




# Q Cheat Sheets

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| <b>What to do when you cannot figure out how to use Q</b> | Right-click on whatever it is you are trying to change |  |
|   | Get help about the screen you are on                   | Help ► Help  |
|   | Get help interpreting a table                          | Help ► Interpret This Table  |
|   | Read the wiki  | Help ► Q Reference Manual  |
|   | Search the wiki  | Help ► Online Documentation Search   |
|   | Do some training modules                               | Help ► Online Training   |
|   | Contact support  | <a href="mailto:support@q-researchsoftware.com">support@q-researchsoftware.com</a> |


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| <b>What to do when the data looks wrong</b> | Contact the person that set up the project (if you did not do it yourself)          |   |
|   | Check the base  | base n = 0; total n = 13; 13 missing; 88% filtered out;   |
|   | Check n and base n  | Statistics – Cells ► n or Base n  |
|   | Check statistical testing   | Show significance: Compare columns<br>Edit ► Project/Table Options ► Statistical Assumptions  |
|   | Check that the Question Type setting makes sense on the Variables and Questions tab | Either go to the Variables and Questions tab and find the data, or, press  to the right of the relevant dropdown menu               |
|   | Check that the Filter is correct  | E.g., Filter: Q8. One or more message not recalled  |
|   | Check that the Weight is appropriate  | E.g., Weight: None  |
|   | Check that the correct rules are applied and, try and remove the rules              | If a Rule has been applied, a pink Rules tab will appear at the bottom of the table. Control when applied using the Apply dropdowns |
|   | Hide or unhide variables  | On the Variables and Questions tab, press <b>H</b>  |
|   | Check if empty rows/columns are are hidden  | Check to see if  is depressed (this hides empty rows and columns)   |
|   | Review the Value Attributes   | Right-click on a row or column heading and select Values  |
|   | Review how a variable has been constructed  | 1. Go to the Variables and Questions tab<br>2. Find the variable<br>3. Right-click: Edit Variable                                   |
|   | Contact support   | File ► Send Pack ► To Support and indicate which table and which cells in the table look wrong and why                              |

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| <b>Data files and file management</b><br>When you analyze data in Q you are always using two files:<br><ul style="list-style-type: none"><li>Project file (.Q): this contains all the work you have done in Q.</li><li>Data file (e.g., .sav): this contains your survey data; Q does change the raw data.</li></ul> | Start a new project                    | 1. File ► Import New Data File (New Project)<br>2. Either click Yes to all questions, or, use a special-purpose QScript for cleaning<br>3. Tools ► QScripts ► Online Library ► Preliminary Project Setup scripts |
|  | Starting using a QPack                 | 1. Double-click on the QPack or File ► Open Existing Project<br>2. File ► Save Project<br>3. Read any messages carefully (as you may destroy work)   |
|  | Opening a project                      | File ► Open Existing Project or Recent Projects  |
|  | Share projects                         | File ► Send Pack This sends the project and data files   |
|  | Update project with new data           | File ► Import Updated Data File (Current Project)  |
|  | Merge different projects               | Open two copies of Q and drag and drop tables and variables from one project to another  |
|  | Merge data files                       | Tools ► Merge Data Files   |
|  | Stack data                             | Tools ► Stack SPSS Data File   |
|  | Panel data (e.g., occasion-based data) | 1. Stack the data (if necessary)<br>2. File ► Add Data to Project<br>3. File ► Edit Data File Relationships  |

