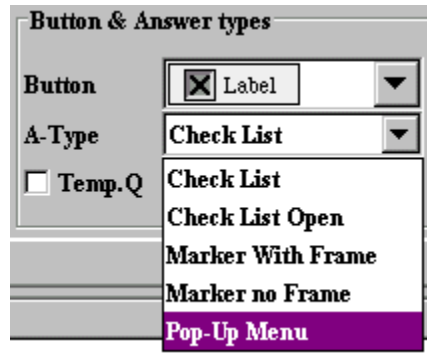
Sample Survey Page

Add another page to the survey, and then open the *Question Editing* window. In the text box, type the following:

What is the highest level of education you have completed?

Click **Ok** when you are finished typing and formatting the text of your question.

Now, open the *Answer Editing* window. For this response set, you will display the response items for this answer in a pop-up menu. To select the pop-up menu option, click on the **A-type** pull-down menu in the “Button and Answer Types” section and select **Pop-Up Menu**. (See the figure below.)



Selecting Pop-Up Menu as Answer Type

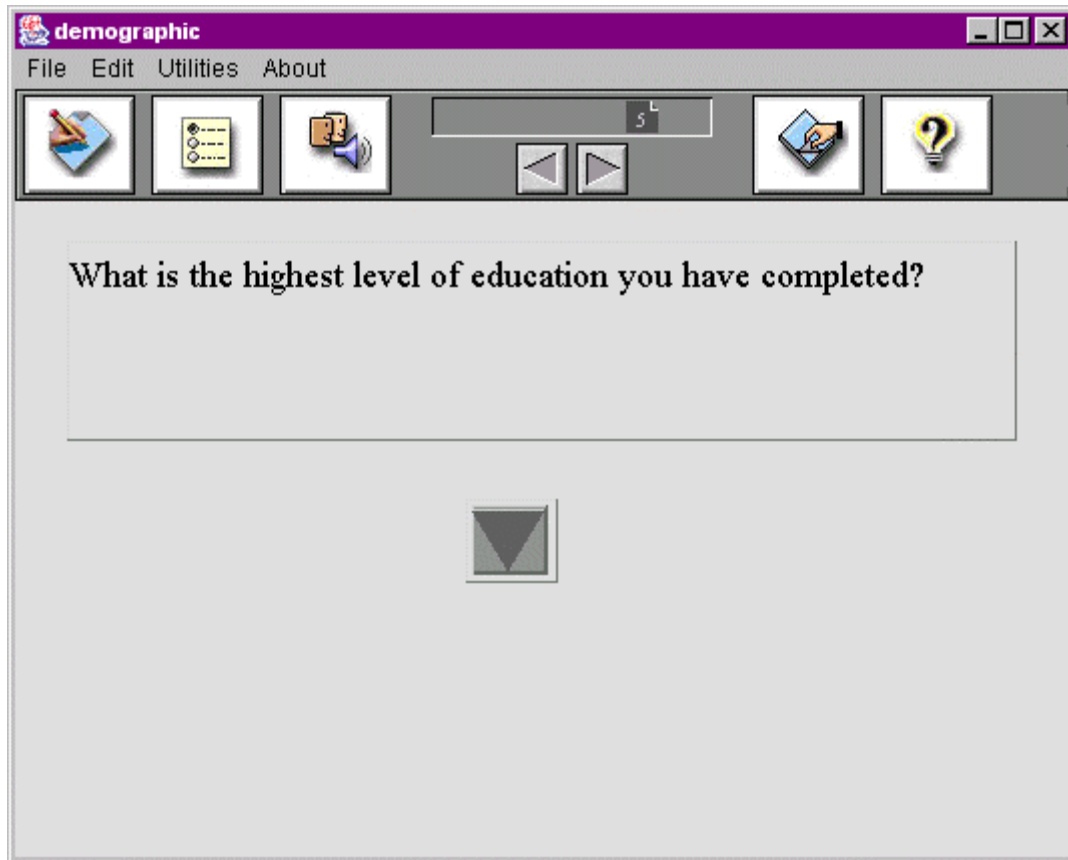
Refer to the figure below and enter the displayed text in the open cells under “Item Text.”

