

Survey

Preparation, implementation,
Organization of prize draw, prize draw terms and prize shipping.

WEBSITE

What our service includes:

- **Feedback concerning the survey content.**
 - Use our experience to fine tune your questionnaire.

- **Programming of the survey.**
 - We handle the tricky bits – you focus on your survey, not fight with it...

- **Organising the prize draw.**
 - We organise all aspects from choice of prizes to final draw and dispatch to winners.

Survey preparation*:

Please provide us with the following information:

- A general theme or background colour.
- Any logo or images to be displayed on the survey if any – only JPEGs and we recommend 120 x 60 pixels (width x height).
- A picture of the prizes (we reserve the right to amend/resize the picture if we notice that it is not in relation with the prizes that you offer).
- The number of pages that you would like for your survey.
- A finalized list of questions indicating each time – see page 5 for examples:
 - ‘Answers’ Instructions (for instance: One answer only or Multiple answers or Multiple choice list or comment box...)
 - Answers layout (for instance if Multiple choice list), please confirm whether answers need to be selected from a drop-down menu or in columns...
 - If answers mandatory or not.
 - ‘Skips’ Instructions (Skips are ways to avoid questions depending on the answers provided). Example : if the answer to question 1 is A, please go straight to question 3; if the answer to question 1 is B, please continue on to question.
- Whether the reader has the ability or not to go back to previous questions, to save and leave without finishing the survey, to retake survey...
- Email contacts for sending the survey results.

*If your survey is already created, please provide us with the link to access it.

*Please make sure that your survey contains a question to retrieve participants emails addresses in order to be able to contact the prize draw winner(s).

Prize draw organisation*:

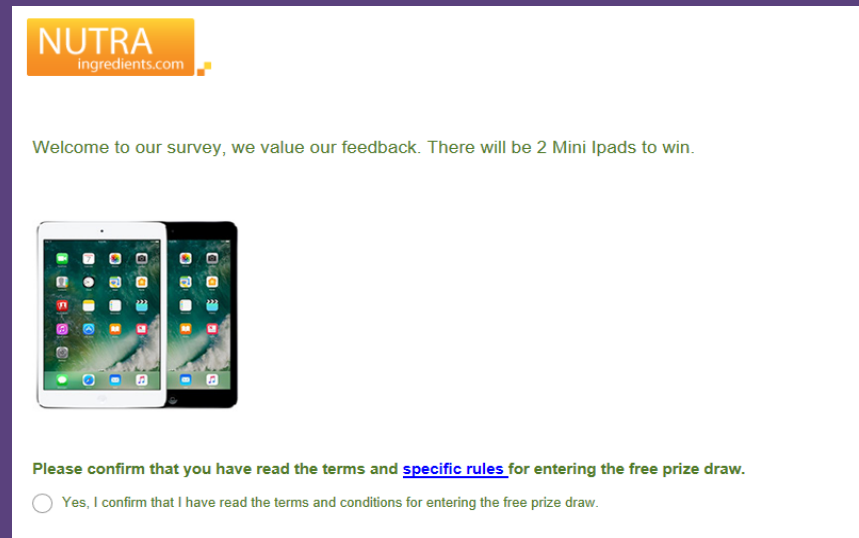
Please note that the following standard terms hosted on our corporate website apply : <http://comp-terms.william-reed.com>.

We will however display some specific rules for your survey and we therefore require the following information:

- Start and end dates of the survey (dates of when readers will be able to take the survey-.
- Prize draw date (please note that the client cannot use his survey link after the prize draw date).
- Prizes description and number of prizes (Please note that heavy prizes cost more because of shipping).
- Prize(s) value**?


Please find an example of specific rules [here](#)

Please see below how we will include the specific rules:



NUTRA
Ingredients.com

Welcome to our survey, we value our feedback. There will be 2 Mini Ipads to win.



Please confirm that you have read the terms and [specific rules](#) for entering the free prize draw.

Yes, I confirm that I have read the terms and conditions for entering the free prize draw.

*Please make sure that you have purchased the prize with our Sales team.

**This information must be indicated in the Prize draw terms in order to provide a substitution prize of similar value in the event that the original prize cannot be sent.

