



the
online research
company

i-Question Guide



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About i-Question

Designed for research purposes only, i-Question is our premier application for conducting and managing online quantitative research.

i-Question provides the researcher with a vast array of customisable question types and survey methods, thus enabling the easy deployment of any variety of online studies, from the simple right through to the complex. i-Question is compatible with all major web browsers, including Google Chrome, Internet Explorer, Mozilla Firefox, and Safari.

This guide presents the range of questions currently available within the i-Question system, including the flagship questions most often used by our clients. Many of the questions have been developed and refined in consultation with clients, ***so if there is a question type you would like to see that is not shown here, then please contact us.*** Our internal research and development team will work with you to build whatever question style you can imagine.

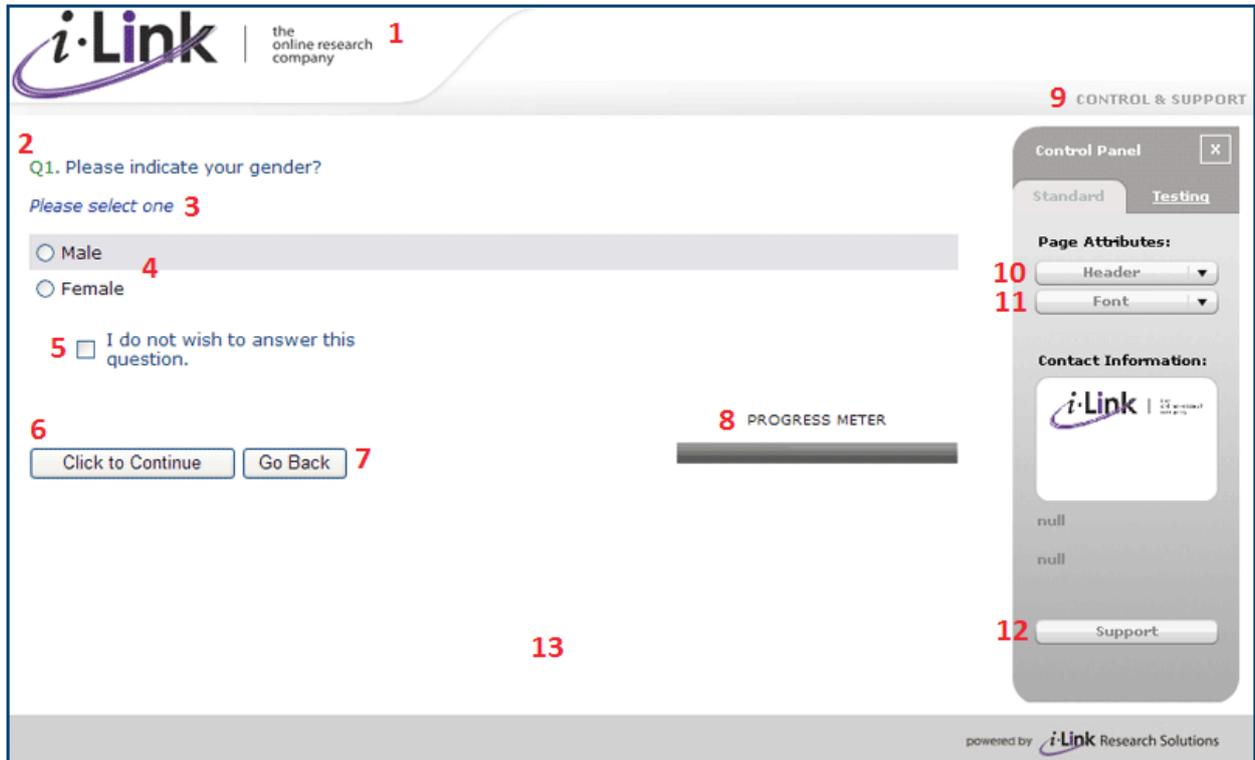
For more information contact i-Link's Client Services team:

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Survey Customisations

The entire look, feel and functionality of a survey can be customised to suit individual requirements. Below is an example of a standard survey screen and the various elements that can be customised.



1. Branding

Your logo, or that of your client's, can be placed where the i-Link logo appears here. The overall design of the survey can be customised to align with your corporate image.