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| <b>Weights and filters</b><br>Weights and filters can be applied to the entire project or to selected tables and plots. | Applying filters and weights                               | Filter: France  AND Total sample  W Weight: None   |
|   | Creating a weight  | Create ► Variables and Questions ► Variable(s) ► Weight  |
|   | Allowing variables to be selectable as weights and filters | On the Variables and Questions tab, press <b>F W</b>   |
|   | Creating simple filters                                    | Automate ► Online Library ► Create New Variables ► Create Filters from Selected Questions              |
|   | Creating filters from a table                              | Create a table, select the relevant cells and press  |
|   | Creating complicated filters                               | Find filters created from a table on the Variables and Questions tab (V&Q), right-click: Edit variable |

| Tables and plots   |  |   |
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| <p>Note that the one of the main ways of modifying a table is to change the data in the table, and when this is done all other tables using the same data will also change (see <a href="#">Manipulating Data</a>)</p> | View additional statistics   | Right-click: <b>Statistics – Cells/Right/Below</b> ►  |
|  | Save a copy of a table   |    |
|  | Changing the data  | Country <input type="text"/> SUMMARY <input type="text"/>   |
|  | Create plots in Q  | Select from <b>Show Data As</b> (top middle of the screen)  |
|  | Customizing the look and feel of tables  | <b>File</b> ► <b>Project Options</b> and <b>Table Styles</b>  |
|  | Lock a table so the data cannot be changed   | Right-click on table(s) in the <i>Report</i> and select <b>Lock</b>   |
|  | Create folders   | Right-click on a table in the <i>Report</i> and <b>Add group</b>  |
|  | Create lots of tables  | <b>Automate</b> ► <b>Online Library</b> ► <b>Create Tables – Banner Tables</b> (this also automatically creates banners and flattens data – see <a href="#">Manipulating Data</a> ) |
| Simultaneously change lots of tables/plots   | Select them all at the same time and then modify as normal (e.g., apply filters, right-click and <b>Statistics – Cells</b> ) |   |
| Exporting  |  |   |

| Viewing raw data                               |  |   |
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| Seeing the raw data for a question             |  | <b>Brown dropdown menu: RAW DATA</b>  |
| Seeing raw data for lots of variables in Excel |  | <ol style="list-style-type: none"> <li>1. Select the variables in the <b>Variables and Questions</b> tab</li> <li>2. Right-click: <b>Export variables to Excel</b></li> <li>3. In Excel: <b>VIEW</b> ► <b>Freeze Panes</b> ► <b>Freeze Top Row</b></li> <li>4. In Excel: <b>DATA</b> ► <b>Filter</b></li> </ol> |
| Seeing all the raw data in Q                   |  | All the raw data is viewable on the <b>Data</b> tab. You can sort columns, show filters and re-order the columns (this is done on the <b>Variable and Questions</b> tab)  |

| Exporting  |  |  |
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| <p>Any chart templates that you create in Excel, PowerPoint and Word, are available in the <b>Format</b> dropdown that appears when exporting.</p> | Export to PDF                          | <b>File</b> ► <b>Export to PDF</b>   |
|  | Create online report                   | <b>File</b> ► <b>Share as Dashboard</b>  |
|  | Export to Excel, PowerPoint and Word   |       |
|  | Automatically update Office exports    |    |
|  | Setting default chart types for Office | <ol style="list-style-type: none"> <li>1. Create <i>Chart Templates</i> using Excel, Word or PowerPoint</li> <li>2. <b>Edit</b> ► <b>User Options</b> ► <b>Export Chart Defaults</b></li> </ol>  |
|  | Exporting variables to Excel           | Select the variables on the <b>Variables and Questions</b> tab, right-click and select <b>Export Variables to Excel</b>  |