Item Text	Value
grade school	1
some high school	2
high school	3
some college	4
college	5
graduate school	6

Buttons: Cancel, Apply, Ok

Entering Answer Item Text

Click **Ok** when finished entering your answer item text. The survey page you just created should be similar to the one pictured below.



Sample Survey Page With Pop-Up Menu

Note: In the AskAnywhere® Editor program, the pop-up menu does not function directly in the Editor itself. You may examine how the pop-up menu functions by going to the **Utilities** menu and choosing the **Test** option.

You may adjust the size of the pop-up menu by holding the **Shift** key while clicking and dragging on the arrow that represents the pop-up menu.

Add an additional survey page by clicking on the **Append Blank Page** button. Open the **Question Editing** window by clicking on the **Add Question to Page** button. Type the following text for your next question:

What is the highest level of education you have completed?

Click **Ok** when finished.

Open the **Answer Editing** window by clicking on the **Add Answer to Page** button in the main tool bar. As with the previous, question, you are going to display your answers in a pop-up menu. Select **Pop-up Menu** from the **A-type** pull-down menu in the "Buttons and Answer Types" section of the **Answer Editing** window. Then, refer to the figure below and enter the displayed text in the cells under the heading "Item Text."

Item Text	Value
Full-time	1
Part-time	2
Full-time homemaker	3
College/University Student	4
Self-employed	5
Retired	6
Not employed	7

Entering Answer Item Text

Click **Ok**.

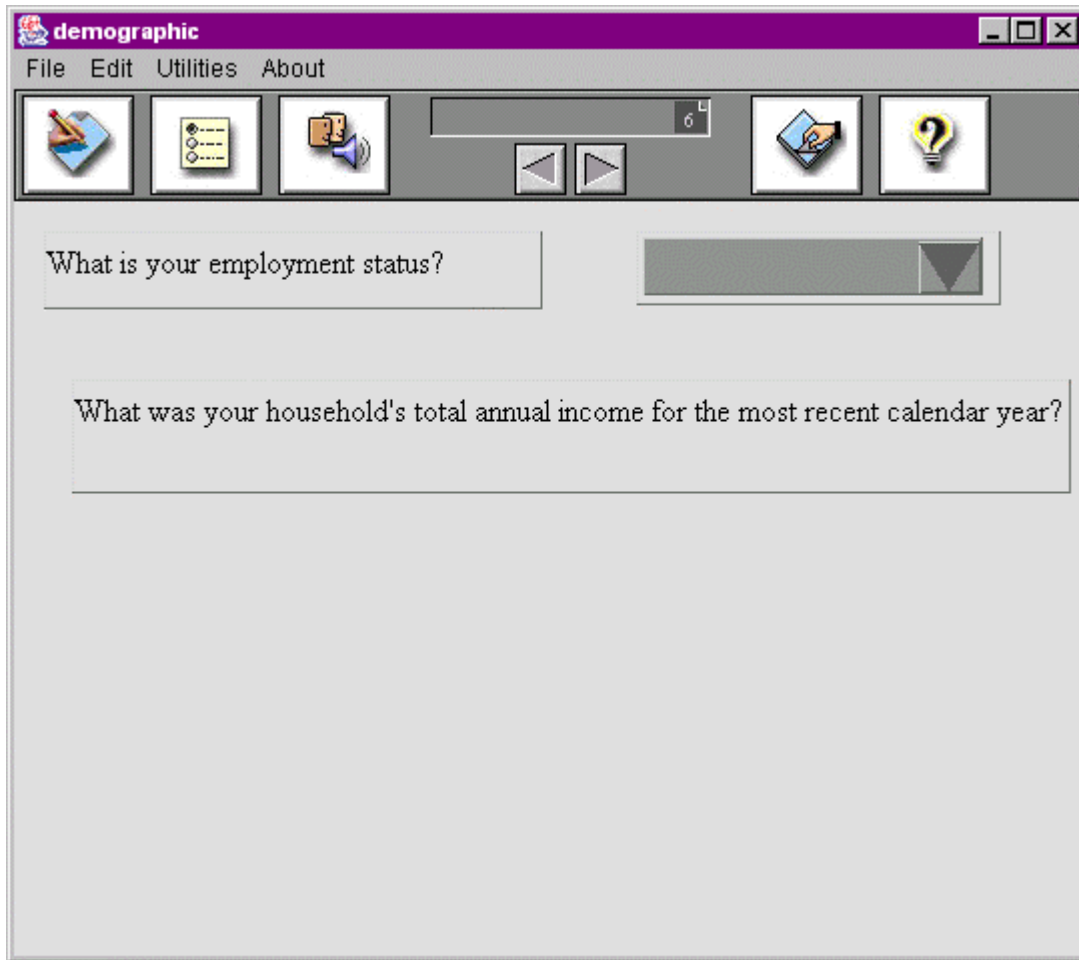
Note: Remember that you may need to adjust the size of the pop-up menu (answer) frame, so that the pop-up menu will clearly display all of the text for each answer item when survey respondents are viewing the survey. A good gauge is to make your pop-up menu (answer) frame as long as or a bit longer than the length of the longest answer item in your response set.