2. Question numbers

Question numbers are optional and are usually switched ON during testing and OFF for live surveys, so respondents are not confused by rotations, part questions etc. Questions can be displayed in a font and colour of your choosing.

3. Instructions

Instructions are separated from questions. They can be displayed in a font and colour of your choosing.

4. Rows

Rows can be differentiated by a light background, in the colours of your choosing.

5. Opt-out

Opt-out selections are differentiated from typical responses and can be applied to any question.

6. Continue

This button allows respondents to progress through the survey. The wording on the button can be altered to suit your requirements.

7. Back

The back button is optional. It is usually disabled to prevent respondents from going back to previous questions and changing their responses.

8. Progress meter

The progress meter is optional. It gives respondents an indication of how far along they are in the survey.

9. Control & Support Panel

This panel can be displayed or hidden by clicking on CONTROL & SUPPORT. It provides respondents with a range of additional options for customising the appearance of the survey and requesting support.

10. Header

The header menu is optional. It allows respondents to move the logo from the top of the screen to the bottom. This assists people with smaller screen resolutions by placing survey questions at the top of the page.

11. Font

The font menu is optional. It allows respondents to reduce or increase the size of the fonts displayed on their screen. This option is useful for people viewing the survey on small or low resolution screens.

12. Respondent Support

The support button within the Control & Support panel is optional. It allows respondents to send an immediate email request to the project management team should they encounter any issues while completing the survey.

13. Background

Survey backgrounds can be of an image or colour of your choosing. As colours can influence decisions, the default colours for i-Link surveys are white, shades of grey and blue font, however these are entirely customisable.

(Note: Additional Project Management fees may apply for significant amendment requests.)

Security and Login

i-Link provides a range of login methods for surveys, discussion boards and live chat. The range is extensive and can be further customised to suit the requirements of your project. Detailed below are the main types of login access we can provide.

Method	Security Level	Description
Username & Password	High	Respondents login with a username and password that is provided to them in an invitation. Login and password codes will be added to the database and verified against when the respondent gains access to the project.
Login ID (Assigned)	High	Respondents login with a Login ID only (no password) which is provided to them in an invitation. Login codes will be added to the database and verified against when the respondent gains access to the project.
Respondent registers	Medium	Respondents choose their own username but are required to register on the database for a password. The password is emailed to an email address they provide. Some demographic data can be collected at registration.
Autogenerate Login	Low	You would like a Login code automatically generated when an unknown respondent accesses the project. This code can be used by the respondent to login at other times or if they are inadvertently disconnected. No information is collected from the respondent prior to entry into a project.
Chosen Username / Login	Low	Respondents choose their own username when they access a project. They are not required to register for a password. No information is collected from the respondent prior to entry into a project.

Question Library

Following are examples of the range of question types currently available within i-Question.

Single Select Questions

This type of question displays responses for a single selection requirement.

Standard Single Select

The standard single select question uses traditional radio selection buttons.

Are you...

Please select one

Male

Female

◀ Back ▶ Continue

Single Select Point & Click

Point & click questions replace traditional radio and checkbox selections with graphical displays. Respondents make their selections by pointing and clicking on an item. These visual questions are easy to understand and use, and are more intuitive and engaging for the participant.

Which is your preferred brand?

Please select one

ANZ

CommonwealthBank

HSBC

nab

st.george

SUNCORP

Westpac

◀ Back ▶ Continue

Drag and Drop Single Select

Respondents drag and drop the item in question into the box that best represents their answer.

How likely are you to consider the following brands in future?

Please drag and drop each item onto the box which represents your answer, or click on the box to indicate your answer for each item.



I will definitely consider this brand
 I may consider this brand
 I will definitely not consider this brand
 I am unsure

[↩ Correct my last Choice](#)

⏪ BackContinue ⏩

Single Column

Here a set of single choice statements or options are presented in a grid, with statements displayed in the columns and responses in rows.

Which statement best defines the brands below?

