IncQuery

Post-Launch:
Updating the Survey, Downloading Results, And Analyzing Data

Updating Sample Size (N) and Quota Caps

- Change these numbers at any time on the **Overview** tab.
- Click **Publish** the **Latest Changes**.
- Changing the N is generally considered safe, but inform your survey directors and panel providers.

Modifying Questions

- Make changes on the **Detailed View** page under the **Content** tab:
  - Add, remove, or hide questions.
  - Modify question and response text.
  - Change question types.
- Tag your survey directors to identify all changes you make, no matter how small.
- The survey directors will review and test the changes before republishing.

Pathing, Logic Loops, and Other Programming

- We don't recommend that you make these changes yourself.
- Tag your survey directors and explain what needs to be changed.
- The survey directors will handle the reprogramming, test the changes, and update the live survey.

Good to Know

If you make significant changes to the survey, the data already collected might be partially or completely unusable.

Only a survey director can publish changes made in the **Content** tab.

Post-Launch: Updating, Downloading, and Analyzing

Downloading Raw Data

Go to the **Downloads** page under the **Results** tab. Select the layout, file type, status, and types of questions you want, and then click **Download Response Table**.

Pro Tip: Understanding Layouts

Wide file
Each row shows a unique person's responses, with columns for every question. This is the most common type of download.

Flat file
Each row represents a single survey response. This layout is usually used for data visualization platforms like Tableau. These are sometimes called stacked or vertical files.

Downloading a Ready-to-Analyze Dataset

IncQuery's ready-to-analyze datasets can be fully customized and downloaded on demand. They are preprogrammed with all the formulas and formatting you need.

- Go to the **Downloads** page under the **Results** tab.
- Scroll down to the **IncQuery Analysis Tool** section. (Note: This will not be visible until fielding has begun and at least one response has been recorded.)
- If you wish to apply custom data cuts and filters, select the appropriate options.
- Click **Build.**
- After the file is generated, click the link to download it.

Key Features of a Ready-to-Analyze Dataset

Automatic Calculations:
Effortless Net Promoter Score (NPS) and Key Purchasing Criteria (KPC) results.

Fully Dynamic Data:
Changing a formula or variable on one page will update results on every tab.

Advanced Crosscuts:
Any question or variable can be cut against any other question or variable.

Compatibility With Presentation Tools:
Easily create presentation-ready charts and slides by selecting **think-cell** from the drop-down menu in the **Layout** section.

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Review Data From Your Soft Launch

IncQuery lets you download datasets once the first set of responses is recorded. This is invaluable during a soft launch, as you can review the data and decide if any changes are needed before the full launch.

! Issue	» What to Do
Results are significantly different than what you had expected.	Review data to ensure accuracy. Review content and quality control (QC) flags.
Inconsistent, duplicate, or missing responses.	Review content and logic.
Lower than expected qualifying rate. (On the **Metrics** tab on the **Results** page.)	Review screener section and adjust the qualifying criteria if needed. Talk to your panel provider to assess the impact.
Lower than expected completion rate. (On the **Metrics** tab on the **Results** page.)	Review survey length and complexity.

Pro Tip:
Monitor Abandonments and Quality Checks

As you review your data, keep an eye on abandonments and quality control flags. They can help you identify possible issues with wording, length, mobile compatibility, or respondent quality.

Abandonments:
- High rates may indicate that respondents are confused or fatigued,
- Go to the **In Progress** section under **Results** tab to see if certain questions or sections have high drop-off rates.

Quality Control (QC) Flags:
- These flags help you assess the integrity of a respondent's answers.
- They can identify low-quality responses, detect minimal effort from survey takers, and examine other factors related to data reliability.
- Go to the **Metrics** section of the **Results** for QC data.

Need Help?

Reach out directly to your survey directors or visit the **Knowledge Base** in the platform.