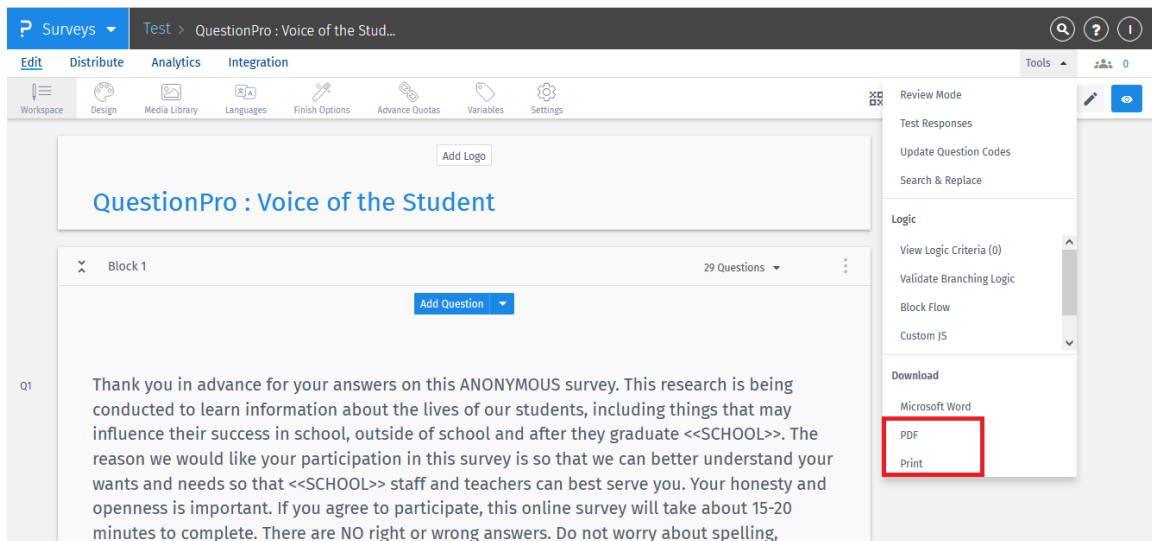


Step-by-Step Guide for Migrating a Survey from QuestionPro to Qualtrics

1. Export Your Survey from QuestionPro

- **Log in to QuestionPro:** Access your QuestionPro account.
- **Navigate to Your Survey:** Go to the survey you want to export.
- **Download Survey:** Open the Tools dropdown menu and use the download feature to save your survey questions and answer options. Typically, you can save the survey to a Word document or a pdf file.



Attention: This export is meant to act as a readable copy or data dictionary for your survey. It **cannot** be imported back into Qualtrics.

- **Backup Responses:**

To download the raw survey data, go to:

- Login » Surveys » Analytics » Manage Data » Export
Select CSV - Comma Separated Values (.csv) as the Output File Format.
- Select whether you want to Display Answer Values. By default, answer options are saved in the database with their index value. Enabling this option downloads data with the answer text instead of the index value.

- Select whether you want to Display Question Codes Instead of Text. In case you have long question text and you want to refer to questions using the question code associated, use this option.
- Response Status Filter: Filter data by response status: Started But Not Completed OR Completed OR Terminated Via Branching.
- Click Download.

The screenshot shows the 'Raw Data Export' configuration page. At the top, the navigation bar includes 'Edit', 'Distribute', 'Analytics' (highlighted with a red underline), and 'Integration'. Below this, there are icons for 'Reports', 'Analysis', 'Text Analysis', 'Choice Modelling', and 'Export' (highlighted with a red box). The main content area is titled 'Raw Data Export' and contains the following settings:

- Output File Format: Microsoft Excel (.xlsx)
- Single Header Row:
- Include Open-Ended Text Data:
- Include Raw Data:
- Display Answer Codes/Index: (Selected)
- Display Answer Values:
- Display Question Codes instead of Text:
- Represent Unselected Checkboxes with '0':
- Show Question Not Displayed:
- Display Report Labels:
- Exclude Content URLs (Upload Question Data):
- Include Geo Code & Additional Info:
- Include Randomization Data:
- Data Filters: --Entire Dataset--
- Filter Data Cuts (maximum upto 5): Select Some Options

A blue 'Download' button is located at the bottom of the configuration panel.