Please select one answer for each column

	Big W	K-mart	Target	Costoco	Walmart
Caring	<input type="radio"/>				
Innovative	<input type="radio"/>				
Dull	<input type="radio"/>				
Outdated	<input type="radio"/>				
Bold	<input type="radio"/>				
Cheap	<input type="radio"/>				

⏪ BackContinue ⏩

Multiple Select Questions

This question type allows respondents to make multiple selections from a given set of responses.

Standard Multiple Select

In this question response options are listed as text with traditional checkbox selection buttons.

Do you work in any of the following industries?

Please select all that apply

- Market Research
- Finance
- Retail
- Public Relations
- Fitness

[Fill] None of the above

[Back](#) [Continue](#)

Multiple Select Point & Click

Response options are displayed as graphics or images (e.g. brand logos). Respondents click on the graphics to make a selection/s. Selected responses are denoted by a check mark.

Which of the following brands have you heard of before?

Please select all that apply

- 
- 
- 
- 
- 
- 
- 

[Back](#) [Continue](#)

Multiple Response Grid

This question allows respondents to make multiple selections from columns that apply to statements or choices within the rows.

Which of these brands do you believe the following statements apply to?

Please select all that apply in each row

	Ford	Holden	Audi	Ferrari	Subaru	Toyota	Kia	Chrysler	None of these
Authentic	<input type="checkbox"/>	<input type="radio"/>							
Reliable	<input type="checkbox"/>	<input type="radio"/>							
Quality	<input type="checkbox"/>	<input type="radio"/>							
Value for money	<input type="checkbox"/>	<input type="radio"/>							
Prestigious	<input type="checkbox"/>	<input type="radio"/>							
Honest	<input type="checkbox"/>	<input type="radio"/>							
Exciting	<input type="checkbox"/>	<input type="radio"/>							
Boring	<input type="checkbox"/>	<input type="radio"/>							
Innovative	<input type="checkbox"/>	<input type="radio"/>							
Customer focused	<input type="checkbox"/>	<input type="radio"/>							
	[Fill]	[Fill]							

Point & Click Multiple Grid

This question provides an alternative way of presenting a multiple response grid. Respondents make multiple selections that apply to a given statements or choices, however the statements or choices are displayed one at a time. Respondents must click to make a selection before moving on the next statement. Selected responses are denoted by a check mark.

Which of the following brands do you believe the following statements apply to?

Please select all that apply

Exciting

Apple
 Microsoft
 SAMSUNG

None of these

Multiple Column

A set of multiple choice statements presented in grid format with statements or choices in the columns and responses in rows. Respondents can select as many responses as applicable per statement or choice.

Where would you expect to be able to purchase the following items in a supermarket?

Please select all that apply in each column

	Grated cheese	Sliced ham	Croissants	Apples
Dairy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deli	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bakery	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fresh Produce	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	[Fill]	[Fill]	[Fill]	[Fill]

« Back Continue »

Rating Questions

In the following question types respondents rate statements or choices according to a given scale. The scales are labelled, with the higher and lower ends representing the extremes of the measure being used.

Standard Rating

Presented in a grid format and using traditional radio selection buttons, statements or choices are listed in rows with the scale displaying across the columns. Respondents can only select one point on the scale per statement or choice.

On a scale of 0 to 10 how much do you agree that these statements apply to you?

Please select one

	Strongly disagree	0	1	2	3	4	5	6	7	8	9	Strongly agree	10
I am kind	<input type="radio"/>												
I am smart	<input type="radio"/>												
I am funny	<input type="radio"/>												
	[Fill]												

« Back Continue »

Drag and Drop Rating

In this question type choices are represented by images or graphical displays, and the scale by boxes, with each box representing a point on the scale. Respondents rate the choices by dragging and dropping them into their selected position along the scale.

How likely are you to consider the following brands on your next purchase?

Please drag and drop each item onto the box which represents your answer


Very likely


Somewhat likely

Neither

Somewhat unlikely

Very unlikely

 Microsoft

PROGRESS METER

◀ BackContinue ▶

Drag and Drop Rating Alternative

Similar to the drag and drop rating question except the scale is displayed as a colour bar. You have the option of changing the colour scheme used on the scale. Respondents rate the choices by dragging and dropping them into their selected position along the scale.

Please indicate how well you know these products.