| Manipulating data  |  |   |
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| <p>There are lots of tools for manipulating data. These are only some of the more commonly-used basic tools.</p> | Merging  | Drag and drop or right-click: <b>Merge</b>  |
|  | Creating NETs  | Right-click: <b>Create NET</b>  |
|  | Reproducing merging and creating NETs on other similar questions | <b>Automate</b> ► <b>Online Library</b> ► <b>Modifying Rows and Columns - Use a Question as a Template for Modifying Other Questions</b>  |
|  | Re-ordering categories/sorting                                   | <ul style="list-style-type: none"> <li>• Drag and drop</li> <li>• Right-click: <b>Sort By</b></li> <li>• <b>Automate</b> ► <b>Online Library</b> and search for <i>sort</i></li> </ul>  |
|  | Removing a category and rebasing                                 | <ul style="list-style-type: none"> <li>• Right-click: <b>Remove</b> (only for mutually exclusive options)</li> <li>• Filtering: Create a NET and right-click on it: <b>Create filter</b></li> </ul>   |
|  | Removing a category without rebasing                             | Right-click: <b>Hide</b>  |
|  | Switch between % and averages as main statistics on a table      | <b>V&amp;Q</b> : Change <b>Question Type</b> from <b>Pick One / Pick One – Multi</b> to/from <b>Number / Number - Multi</b>   |
|  | Creating a 2 <sup>nd</sup> version of a question                 | Right-click on table row/column heading: <b>Duplicate Question</b>  |
|  | Creating a question from a variable                              | <ol style="list-style-type: none"> <li>1. Go to the <b>Variables and Questions</b> tab</li> <li>2. Select the applicable variable</li> <li>3. Right-click: <b>Copy and Paste Variable(s)</b> ► <b>Exact copy</b></li> </ol>   |
|  | Comparing two questions (e.g., pre and post)                     | <ol style="list-style-type: none"> <li>1. Go to the <b>Variables and Questions</b> tab</li> <li>2. Select the questions</li> <li>3. Right-click: <b>Copy and Paste Variable(s)</b> ► <b>Exact copy</b></li> <li>4. Select the newly-created copies</li> <li>5. Right-click: <b>Set Question</b></li> <li>6. Choose an appropriate <b>Question Type</b> <ul style="list-style-type: none"> <li>• <b>Pick One – Multi</b> if combining two categorical questions</li> <li>• <b>Number – Multi</b> if combining two numeric variables</li> <li>• <b>Number – Grid</b> if combining sets of numeric variables</li> <li>• <b>Pick Any – Grid</b> if comparing multiple response questions</li> </ul> </li> </ol> |
|  | Banding numeric variables  | <ol style="list-style-type: none"> <li>1. See <i>Creating a 2nd version of a question</i></li> <li>2. See <i>Switch between % and averages as main statistics on a table</i></li> </ol>   |
|  | Recoding (changing Value Attributes)                             | Right-click on table row/column heading, select <b>Values</b> and change the numbers in the <b>Value</b> column   |
|  | Flatten (i.e., change a grid to a single column)                 | <b>Automate</b> ► <b>Online Library</b> ► <b>Modifying Rows and Columns – Flatten</b>   |
|  | Create a banner  | <ol style="list-style-type: none"> <li>1. Create a new table</li> <li>2. <b>Create</b> ► <b>Banner...</b> and then select the banner in the <b>brown</b> drop-down menu</li> </ol>  |

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| Nest one variable within the variables in a Pick One – Multi (i.e., grid)   | <ul style="list-style-type: none"> <li>Automate ► Online Library ► Create New Variables - Filter One Question by Another Question, or</li> <li>Stack the data: Tools ► Stack SPSS .sav File</li> </ul> |
| Create a numeric variable   | On the Variables and Questions tab, right-click: Insert Variable(s) ► JavaScript Formula ► Numeric   |
| Example if statement: == means "equals",    means "or", and && means "and":<br><code>if ((age &lt;= 39    fit == 1) &amp;&amp; gender == 1) 1; else 2;</code>                       |  |
| Shorthand if statement<br><code>age &gt; 39 ? 1 : 2;</code>   |  |
| Multi-line expression<br><code>var respondent_age = d1;<br/>var respondent_gender = d2;<br/>var age_by_gender = respondent_age + 100 * respondent_gender;<br/>age_by_gender;</code> |  |
| Create a categorical variable   | <ol style="list-style-type: none"> <li>See Create a numeric variable</li> <li>Change the Question Type to Pick One</li> </ol>  |
| Recoding into a different variable  | <ol style="list-style-type: none"> <li>Right-click: Copy and Paste Variable(s) ► Exact copy</li> <li>Modify the variable as per your needs</li> </ol>  |
| Standard mathematical functions   | V&Q: Insert Ready-Made Formula(s) ► Mathematical Functions (by Case)   |
| Creating a binary variable  | Follow the steps for creating filters <a href="#">Weights and Filters</a>  |