2. Prepare Your Survey for Import

- **Review Exported File:** Ensure that all questions and answer options are correctly exported.
- **Adjust Formatting:** [Prepare a simple format TXT or DOCX file](#) compatibility with Qualtrics.
However, simple TXT formatting is appropriate for simple surveys that only have **multiple choice and matrix** questions. Each question should be separated by 2 lines of empty text.

Example:

```
1. This is a multiple choice question. Every question starts with a
number followed by a period. There should be a blank line between
the question text and the choices.

a
b
c
d

[[Block:My Block Name]]
2. This is a multiple choice- multiple answer question.
[[MultipleAnswer]]

a
b
c
d

[[PageBreak]]
3. This is a matrix question that has longer question text.
It is a matrix question because it has two groups of choices.
The choices ma, mb, and mc are statements while m1, m2, and m3
are scale points.

ma
mb
mc

m1
m2
m3
```

For more options, see [Preparing an Advanced Format TXT File](#). When using the Advanced TXT format, each part of the question must be explicitly defined using the “[[]]” tags. The tags begin with “[[” and end with “]]” with no spaces in-between the brackets.

The advance TXT formatted file supports more question types such as:

1. **[[MC]]** – Multiple Choice
2. **[[Matrix]]** – Matrix Table
3. **[[TextEntry]]** or **[[TE]]** – Text Entry
4. **[[ConstantSum]]** or **[[CS]]** – Constant Sum
5. **[[RankOrder]]** or **[[RO]]** – Rank Order
6. **[[Text]]** or **[[DB]]** – Text/Graphic (Descriptive Block)

Example:

```
[[AdvancedFormat]]

[[ED:State]]
[[ED:Gender]]
[[ED:SawSurvey:1]]

[[Block:MC Block]]

[[Question:MC:Dropdown]]
drop down
[[Choices]]
choice a
choice b
choice c

[[Question:MC:Select]]
select
[[Choices]]
choice a
choice b
choice c

[[Question:MC:MultiSelect]]
multiselect
[[Choices]]
choice a
choice b
choice c

[[Question:MC:SingleAnswer:Horizontal]]
single answer horizontal
[[Choices]]
choice a
choice b
choice c

[[Question:MC:MultipleAnswer:Horizontal]]
multiple answer horizontal
[[Choices]]
choice a
choice b
choice c

[[Question:TE:Form]]
This is a form question. Please fill out the following information:
[[Choices]]
First Name
Last Name

[[Block]]

[[Question:MC]]
[[ID:q1]]
This is a multiple choice question. With one value recorded.
```

```
[[AdvancedChoices]]
[[Choice]]
choice a
with text on
multiple lines
[[Choice]]
choice b
[[Choice]]
choice c
[[Choice:99]]
N/A with recode 99
```

```
[[PageBreak]]
```

```
[[Question:Matrix]]
This question is a matrix question.
```

It has lots of question text on multiple lines and uses advanced answers.

```
[[Choices]]
statement a
statement b
statement c
[[AdvancedAnswers]]
[[Answer]]
answer 1
[[Answer]]
answer 2
[[Answer]]
answer 3
```

```
[[PageBreak]]
```

