Create Custom Surveys
Creating Custom Survey

Define - Survey title

1. Enter your survey title, logo, and select the category of your survey.

2. We advise selecting this option if you will be using the Random Assignment feature within the “Build” screen, to randomize stimuli being tested within a concept, pack, communications/ad, claims, or idea test. This will ensure a balanced sample/cell matching across your stimuli.
Creating Custom Survey

Create a survey

Please select your respondents first:

1. **Toluna Influencers**

2. **My Own Audience** (Internal email list/Own Database)

3. **Duplicated Quota** Once you have launched a survey, you can reuse it by duplicating it and sharing it with colleagues. As part of the duplication, your target and quota will also duplicate if you’d like them to.

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**Select Your Audience**
Use our panel or your own list.

- **Toluna Influencers**
  - Uses Toluna panelists and Integrated Panel.

- **My own audience**
  - Sending surveys to your own lists of database.
Creating Custom Survey

Target your respondents

Toluna Influencers

1. Enter in the number of questions in your survey or have this update as you program. Estimate the incidence based on your custom targets.

2. Select your targeted respondents by
   - Country/language
   - Demographics
   - Profiling questions
   - No of respondents

3. Then click 'Calculate' to confirm the feasibility & Cost.

4. Survey will only be sent to respondents within indicated targets.

5. Number of Questions will be updated automatically upon Build.
Building Survey Questions

Select question types with a click
Building Survey

Common Question Type

#1: Choice

Add image on question code

Choose your question type

Choose question view

Add an image to your answer

Add survey logic

Randomizing answer rows

Enabling image zoom for image in question text

Hiding answer texts, for images-only answer codes

Multiple choice only

Click Save before moving on to next question or page

Preview question setup

Exclusive: unchecks other answer codes (only for Multiple Select)

Anchor: Lock an answer in position

Add image on question code

Enter question text...

Add image on question code

Enter answer text...

Enter answer text...

Add answer / add comment field

List of answers

Text field

Question text

Add filter

Add pipe/mask

Add script

Format answer text

Automated answer precodes

Unlock answer in position

Add survey logic

Preview question setup

Click Save before moving on to next question or page
Building Survey

Common Question Type

#2: Matrix

Add answer on row/column logic

Add pipe/mask from a previous question
Building Survey

Common Question Type

#3: Rating

Choose between available scales or a custom scale.

Add rating rules.
Building Survey

Common Question Type

#4: Ranking

Set the range of answer codes to be ranked.
Building Survey

Common Question Type

#5: Open End

Choose between open texts or time and date format

Add an opt-out option for respondents
Building Survey

Common Question Type

#6: Numeric

Add an range of value

Allow respondents to use decimals in their response
Building Survey

Special Question Type

Heat Mapping

Drag and drop question widget within Toluna Start

Understand which areas of your pack/image capture immediate attention and what consumers like, dislike, and find confusing and see the output in heatmap visual.
Building Survey

Survey logic

Setting survey logic for Quotas & Filters

01

02

03
Building Survey

Piping and Masking

What is Masking?
Masking is used to transfer information between a source question and a target question, where selected answers in the source question will be added (or masked) as answer options in the target question.

There is a variant called Reverse Masking which takes forward answer options that are NOT selected in the source question into the target question.

What is Piping?
Piping is used to transfer information between a source question and a target question, where selected answers in the source question will be added (or piped through) to the question text of the target question.
Launching Custom Surveys
Launching Survey

**Toluna Influencers**

- Test the survey by using the test link provided.
- Confirm your survey specs and launch.
Launching Survey

My Own Audience

Live link for actual respondents
Jumpable test link
Non-jumpable test link

Use weblink
Once your survey is launched and your link is enabled, use it to invite respondents to your survey.

Live link:
https://project.tolunastart.com/1v4H5k

Text link (for testing only; do not use to invite respondents):
https://project.tolunastart.com/1y9M8m

Shareable text link (for testing only; do not use to invite respondents):
https://project.tolunastart.com/1y9M8k

Set up redirect links
NEW – Redirect your own respondents at the end of the survey!
Simply enter at least one valid URL using the field below.

Input redirect links provided by sampling engine (if any)
Real-time Reporting with Toluna Analytics
Real-time reporting - Toluna Analytics

Once the survey has its first complete, Toluna Analytics will be available for advanced web-reporting, analysis and sharing in real-time.
Real-time reporting - Toluna Analytics

Exporting Raw Data:
SPSS or Excel.

Export based on users' requirement
Real-time reporting - Toluna Analytics

Sharing TA with other parties

- Check permissions to grant intended functions for other users
- Generate link then copy URL to other users
Real-time reporting - Toluna Analytics

Applying Significance Testing

Add custom cross tabs, create weights or apply significance testing to enhance your results.
Real-time reporting - Toluna Analytics

Top and Bottom Application

You can add a variety of top and bottom box options to specific questions or all of your data.