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| Automation | Automatically creating variants of a derived variable | V&Q: Insert Ready-Made Formula(s) ► Use as Template for Replication   |
|            | Creating a custom QScript                             | <ol style="list-style-type: none"> <li>Find a similar QScript in Automate ► Online Library</li> <li>Press <a href="#">More Information</a> at the bottom of the description</li> <li>Copy the code in the box</li> <li>Open a text editor, paste, and modify as per your needs</li> <li>Save with a file extension of .QScript</li> <li>Automate ► Run QScript (Macro) from file</li> </ol> |
|            | Creating a custom Rule                                | <ol style="list-style-type: none"> <li>Find a similar Rule in Automate ► Online Library</li> <li>Press <a href="#">More Information</a> at the bottom of the description</li> <li>Copy the code in the box</li> <li>Automate ► Custom Rule ► Edit JavaScript</li> <li>Paste the code and modify as per your needs</li> <li>Press Close, Yes and OK</li> </ol>                               |
|            | Automatic dashboard updating                          | <a href="http://web-q.com/API">web-q.com/API</a>  |

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| Factor analysis / Principal Components Analysis | Standard Principal Components Analysis (PCA) | <ol style="list-style-type: none"> <li>Create a single Number - Multi question with all the variables that you wish to include</li> <li>Create ► Traditional Multivariate Analysis ► Principal Components Analysis</li> <li>Re-run the analysis with different numbers of components (if desired). It can be useful to delete the components that are created.</li> </ol> |
|   | Non-linear Principal Components Analysis     | Create ► Map ► Type of Analysis ► Use the questions selected below (multiple correspondence analysis)   |
|   | Saving factors from non-linear PCA           | Choose Save factors on the dialog box   |

|                            |                   |  |
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| Brand association analysis | Brand Maps        | <ol style="list-style-type: none"> <li>Create a table of the data (e.g., a SUMMARY table of a Pick Any – Grid question)</li> <li>Create ► Map ► Type of Analysis ► Use the current table: Correspondence Analysis</li> <li>Choose your preferred Plotting option</li> </ol>  |
|                            | Driver analysis   | <ol style="list-style-type: none"> <li>Stack the data</li> <li>Use one of the methods described below for Regression</li> </ol>  |
|                            | Residual analysis | <ol style="list-style-type: none"> <li>Create a table of the data (e.g., a SUMMARY table of a Pick Any – Grid question)</li> <li>Statistics – Cells ► z-Statistics, which shows normalized residuals (i.e., a score of more than 1.96 is significantly high at the 0.05 level, ignoring multiple comparison issues)</li> </ol> |

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| Max-Diff and Choice Modeling<br><br>Please note that Q does not currently create experimental designs, but plan to launch this capability in 2015 | Importing the experimental design into a project | Automate ► Online Library ► Max-Diff Setup from an Experimental Design, or, Automate ► Online Library ► Choice Modeling  |
|   | Viewing statistics                               | <ol style="list-style-type: none"> <li>Right-click and select Statistics – Cells</li> <li>Select all the cells on the table (except headings) and press <math>\alpha</math></li> </ol>   |
|   | Segmentation                                     | Create ► Segments and press OK (see <a href="#">Segmentation</a> )   |
|   | Coefficients for each respondent                 | <ol style="list-style-type: none"> <li>Set the Case IDs in the Data tab</li> <li>Create segments, or, another mixture model (Create ► Segments ► Advanced)</li> <li>Right-click on a segment and select Save Individual-Level Parameter Means and Standard Deviations</li> <li>Select RAW DATA in the Brown dropdown menu</li> </ol> |
|   | Profiling the results                            | Create crosstabs with the Question created when the experimental design was imported (i.e., this is vastly superior to using the individual-level coefficients)  |