Types of questions:

Type of questions 1/2

Single and Multiple Response Question Type

11. Which one of the following most closely represents your job title?

- President/CEO/Owner/Managing Director
- VP/Director/GM
- Scientist
- Manager/Group Leader
- Assistant Manager/Team Leader
- Technician/Operator
- Postgraduate/Undergraduate/Professor
- Other (please specify)

Single and Multiple Matrix Scale Question Type

*1. Please rank how often you use the following sources to learn about new products and technical developments for the pharmaceutical industry?

	Often	Sometimes	Rarely	Never
Advertising (print and electronic)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seminars/short courses	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
News/magazine articles	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excipient supplier newsletters	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media networks (such as LinkedIn, Twitter, etc.)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other industry newsletters	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tradeshows	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcasts	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
White papers	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colleagues/Personal contacts	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excipient supplier websites	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sources (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

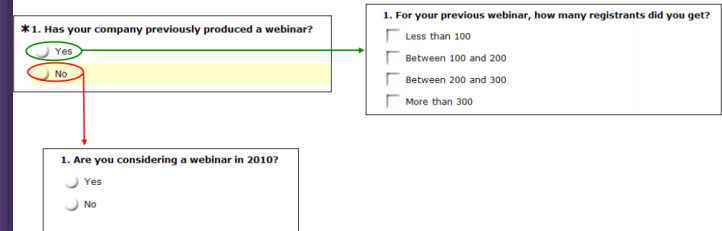
Type of questions 2/2

Plus other forms of questions:

- Matrix of drop-down menus
- Ratings scale
- Single textbox
- Multiple textboxes
- Comments / Essay box
- Numerical Textboxes
- Demographic Information
- Date and / or Time
- Image
- Descriptive Text

Skip Logic

Skip logic, or conditional branching as it is sometimes known, allows you to change the course that your respondents take through a survey based on answers they give to certain questions. You do this by creating skip rules.



Best practices:

- Please note that you should have at least one question that asks the email address of the participants of the survey in order to be able to contact them easily in case they are drawn and need to receive the prize. If not, we will add this question ourselves.
- The promotion of your survey will be done according to the campaigns that you have on your contract. Please contact your sales representative for further information.
- There will be no hosting of your survey on our website. The more you distribute the link to the survey the bigger will be the number of participants.
- You shall not use the link to the survey after the prize draw date as this will no longer be in accordance with your specific rules and will therefore be against the law.
- Please make sure that you have purchased the prize with our Sales team. We will always add the shipping costs to the value of your prizes.
- Shipping big prizes may not be possible. We reserve the right to provide a substitution prize of similar value in the event that the original prize cannot be sent.
- Please read carefully our [terms](#) that applies to your survey as well as the following example of [specific rules](#)
- Please refer to the next page for guidance on the content of the survey.

Best practices

The invitation

- Keep it short and direct.
- Let the users know how much time it will take to complete the survey.
- Use imagery.
- Have a prominent and clear call to action, e.g., “Take the survey now”.

Flow of the survey

- The shorter and simpler, the better.
- Require answers to all questions.
- Use a natural question flow.
- Avoid using matrix/grid questions.

Get the most out of your questions

- Be clear - use clear, concise, and uncomplicated language and try to avoid acronyms, technical terms or jargon that may confuse your respondents.
- Keep it personal - if you want people to feel comfortable sharing opinions, regardless of their expertise or beliefs, make them feel at ease by setting the right tone. Use phrases like, “do you think,” “do you feel,” and “in your opinion,” so that your respondents get the sense that you’re really listening, and that your survey is not a quiz.
- Provide a time frame - make estimation easier by giving your respondents a time, e.g., “In the past week, how much...”.
- Write unbiased questions – beware of: leading questions, loaded questions, double-barrelled questions, unbalance questions, overly broad questions.
- Close-ended vs. open-ended questions – to get results that are easy to quantify, used closed-ended questions that ask your respondents to choose from pre-specified answers.
- Try and limit them to one selection - Just like the responses you collect from open-ended questions, the answers to “Select all that apply” questions can be difficult to interpret.
- Use words, not number – for instance, what does “3” mean?
- Use yes/no questions cautiously – for example, ‘Do you like to exercise? Yes or no? Chances are there are some days you do and other days you don’t have the energy. But you can only pick one answer here. What should you say?’
- Use the skip functionality to move respondents past section that don't apply.