

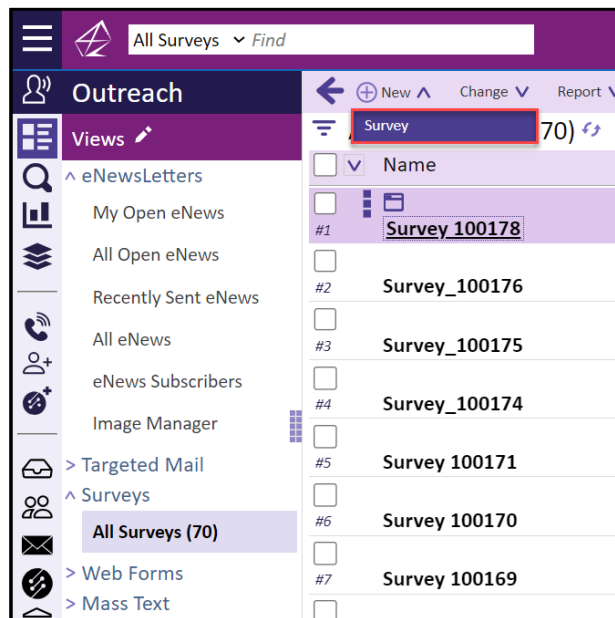
## Creating and Publishing an IQ Survey

**Market:** Federal/State/Local, House, Senate

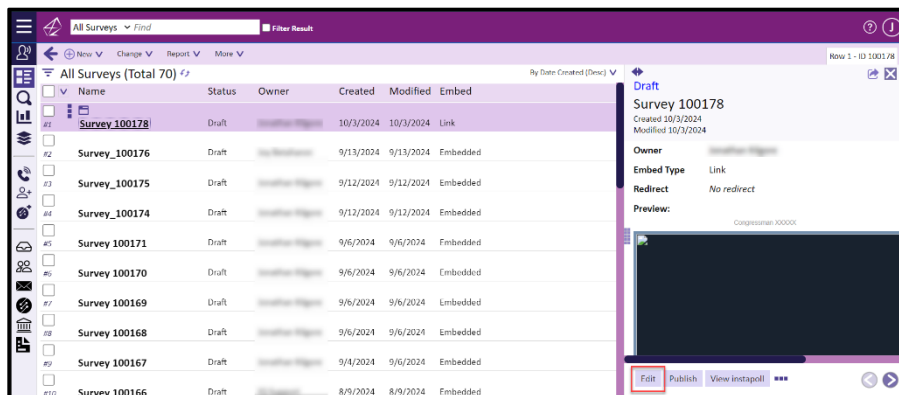
**Description:** These instructions teach users how to create a new survey in IQ5. Note that the new survey will be created using the default survey template selected in IQ4. Talk to your IQ Consultant for more information on editing the Survey template your surveys will be created from.

**1. Navigate to Outreach → Surveys → All Surveys → +New: Survey.**

a. **\*Note:** You may need to click the  symbol to see your new survey for editing.

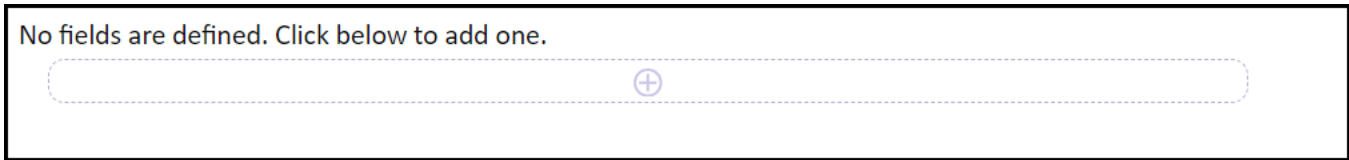


**2. Click Edit on your new survey.**

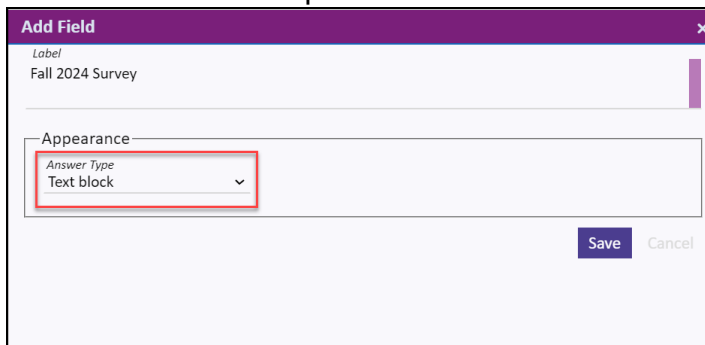


**3. The editing window for the Survey now displays. Edit the Name, Owner, and Description fields on the left hand side.**