| Correlation, Regression and Driver Analysis                          |   |
|--|---|
| Correlation  | Select <b>Number</b> or <b>Number – Multi</b> questions in the <b>Blue</b> and <b>Brown</b> dropdowns   |
| Linear regression  | <ol style="list-style-type: none"> <li>1. Ensure that the <i>Dependent Variable</i> has a <b>Question Type</b> of <b>Number</b></li> <li>2. If you are planning to use stepwise regression, ensure that variables that you wish grouped together are in the same question, and variables that you want treated separately are in separate questions</li> <li>3. Ensure that any numeric independent variables are <b>Number</b> or <b>Number – Multi</b> and any that you wish to treat as categorical are a categorical <b>Question Type</b></li> <li>4. <b>Create ▶ Traditional Multivariate Analysis ▶ Regression</b></li> </ol> |
| Binary logit   | Same as linear regression, except with a <b>Pick One</b> dependent variable with two categories   |
| Ordered logit  | Same as linear regression, except with a <b>Pick One</b> dependent variable that has <b>Variable Type of Ordered Categorical</b>  |
| Multinomial Logistic   | Same as linear regression, except with a <b>Pick One</b> dependent variable that has <b>Variable Type of Categorical</b>  |
| MNL, Rank-Ordered Logit, Latent Class Logit, Random Parameters Logit | <ol style="list-style-type: none"> <li>1. Setup the regression as an <b>Experiment</b> (i.e., this is what is done when you setup a Max-Diff or Choice Modeling experiment)</li> <li>2. <b>Create ▶ Segments ▶ Advanced</b></li> </ol>  |
| Automating large numbers of regressions                              | Setup the regression as an <b>Experiment</b> (i.e., this is what is done when you setup a Max-Diff or Choice Modeling experiment), and then create tables, each which will contain regressions  |
| Shapley regression, Kruskal Driver Analysis, etc.                    | <b>Automate ▶ Online Library</b> and search for <b>Driver</b>   |

| Segmentation           |  |
|------------------------|--|
| Preparing the data     | <p>Create appropriate derived variables (see the earlier section). E.g.,</p> <ul style="list-style-type: none"> <li>• Show rating scales as Top 2 Boxes (i.e., <b>Pick Any</b>)</li> <li>• Show rating scales <b>Number – Multi</b></li> <li>• Show rating scales as <b>Ranking</b></li> <li>• <b>Automate ▶ Online Library ▶ Segmentation – Standardize Data by Case</b></li> <li>• Principal Components Analysis</li> </ul>  |
| Create the segments    | <ol style="list-style-type: none"> <li>1. <b>Create ▶ Segments</b></li> <li>2. Select the desired questions in <b>Questions to Analyze</b></li> <li>3. Ensure that <b>Form segments by</b> is set to <b>splitting by individuals (latent class analysis, cluster analysis, mixture models)</b></li> <li>4. Press <b>Advanced</b> and you have additional options. Note that the defaults in segmentation are generally pretty useful, but if you modify advanced options you can quite easily create invalid analyses.</li> <li>5. Re-Run the analysis with: <ul style="list-style-type: none"> <li>• Different input variables</li> <li>• Different Question Types for the input variables</li> </ul> </li> <li>6. Different number of segments (<b>Create ▶ Segments ▶ Number of segments per split ▶ Manual</b>)</li> </ol> |
| Profiling the segments | <b>Create ▶ Smart Tables</b>   |



## Question Types

The way that Q presents data is determined by the underlying **Question Type** of the data. Question types are set automatically when importing data and can be modified in the **Variables and Questions** tab.