Because the final question of your survey is related to the previous question, you will put the final question on the same page as the question you just completed. Click on the **Add Question to Page** button to once again open the *Question Editing* window. Enter the following text:

What was your household's total annual income for the most recent calendar year?

Click **Ok** when finished.

Like the figure below, you should now have two question frames on one survey page.



Two Question Frames on One Survey Page

Note: You may need to reposition the second question frame so that it is not on top of the first question frame or the answer frame. Further, you want to reposition and resize the first question and answer frame so that all the frames are easily accessible on one page.

Now, you want to add your second response set. Click on the **Add Answer to Page** button in the main toolbar to open the **Answer Editing** window. Your response set will be a checklist that gives respondents a range of salaries to choose from for each answer.

Refer to the figure below and enter the displayed text in the open cells under the heading "Item Text."

Item Text	Value
Less than \$25,000	1
\$25,000 to \$49,999	2
\$50,000 to \$74,999	3
\$75,000 to \$99,999	4
100,000 or more	5

Entering Answer Item Text for Second Response Set

Click **Ok** when finished entering text.

You should now have a page displaying two question frames and two answer frames. You may arrange the question frames and answer frames on the page as you choose. The figure below displays one way the question and answer frames may be displayed.

The screenshot shows a window titled 'demographic' with a menu bar (File, Edit, Utilities, About) and a toolbar with icons for editing, help, and navigation. The main content area contains two questions:

1. "What is your employment status?" followed by a dropdown menu.

2. "What was your household's total annual income for the most recent calendar year?" followed by a list of five radio button options:

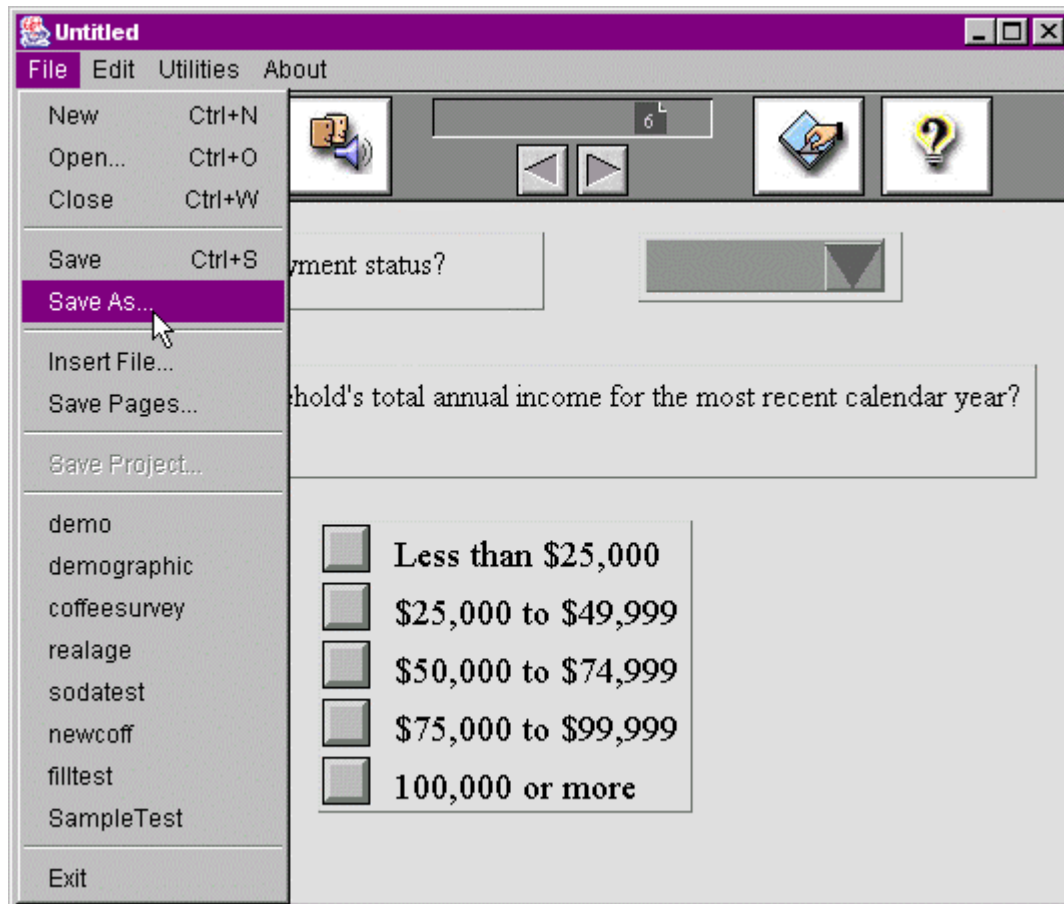
- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- 100,000 or more

