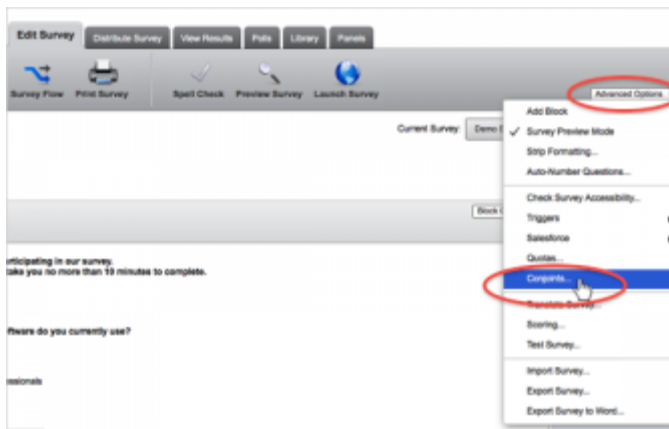


Conjoint Analysis is a technique used to assess the relative importance individuals place on different features of a given product. A conjoint study usually involves showing respondents a set of features and asking them to indicate how much they like or prefer the different attributes of that feature.

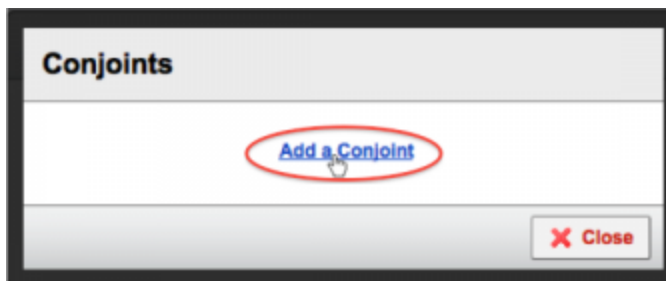
In Qualtrics, you can add a self-explicated conjoint to your survey. In this model, the respondents are asked “direct” questions about the desirability of a particular list of products and profiles. For more information on Conjoint Analyses, check out the **QTips** at the bottom of this page.

To set up a conjoint in your Qualtrics survey:

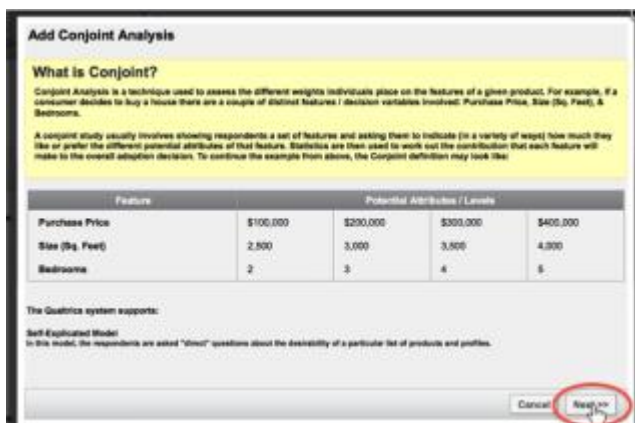
1. On the gray navigation bar, click on the **Advanced Options** drop-down and select **Conjoint**.



2. Click **Add a Conjoint**.



3. Optionally, read through the conjoint description. Click **Next** to create your conjoint.



4. In the top **text box**, type a name for your conjoint.

5. In the bottom **text box**, enter in what you would like your **Data Export Tag** to be. The **Data Export Tag** will be used to help you identify which fields in your final data set relate to your conjoint.

Add Conjoint Analysis

Customer Satisfaction

Data Export Tag:
CJ1

Cancel Next >>

6. Set up your **Features** and the **Potential Attributes / Levels** for each feature.
 - To add a feature, type the name of the feature in the **text box** below the **Feature List** and click **Add**.
 - To remove a feature, select a feature in the **Feature list** and click **Delete**.
 - To add attributes or levels to a feature, select the feature in the **Feature list**, click in the **Potential Attributes / Levels** box, and type in the attributes or levels you would like to include.

Conjoint: Customer Satisfaction

Features and Attributes Question Text - 1 Question Text - 2 Conjoint Options

Please define a set of features and their associated attributes using the boxes below. Type the name of each feature in the box directly below the features list and press add. To add attributes, select a feature and then type the name of each attribute on its own line in the "Potential Attributes" text box. To delete a feature select it and press the corresponding delete button.

Feature

Potential Attributes / Levels

Customer Service Add Delete

Do NOT allow level elimination for this feature

Cancel Save

7. If you would like to allow participants the option to eliminate attributes/levels for a feature, deselect the box for **Do NOT allow level elimination for this feature** under the Features list.

Conjoint: Customer Satisfaction

Features and Attributes Question Text - 1 Question Text - 2 Conjoint Options

Please define a set of features and their associated attributes using the boxes below. Type the name of each feature in the box directly below the features list and press add. To add attributes, select a feature and then type the name of each attribute on its own line in the "Potential Attributes" text box. To delete a feature select it and press the corresponding delete button.