| Question Type             | Description  | Example  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
|---------------------------|--|--|--------------------------|---------------------------|--------------------------|------|---------|--------------------------|--------------------------|--------------------------|-----|--------------------------|--------------------------|--------------------------|-----------|--------------------------|--------------------------|--------------------------|
| <b>Text</b>               | Each observation in the data file contains text.   | What is your name? _____   |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Text – Multi</b>       | Multiple related fields of text for each observation in the data file.   | Please type in the names of your three favorite soft drinks<br>1. ____ 2. ____ 3. ____   |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Pick One</b>           | A set of mutually exclusive and exhaustive categories (i.e., <i>nominal</i> or <i>ordinal</i> scales).   | Are you... <input type="radio"/> Male <input type="radio"/> Female   |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Pick One – Multi</b>   | A series of <b>Pick One</b> questions sharing the same scale points.   | Please rate your satisfaction with the following banks<br><table style="margin-left: 40px;"> <thead> <tr> <th></th> <th>Low</th> <th>Med</th> <th>High</th> </tr> </thead> <tbody> <tr> <td>Westpac</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>ANZ</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>St George</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table> |                          | Low                       | Med                      | High | Westpac | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ANZ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | St George | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                           | Low  | Med  | High                     |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| Westpac                   | <input type="checkbox"/>   | <input type="checkbox"/>   | <input type="checkbox"/> |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| ANZ                       | <input type="checkbox"/>   | <input type="checkbox"/>   | <input type="checkbox"/> |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| St George                 | <input type="checkbox"/>   | <input type="checkbox"/>   | <input type="checkbox"/> |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Number</b>             | A numeric variable (i.e., <i>interval</i> or <i>ratio</i> scale).  | How many glasses of wine did you drink last night? ____  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Number – Multi</b>     | A series of numeric variables measured on the same scale.  | Next to the brands below, please indicate how many times you have purchased them in the past week<br>Coke ____ Pepsi ____ Fanta ____   |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Pick Any</b>           | What is usually referred to in market research as a multiple response or multi question. Respondents are asked to pick all that apply from a list of options.                              | Which of the following have you bought in the past week?<br><input type="checkbox"/> Coke <input type="checkbox"/> Pepsi <input type="checkbox"/> Fanta  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Pick Any – Compact</b> | Same as <b>Pick Any</b> but stored in a more compact format (see the <i>Q Reference Manual</i> ).  |  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Pick Any – Grid</b>    | A set of binary variables that can be thought of as being ordered in two dimensions (e.g., a <b>Pick Any</b> question asked in a loop).  | Which of these brands are cool?<br><input type="checkbox"/> Coke <input type="checkbox"/> Pepsi <input type="checkbox"/> Fanta<br>Which of these brands are young?<br><input type="checkbox"/> Coke <input type="checkbox"/> Pepsi <input type="checkbox"/> Fanta<br>Which of these brands are sexy?<br><input type="checkbox"/> Coke <input type="checkbox"/> Pepsi <input type="checkbox"/> Fanta  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Number – Grid</b>      | A question requiring numeric responses, where the variables can be thought of as being ordered in two dimensions (e.g., a <b>Number – Multi</b> question asked in a loop).                 | In the past month, how many <i>economy flights</i> did you take on...<br>Qantas ____ United ____ SAS ____<br>...and how many <i>business class flights</i> did you take on...<br>Qantas ____ United ____ SAS ____  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Date</b>               | A question containing a date.  | What is your date of birth?<br>____ / ____ / 19____  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Ranking</b>            | Multiple numeric variables that represent a ranking, where the highest number is most preferred and ties are permitted.  | Rank the following brands according to how much you like them...<br>Coke ____ Pepsi ____ Fanta ____  |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| <b>Experiment</b>         | A <b>Number</b> , <b>Number – Multi</b> , <b>Ranking</b> , <b>Pick One</b> or <b>Pick One – Multi</b> question, where the alternatives presented were varied using an experimental design. | Which of these would you buy?<br><table style="margin-left: 40px;"> <tbody> <tr> <td>Coke<br/>\$2.00<br/>Can</td> <td>Pepsi<br/>\$4.20<br/>Bottle</td> <td>Fanta<br/>\$3.20<br/>Flask</td> </tr> </tbody> </table>   | Coke<br>\$2.00<br>Can    | Pepsi<br>\$4.20<br>Bottle | Fanta<br>\$3.20<br>Flask |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |
| Coke<br>\$2.00<br>Can     | Pepsi<br>\$4.20<br>Bottle  | Fanta<br>\$3.20<br>Flask   |                          |                           |                          |      |         |                          |                          |                          |     |                          |                          |                          |           |                          |                          |                          |