Sample Survey Page with Two Questions and Response Sets

You have now completed the basic demographic questionnaire. The next section of this tutorial will walk you through saving the questionnaire.

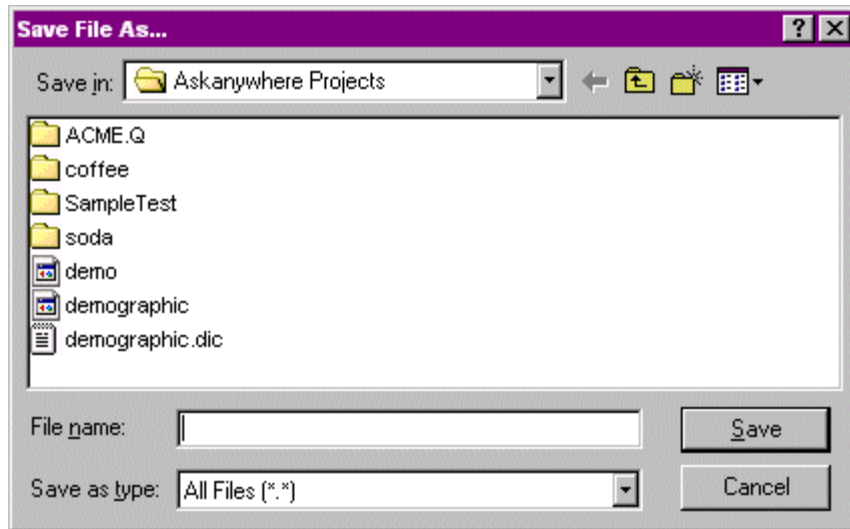
Saving the Questionnaire

To save a new, untitled questionnaire, go to **File** menu and choose **Save As...** or **Save**. (See the figure below.)



Selecting Save As... From the File Menu

The *Save File As...* window, pictured below, will open.

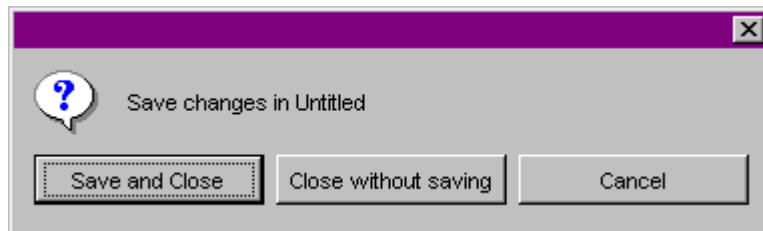


Save File As Window

Select the location on your hard drive that you wish to save the file in. Name the file and click **Save**.

To save any changes to a previously saved and named file, go to the **File** menu and select **Save** or press **Ctrl + S**.

Note: If you attempt to close a survey you are working on by clicking on the **X** in the upper right corner and you have not saved your work, then a window in AskAnywhere® Editor will open and prompt you to either save and close your work, close without saving, or cancel. (See the figure below.)