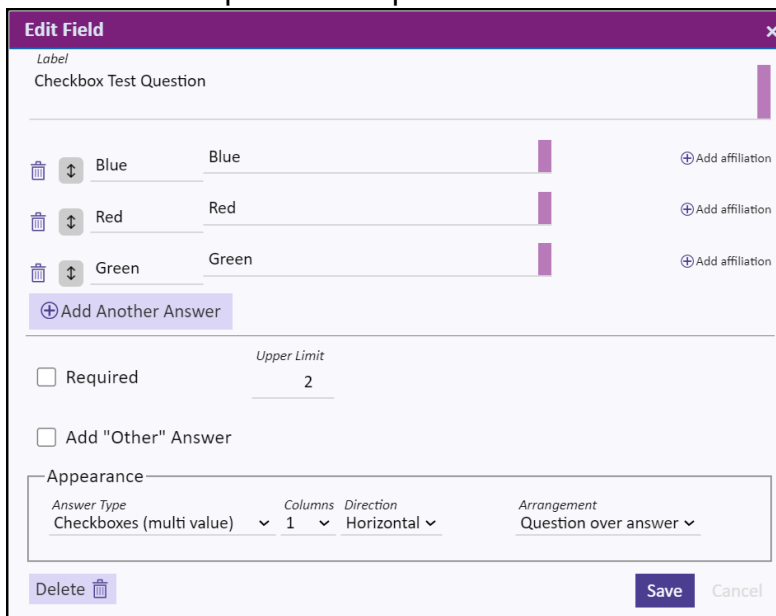
4. Select the **Embed Format** that is best for the delivery of the Survey, along with the **Link Text Style** color, size and text. Optionally, choose an **Affiliation Code** to add/remove to Constituents who take the Survey.
5. Begin adding questions to your survey. There are several Formats to select once you click the + icon:



- a. **Text Block:** Used to place instructional text or titles of different areas in the Survey.



- b. **Checkboxes:** allow multiple responses or options to be selected. Lower and Upper Limit options are available with Checkbox questions. Upper and lower limits allow you to select options that range from the three most important (i.e. 1-3 answers are allowed). If a question is marked as required and lower/upper limits are not populated, at least one response is required.



- c. **Radio Buttons:** allow a single response from a set of fields.

**Add Field** [Close]

*Label*  
Radio Button Test Question

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1 1 [Add affiliation]

2 2 [Add affiliation]

3 3 [Add affiliation]

[Add Another Answer]

Required

Add "Other" Answer

*Appearance*

*Answer Type* Radio buttons (single value) *Columns* 1 *Direction* Horizontal *Arrangement* Question over answer

[Save] [Cancel]

d. **Dropdowns:** allow a single response from a set of values displayed in a list box.

**Add Field** [Close]

*Label*  
Dropdown Test Question

*Placeholder Text*  
Placeholder Text

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1 Answer 1 [Add affiliation]

2 Answer 2 [Add affiliation]

3 Answer 3 [Add affiliation]

[Add Another Answer]

Required

*Appearance*

*Answer Type* Dropdown (single value) *Arrangement* Question over answer

[Save] [Cancel]

e. **Text Box:** allows response to be typed in a text box.

**Add Field** [Close]

*Label*  
Text Box Test Question: Type out your answer below

*Placeholder Text*  
Placeholder Text

Required

*Appearance*

*Answer Type* Text box (freeform value) *Rows* 2 *Arrangement* Question over answer

[Save] [Cancel]

6. Enter the **Question** and each **Answer** to include in the survey. If you select an **Affiliation Code(s)** to associate with one or more answer, that Affiliation Code(s) will be applied/removed to/from the **Contact Record** when the survey is submitted.

**Edit Field**

*Label*  
Radio Button Test Question

1 1

2 2

+ EMAIL.OPTIN--New -

+ Add affiliation

+ Add affiliation

7. Select the **Required** checkbox to indicate a response is required.
8. Select **Add an "Other" Answer** option to add an optional field to further clarify a response.

3 3

+ Add affiliation

+ Add Another Answer

Required

Add "Other" Answer Placeholder Other

Example Survey:

Fall 2024 Survey

Checkbox Test Question

Blue

Red

Green

Radio Button Test Question

1

2

3

Other

Dropdown Test Question

Text Box Test Question: Type out your answer below

9. At the top right of the page, click **Save**.
10. Click **Publish**, then select whether to publish as a **standalone web form** that can be sent to constituents or to **start an outreach mailing based on the content of this survey**.