Please drag and drop each item onto the scale



I have no knowledge of this productNeutralI know this product very well



↩ Correct my last Choice

◀ BackContinue ▶

Anchor Rating Questions

In this type of question respondents rate a statement or choice on a set of attributes. Each attribute is put on a scale with each end of the scale representing opposing extremes of the attribute (e.g. hot and cold / wet and dry).

Standard Anchor Rating

Presented in grid format, attributes are listed within the rows and the scale shown horizontally across columns. Respondents must select one response per row.

Please describe your perfect cake.

Please select one answer for each row

	1	2	3	4	5	6	7	
Soft	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Firm
Moist	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dry
Light	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dense
Rich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bland
Sweet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Savoury
	[Fill]	[Fill]	[Fill]					

Slider Anchor Rating

The same as a standard anchor rating except that the scales are displayed as slider bars. To rate an attribute respondents drag the slider button to their selected point along the scale. Scales can be displayed horizontally or vertically.

Horizontal scale

How do you feel about the Nike

Please click on the scale to indicate your selection or drag the slider to select your answer



Neutral

Cheap
▲
 Expensive

Unappealing
▲
 Appealing

Dull
▲
 Exciting

Outdated
▲
 Innovative

PROGRESS METER

[Vertical scale](#)

How do you feel about the Nike brand?

Please click on the scale to indicate your selection or drag the slider to select your answer

Expensive Appealing Exciting Innovative

NIKE

Neutral

Cheap Unappealing Dull Outdated

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Ranking Questions

Ranking questions allow respondents to rank statements or choices in a list from least preferred to most preferred (or vice versa). The system will check a respondent's entries to ensure there are no duplicated responses and all ranks fit within a specified range, for example 1 - 5.

Standard Ranking

In the standard ranking question statements or choices are listed as text. Respondents type a value into the field next to an item to indicate their ranking of it.

Please rank these brands from your most preferred (1) to your least preferred (5)

Please indicate your preference for each brand by typing a number from 1 - 5 in each text box

Ford	<input type="text" value="1"/>
Holden	<input type="text" value="2"/>
Audi	<input type="text" value="3"/>
Ferrari	<input type="text" value="4"/>
Subaru	<input type="text" value="5"/>

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Point & Click Select Ranking

In this variation, items to be ranked are displayed as graphics or text. Respondents rank items by clicking on them in the order of their preference.

Please rank these brands from your most preferred (1) to your least preferred (5)

Rank the items by clicking on them. The first item you click will be ranked 1, the second item ranked 2, etc until you click on the final item. You can change the order of your preferences by clicking on an item again.

1		2		3			
---	---	---	---	---	---	--	---

« Back » Continue

Drag and Drop Ranking

In the drag and drop ranking question items to be ranked are shown as graphics or images (e.g. logos). Rankings are represented by empty boxes. Respondents indicate their ranking preferences by dragging and dropping the items into a selected box.

Please rank the following brands from most preferred (1) to least preferred (5)

Rank each of the following brands by dragging and dropping them into the appropriate boxes

				
Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
				

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Weighting Questions

In this question type participants are asked to distribute 100 points amongst various items, statements or attributes. The system will show a cumulative total as the respondent works through the question and will prevent them from progressing if the total is under or over 100.

Standard Weighting

Items to be weighted are listed. Respondents assign weights (points) to the items by typing a value in the field next to each item.

If you had 100 lollies to give away, how many would you give to each of the people below?

Please make sure your total adds up to 100

Yourself	<input type="text" value="10"/>
Family	<input type="text" value="50"/>
Friends	<input type="text" value="1"/>
Strangers	<input type="text" value=""/>
TOTAL	60
<i>Remaining</i>	<i>40</i>

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Slider Weighting

The same as the standard weighting question except the numeric fields are replaced by slider bars. Respondents distribute points by dragging the slider button to their selected point along the bar.

Imagine you are going to paint a room in your house. Please assign a number of points to each colour to demonstrate how much of each you would use.

Please click on the scale to indicate the relative importance of each item. Continue until you have reached the end of the slider.