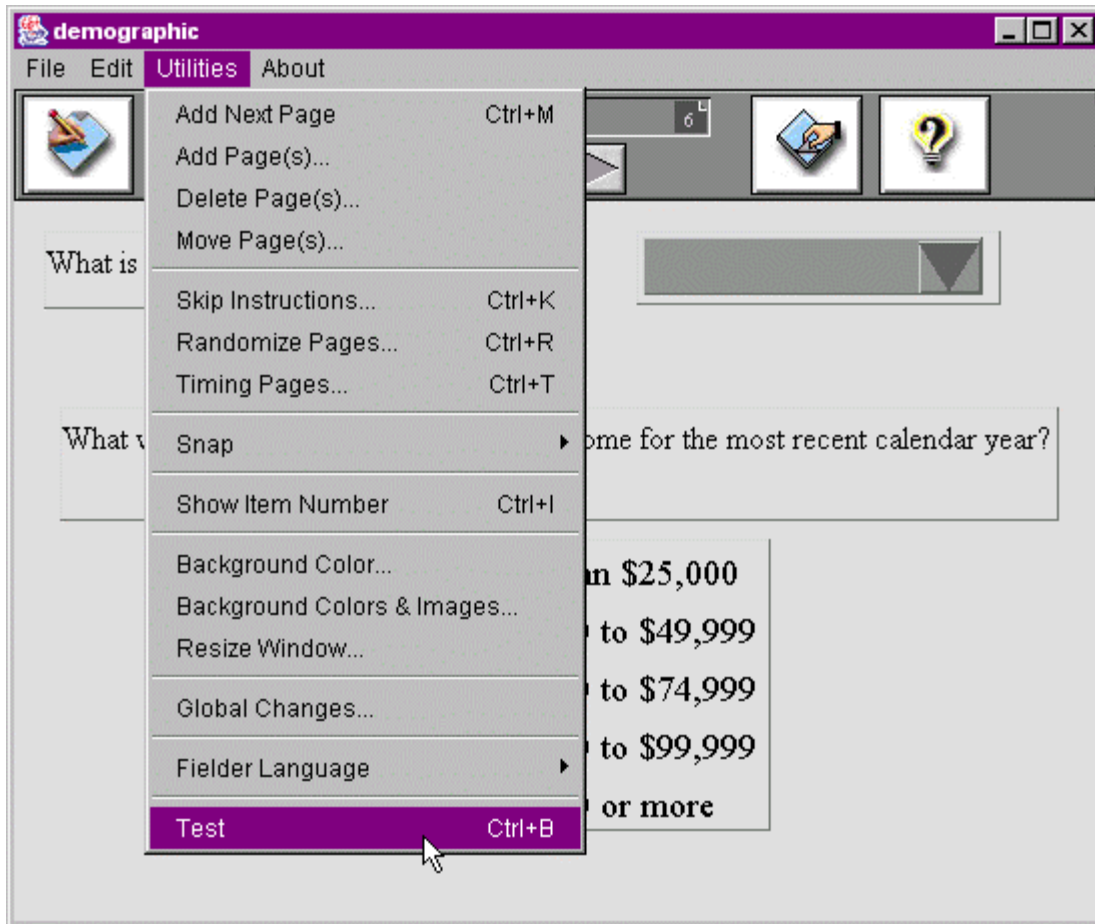


AskAnywhere® Save Prompt Window

You have now named and saved your questionnaire. You may, at this point, want to test the questionnaire to see how the questionnaire functions for respondents. The next section of this tutorial will walk you through the steps necessary to test a questionnaire.

Testing the Questionnaire

You may quickly test a questionnaire to see how it will look and perform for respondents as well as how the AskAnywhere® records the survey data it collects. To test a questionnaire, first make sure you have saved any changes you have made to the questionnaire. Then, go to the **Utilities** menu and select **Test** or press **Ctrl + B**. (See the figure below.)



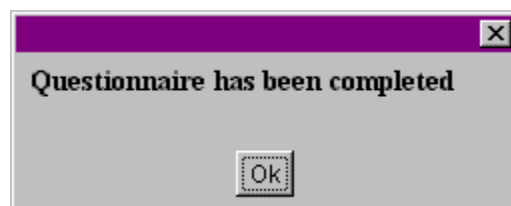
Selecting the Test Option

The AskAnywhere® Editor will open a *Test* window in which you can test the questionnaire. (See the figure below.)