Feature

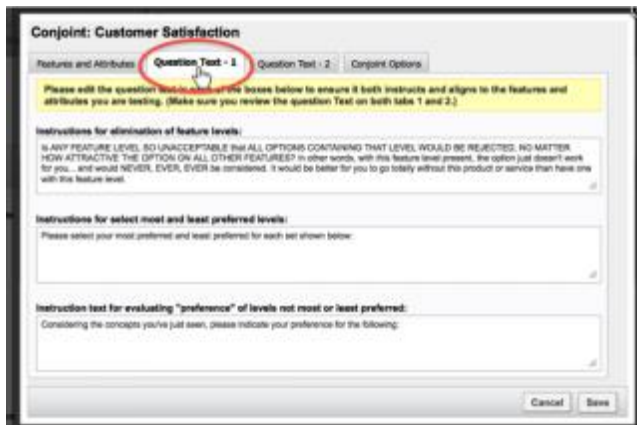
Potential Attributes / Levels for Feature: Customer Service

Customer Service Add Delete

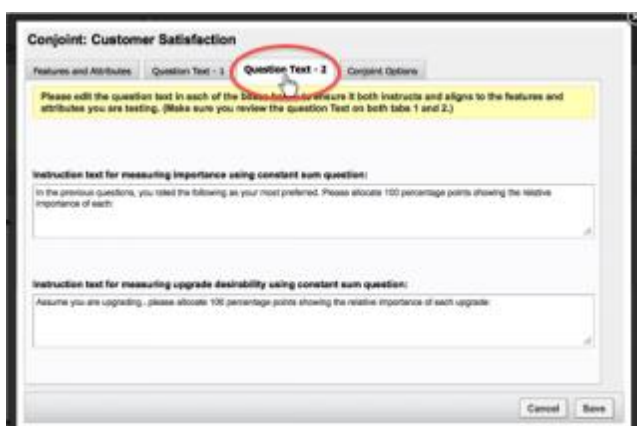
Do NOT allow level elimination for this feature

Cancel Save

8. Click **Question Text – 1** tab and review the question text and instructions used. Make any changes you prefer.
 - **Instructions for elimination of feature levels:** Displays if “Do NOT allow level elimination for this feature” is not selected for any features.
 - **Instructions for select most and least preferred levels:** Always displayed, this is the question text asking users to select the Least Preferred attribute and Most Preferred attribute for the listed attributes/levels for each feature.
 - **Instruction text for evaluating “preference” of levels not most or least preferred:** Always displayed after “Instructions for select most and least preferred levels.” This question then asks (using a 0-10 scale) about all remaining attributes that were not the least or most preferred on the previous question.



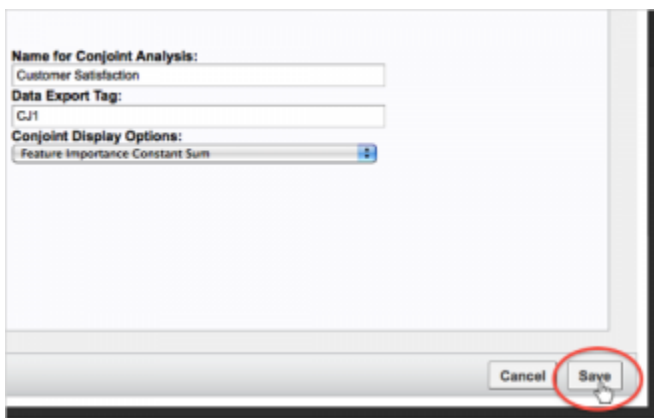
9. Click **Question Text – 2** tab and review the instruction text used. Make any changes you prefer.
 - **Instruction text for measuring importance using the Constant Sum question:** This is the question text for the Constant Sum question displaying at the end of the conjoint if Feature Importance Constant Sum is selected on the Conjoint Options tab.
 - **Instruction text for measuring upgrade desirability using the Constant Sum Question:** This is the question text for the Constant Sum question displaying at the end of the conjoint if Desirability Upgrade Constant Sum is selected on the Conjoint Options tab.



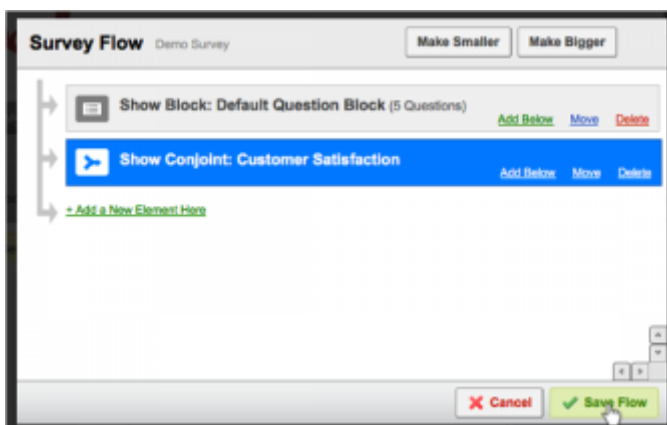
10. Click **Conjoint Options** tab to make any changes as needed.



11. Click **Save**.



12. Click **Survey Flow** and place the Conjoint element in the correct position in the survey flow. Remember to click **Save Flow** button when finished.



More Information

[QTips](#)

- Conjoint data does not display in the View Reports area, so data must be downloaded from the Download Data page and analyzed in an external application.
- Once your Conjoint is in the correct location, we recommend you click Survey Preview and test out your survey with the Conjoint in place.