Red	<input type="range" value="36"/>
Green	<input type="range" value="19"/>
Blue	<input type="range" value="14"/>
Yellow	<input type="range" value="11"/>
Orange	<input type="range" value="13"/>

Total : 93 / 100 Points

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Open-ended Questions

These types of questions provide respondents with open-ended fields in which to input their responses. They can be varied to suit individual project requirements and accept open-ended responses in a range of settings.

Open-ended Comment

In this question respondents are given an open text box in which to provide a more in-depth comment on a topic or question.

What does being Australian mean to you?

Please type your response



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Open-ended Row

This question type provides respondents with rows of open text fields to list their answers in.

Please list up to 5 bank brands you can think of

Please type your response

1	<input data-bbox="347 1377 571 1424" type="text" value="Bank 1"/>
2	<input data-bbox="347 1440 571 1487" type="text" value="Bank 2"/>
3	<input data-bbox="347 1503 571 1550" type="text"/>
4	<input data-bbox="347 1565 571 1612" type="text"/>
5	<input data-bbox="347 1628 571 1675" type="text"/>

Can't think of any

[« Back](#) [» Continue](#)

Open-ended Alternative

Another way of presenting the fields for an open-ended question. The fields can be displayed as call out boxes and placed horizontally rather than in rows.

Please enter the first three bank brands that you can think of

Click on a call out box to type in your response



« Back » Continue »

Open-ended Grid

This question type allows respondents to input open responses to a set of items, statements or attributes.

How much time do you spend each day on the following activities

Please type your responses

	Hours	Minutes
Exercising	<input type="text" value="2"/> hours	<input type="text" value="30"/> minutes
Reading	<input type="text" value="1"/> hours	<input type="text" value="45"/> minutes
Sleeping	<input type="text" value="8"/> hours	<input type="text" value="1"/> minutes
Gaming	<input type="text" value=""/>	<input type="text" value=""/>

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Drop Down Questions

Drop down questions allow respondents to select a response/s from a given list of possible responses.

Standard Drop Down

One list of response options are displayed in a drop down menu. Respondents can only choose one response.

Where do you live?

Please select one

Please select one

- Melbourne
- Rest of Victoria
- Sydney
- Rest of NSW
- Brisbane

Back Continue

Drop Down Multiple

This variation of the standard drop down question allows respondents to select more than one response from the list provided.

Which of the following TV channels do you watch?

Please select all that apply

Channel 10 x

- Channel 7
- Channel 9
- SBS
- ABC

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Drop Down Grid

This question displays multiple lists in drop down menus. Respondents must select one response from each list.

Please enter the make, model and year of your vehicle

Option A

Make: Please select one

Model: Please select one

Year: Please select one

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Multimedia

In i-Question you have the option of including audio and/or video elements with any question type. Questions with multimedia elements are preceded by an audio or video check to ensure that the device the respondent is using to view the survey is capable of playing the audio or video.

Video

The **video check** asks respondents to watch a video clip and enter the number sequence played to verify that the video can be seen and heard on their device.

Video check

 **This survey requires that you have video player enabled on your system.**

To watch the video clip, please complete the following steps:

- Make sure that you have a video player enabled on your computer.
- Turn your speakers on.
- When you are ready, click the Play button below to play the video clip.



 Skip Testing

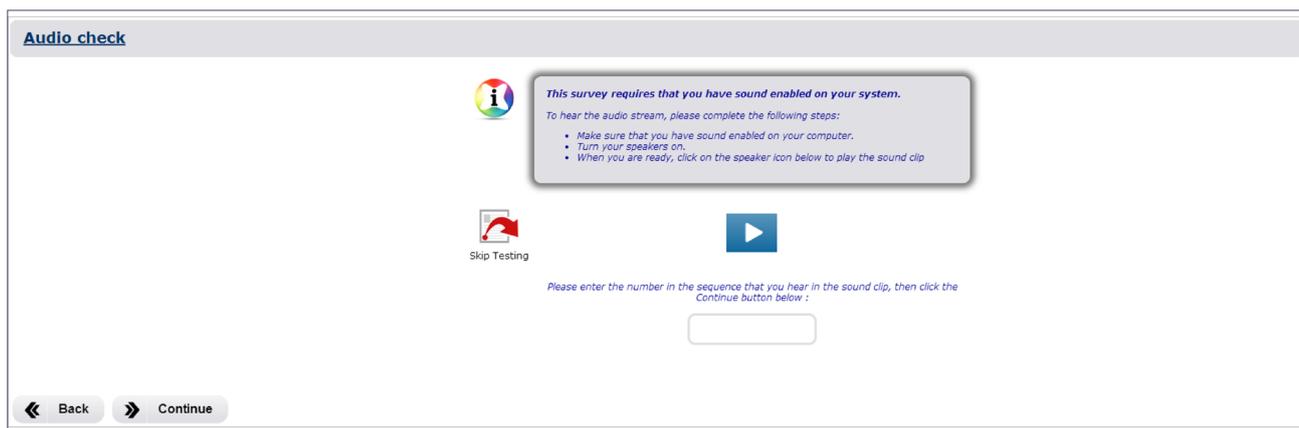
Please enter the number in the sequence that you see in the video clip, then click the Continue button below :