Test Window

Click through the survey by responding to questions to observe the way it operates. The test is designed so that you may repeat the entire survey. Once you have gone through the entire survey in the test mode, a window will open telling you that the questionnaire has been completed. (See the figure below.)

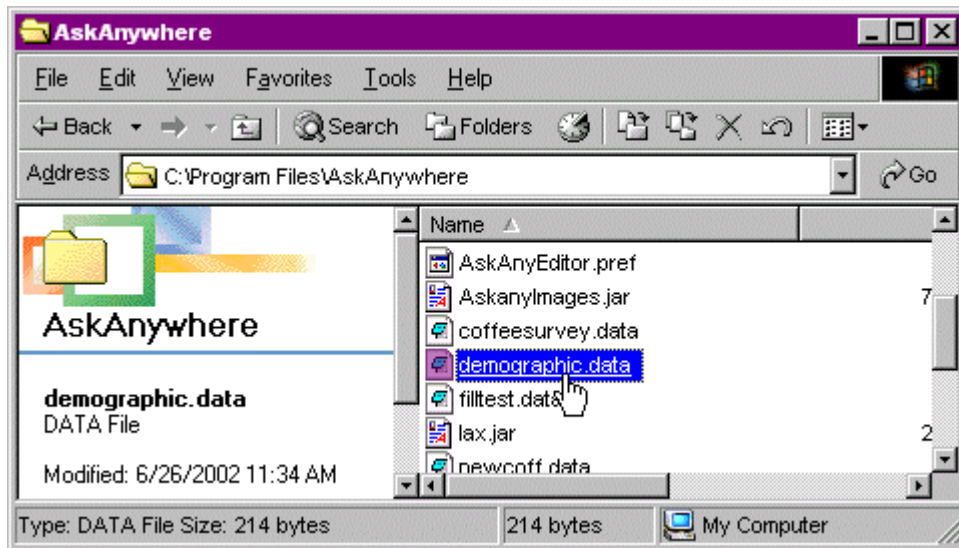


Completed Questionnaire Prompt

Clicking **Ok** will take you back to the first page of the questionnaire.

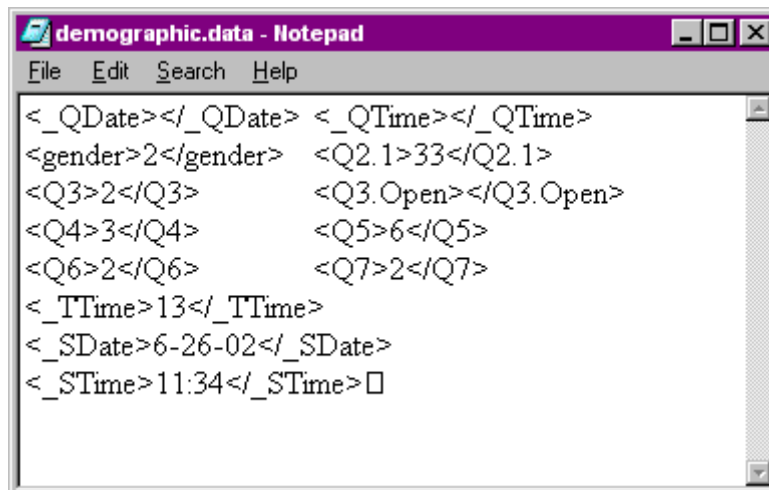
To close the questionnaire, go to the **File** menu in the *Test* window and chose **Close**.

You may view the survey data collected during the test. To view the data collected during the test, first go to the location on your computer's hard drive where the AskAnywhere® Editor program was installed. On PCs, this location is typically, the **AskAnywhere** folder within the **Program Files** folder (i.e. C:\Program Files\AskAnywhere). Survey data files are saved as **.data** files. To locate the data collected during the test of a particular survey, locate the **.data** file with the same name as your survey. For instance, to locate the data file for the survey we have created in this tutorial, you would find the file named **demographic.data**. (See the figure below.)



Locating a Data File

To open the file, **demographic.data**, simply double click on the file. The collected data will be displayed in a text file similar to the figure below.



Data Collected in Test Mode

Note: On a PC, **.data** files will typically open in **Notepad**; on a Mac, **.data** files will typically open in **SimpleText**.