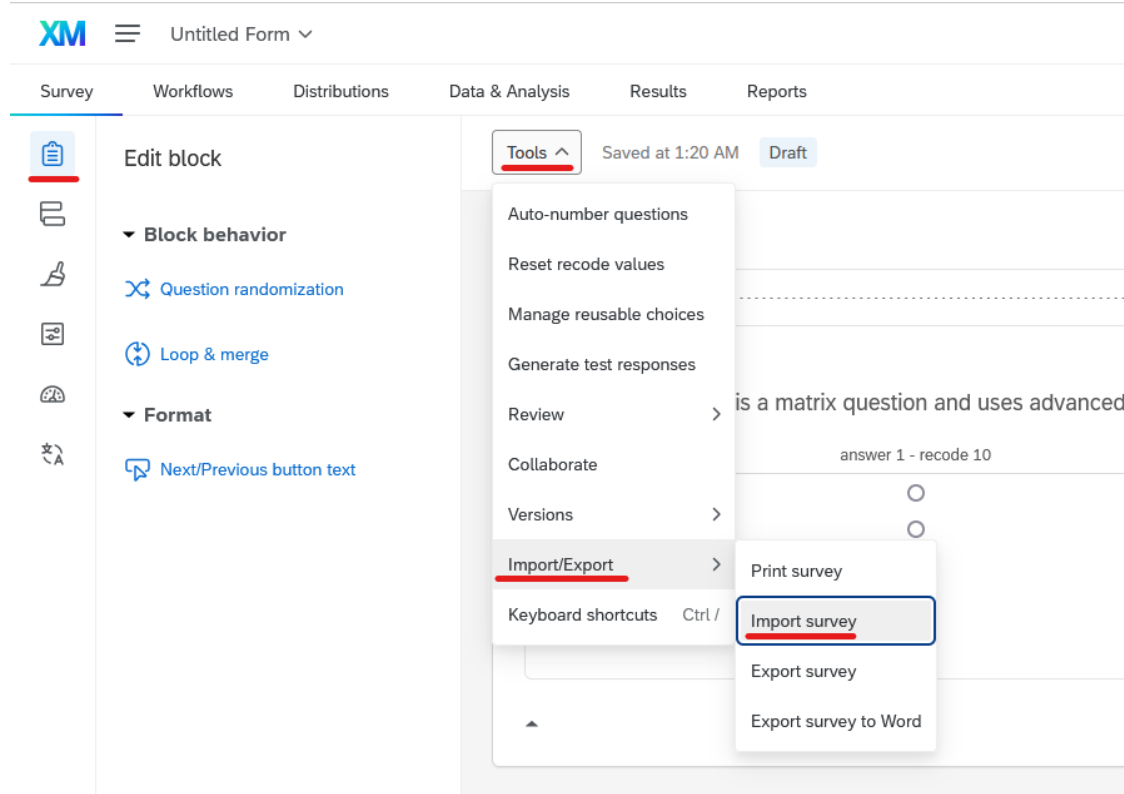
```
[[Question:Matrix]]
This question is a matrix question and uses advanced choices and answers with recode values.
```

```
[[AdvancedChoices]]
[[Choice]]
choice a
[[Choice]]
choice b
[[Choice]]
choice c
[[Choice]]
choice d
```

```
[[AdvancedAnswers]]
[[Answer:10]]
answer 1 - recode 10
[[Answer:20]]
answer 2 - recode 20
[[Answer:30]]
answer 3 - recode 30
```

3. Import Survey into Qualtrics

- **Log in to Qualtrics:** Access your Qualtrics account.
- **Create a New Survey:** Start a new survey project.
- **Import Survey:** Use the import feature in Qualtrics to upload your survey file.



4. Verify and Adjust Survey in Qualtrics

- **Check Survey Structure:** Ensure that all questions and responses are correctly imported.
- **Add Logic and Media:** Recreate any survey logic (e.g., skip logic, display logic) and add any media files that were not imported.
- **Test Survey:** Run a few test responses to make sure everything works as expected.

5. Launch Your Survey

- **Activate Survey:** Once everything is set up and tested, activate your survey.
- **Distribute Survey:** Use Qualtrics' distribution options to send out your survey to respondents.

Tips for a Smooth Migration

- **Backup Data:** Always keep a backup of your original survey data before starting the migration.
- **Check Compatibility:** Some advanced question types or logic may not transfer perfectly and might need manual adjustments.
- **Utilize Support:** Both QuestionPro and Qualtrics offer support and documentation to help with the migration process.

By following these steps, you should have an idea of how to convert your surveys from QuestionPro to Qualtrics. If you encounter any issues, don't hesitate to reach out [IT Service Desk](#) for assistance. Good luck with your migration!