A video player displays on screen with controls for the respondent to adjust volume, play/pause and switch to full screen for video viewing as required.

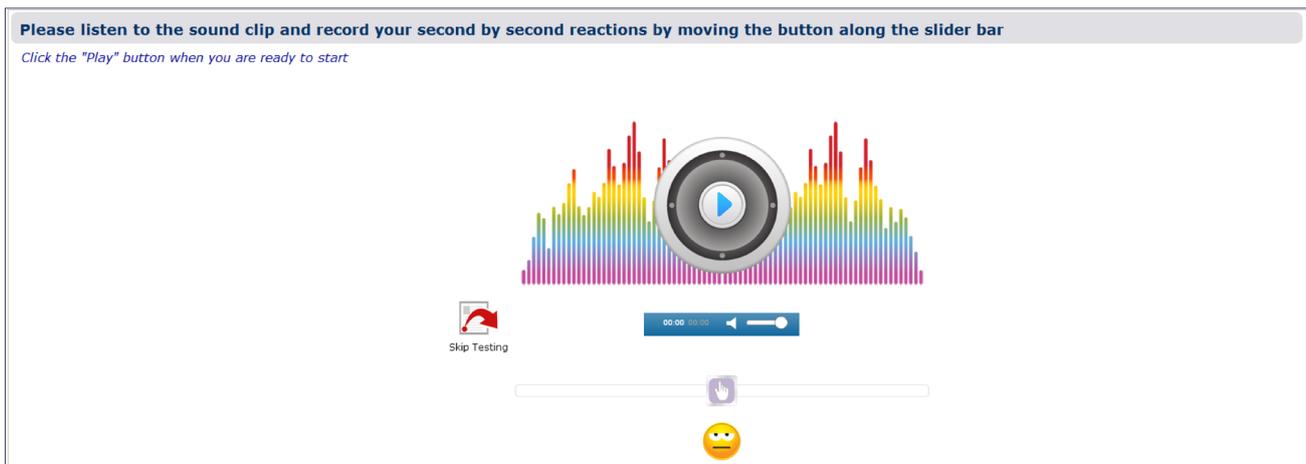


Audio

The **audio check** asks respondents to listen to a sound clip and enter the number sequence played to verify that the audio for the question can be heard on their device.



An audio player displays on screen with controls for the respondent to adjust volume and play/pause as required.



Costing

This question type allows respondents to nominate a cost or costs for given item/s.

The screenshot shows a costing question interface. The header asks: "How much would you typically pay for the following items?". Below the header is the instruction: "Please type your answers into the boxes below". The items and their corresponding price input boxes are:

200g block of chocolate	\$	<input type="text" value="2"/>	.	<input type="text" value="50"/>
Jar of honey	\$	<input type="text" value="4"/>	.	<input type="text" value="99"/>
Packet of chips	\$	<input type="text" value=""/>	.	<input type="text" value=""/>
Tomato sauce	\$	<input type="text" value=""/>	.	<input type="text" value=""/>
Peanut butter	\$	<input type="text" value=""/>	.	<input type="text" value=""/>

At the bottom of the form are two buttons: "Back" with a left arrow and "Continue" with a right arrow.

Choice Models

Card Choice

Card Choice

The table below shows four possible ways that some of the features of a credit card could be offered. We are interested in understanding which one of these four you would choose if they were all available to you next time you choose a card. Please take a few moments to familiarise yourself with the features of each option, and then choose which of the four you would select.

ATTRIBUTES	Gold Card 1	Gold Card 2	Platinum Card 1	Platinum Card 2
Issuer	Mastercard	American Express	American Express	American Express
Interest Free Days	55 days	55 days	45 days	45 days
Interest Rate	18.99%	18.49%	17.99%	18.49%
Interest Rate for Balance Transfer	0% for 6 months	0% for 6 months	4.9% for life	0% for 6 months
Annual Card Fee	\$99	\$59	\$200	\$200
Rewards Program	Redeem for Qantas Frequent Flyer Points	Redeem points for Cashback, Shopping and Gift Cards	Redeem points for Cashback, Shopping and Gift Cards	Redeem for Qantas Frequent Flyer Points
Introductory Sign On Offer	2,000 sign on points	1,000 sign on points	10,000 sign on points	5,000 sign on points
Points Received per \$ spent	1.5 points for every \$1 spent	1.5 points for every \$1 spent	1.5 points for every \$1 spent	1.5 points for every \$1 spent
Points Expiry	Never expires	After 5 years	Never expires	Never expires
Additional Benefits	Travel Insurance Purchase Protection	Companion Card	Design own Card Companion Card Travel Insurance Purchase Protection	Design own Card Companion Card Travel Insurance Purchase Protection Concierge Service

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Shopping Trip

Shopping Trip

You are on a shopping trip. Please choose the product/s you would purchase from the selection shown below. Please review **ALL** of the choices available before making your decision based on how you would shop during a normal trip to the supermarket.

Hover the cursor over a product on the shelf. A detailed view of the product will be shown in an enlarged version in the right window. Click on the product for more information.

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Detailed product information view:

Product Name	Product Size	Product Qty	Product Price (\$)	Subtotal Price	Remove
Natures Cuppa Coffee Freeze Dried Organic	200	1	16.99	16.99	<input type="button" value="X"/>
Moccona Coffee Instant Mocha Kenya Style	250	1	17.22	17.22	<input type="button" value="X"/>
Grand Total Price:				34.209999999999994	

[Back to Shelf](#) [Add to Cart](#)

Demographic Questions

i-Question has a number of standard demographic screener questions. You can choose to use a text-based question style with traditional radio and checkbox selections, or utilise the more visual point & click style questions available in the system.

Postcode

In this question once a respondent enters a postcode the suburb drop down list will automatically populate with suburbs matching the entered postcode. The database of postcode and suburb information is provided by Australia Post and updated monthly.

Postcode

 Please enter your postcode:

 Please select your suburb:

 Back  Continue

Country by Continent

In this question countries are presented visually by continent, with drop down menus listing the countries for each.

In which country were you born?

Please select one

 Asia	 Europe	 Africa	 Australia & Oceania
 North America	 Antarctica	 South America	 Middle East

 Back  Continue

Point & Click Country by Flag (Single)

Countries are presented visually by their flags, respondents select a country by clicking on its flag.

In which country were you born?

Please select one

 Afghanistan	 Aland Islands	 Albania	 American Samoa	 Andorra	 Armenia	 Australia	 Austria
 Azerbaijan	 Bangladesh	 Belarus	 Belgium	 Bhutan	 Bosnia and Herzegovina	 British Indian Ocean Territory (Chagos Archipelago)	 Brunei Darussalam
 Bulgaria	 Cambodia	 China	 Christmas Island	 Cocos (Keeling) Islands	 Cook Islands	 Croatia	 Cyprus

Point & Click Country by Flag (Multiple)

This question type also shows countries by their flags, but allows the respondent to select more than one country.

In which country/countries were your parents born?

Please select all that apply

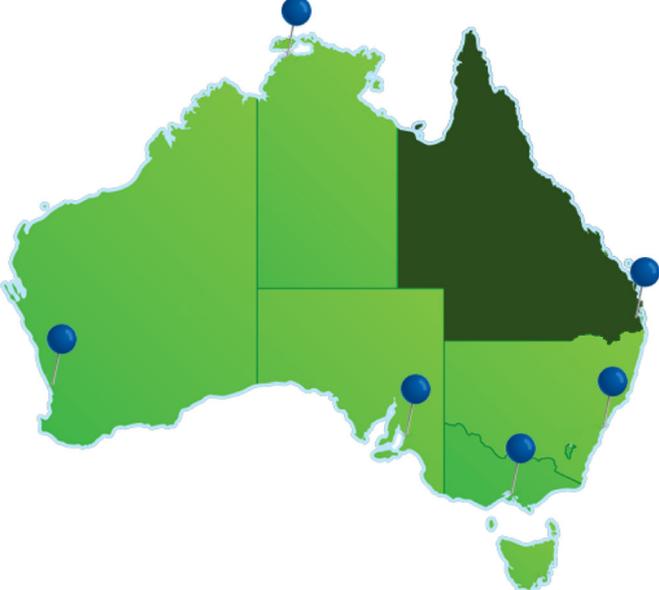
 Afghanistan	 Aland Islands	 Albania	 American Samoa	 Andorra	 Armenia	 Australia
 Austria	 Azerbaijan	 Bangladesh	 Belarus	 Belgium	 Bhutan	 Bosnia and Herzegovina
 British Indian Ocean Territory (Chagos Archipelago)	 Brunei Darussalam	 Bulgaria	 Cambodia	 China	 Christmas Island	 Cocos (Keeling) Islands

Location

In this question type respondents can indicate their location by pointing and clicking on its place on a map.

Which state do you live in?

Please select one



A map of Australia showing the outlines of its states and territories. The map is divided into six regions, each with a different shade of green. Six blue circular location pins are placed on the map, with thin lines connecting them to their respective locations on the map. The pins are located in the Northern Territory, Western Australia, South Australia, Queensland, New South Wales, and Victoria.

Gender

A single choice question type with the genders represented by images. Respondents click on an image to select it.

Are you...

Please select one



Male



Female

◀ Back Continue ▶

Child / Gender / Age (CGA)

This question provides respondents with a child/gender/age grid based on the number of children in their household.

How many children do you have?

Q How many children do you have?

Child	Gender	Age
Child 1	<input type="text" value="Male"/>	<input type="text" value="11-15"/>
Child 2	<input type="text" value="Gender of child 2"/>	<input type="text" value="Age of child 2"/>

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Social Economic Status (SES)

For Australian socioeconomic status the system provides respondents with drop down menus for all recognised Industry and Occupation listings. i-Question will provide an SES classification of Blue Collar, White Collar and Other based on the current Australian Bureau of Statistics classifications.

Social Economic Status (SES)

Q What industry do you work in?

Q What is your occupation?

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Social Economic Definition (SED)

This question lists a pre-defined range of social and economic indicators, designed to give the researcher a better understanding of the respondent's overall level of wellbeing and prosperity.

Social Economic Definition (SED)

Q Please select your highest level of education attained...

Q Please select your level of income...

Q Please select your occupation...

Farmer
Skilled manual worker
Clerk/Typist
Sales
Semi-professional

Captcha

A CAPTCHA screener can be used to protect your survey against bots by generating and grading tests that humans can pass but current computer programs cannot.

CAPTCHA



Please type in the 6 large dark grey letters here:

Conclusion

Thank you for viewing our guide to i-Question. We hope it has given you a good indication of the capabilities of this system.

The customisation options available under all question styles include:

- Randomisation or rotation of statements, images and word associations
- Switching on or off the participant's ability to correct errors or go backwards
- Piping into or out of questions. For example, options selected in a multiple choice either appear or are removed in a subsequent single select question.

Because i-Link's systems are all owned and developed by us, we can offer unparalleled response time to produce any type of question you can imagine. If you have an idea about an interactive way you would like to ask a question then we can build it for your in an extremely timely and cost-effective manner.

Our on-site software team can develop new systems and question styles to suit your needs. We can even negotiate exclusivity agreements for new methodologies you might like to develop. i-Link currently has a number of similar agreements in place.

If you would like more information or wish to discuss your project, please do not hesitate to contact our Client Services Team.



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