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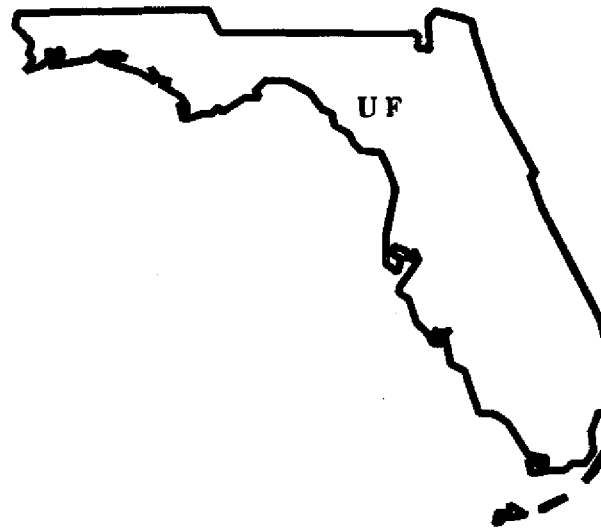
**DEVELOPING AN INTERNET SURVEY INSTRUMENT: APPLICATION  
FOR FLORIDA SEA GRANT MARKETING STUDY**

by

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# **Developing an Internet Survey Instrument: Application for Florida Sea Grant Marketing Study**

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## **Abstract**

This paper describes the steps that were taken to develop a web site needed to conduct a survey via the Internet. Issues discussed include the selection of hosting, web address, software, administrative access, development and construction of the survey instrument, and data collection. A demonstration site was created to exhibit some of the key interactive features. This site uses examples pertaining to an ornamental fish marketing study, which provided the impetus for this document. This document is intended for Internet programming novices that are attempting to implement a survey on the Internet. Much of the information is non-technical and the emphasis is on the underlying decisions that, if not carefully considered, could undermine the success of the survey.

## **Key Words**

Agsurveys.com, Internet surveys, Web surveys, Yahoo web services.

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# **Developing an Internet Survey Instrument: Application for Florida Sea Grant Marketing Study**

## **Introduction**

The impetus of the paper arose out of the need to develop an Internet-based survey instrument for a Florida Sea Grant College Program research project ("Wholesaler Preferences for Marine Ornamental Fish Cultured and Collected in Florida including Breakeven Prices", Project: R/LR-A-29). Given the duration and nature of the project, the skills (or lack thereof) of the investigators, and general web development issues, the following topic areas were initially identified to guide the selection of supporting services and agencies. In addition, each topic is followed by a brief description:

- *Response Time.* Need to quickly establish the site and, once online, be able to correct any errors and/or change questions immediately;
- *Sophistication.* Need a relatively high degree of sophistication in regards to web programming and survey design.
- *Expertise.* Need for services designed for a novice to use since do not have the personnel with extensive web development skills (i.e., the project does not have access to a full-time webmaster).
- *Web Address.* Needs to be short to facilitate participation.
- *Agency Involvement.* Need to establish credibility of the investigators conducting the survey. Need to distinguish the survey from commercial, advocacy, or promotional agencies. However, to avoid distraction and reduce the opportunities for respondents to abandon the survey by following a provided link, it is preferable and customary to not include agency banners within the survey instrument.
- *Cost.* Total expenses involved with software, site development, and support must be kept to a minimum.
- *Software.* For the purpose of cost-effectiveness, an integrated suite of web development software is needed (i.e., software that can fulfill all needs of site development and data collection).
- *Site Administration.* Need for project personnel to have direct access and control over the site.
- *Host Site Reliability.* Need to have the site hosted with a reliable organization, one that is trusted, well-known, and offers contracts for services (i.e., the lack of the latter can result in unstable services).

The consideration of all factors resulted in the selection of Yahoo! Web Services © for hosting and software and the selection of agsurveys.org as the host site. The reasons and justifications for this decision will be presented in later sections of this document. At this

point, it may be helpful to address perhaps the most obvious decision that may seem at odds with some of the selection criteria, which is the web address. The primary reason for selecting an independent domain name (i.e., agsurveys.org), as opposed to one that would be established under the University of Florida or the Florida Sea Grant College Program (i.e., www.ufl.edu or flseagrant.org, respectively), is that the independent site allows for direct, immediate, and protected control of the site and its design.

A full description of each issue considered in the selection of the web host and software used is contained in the next section. Following the justification of the technical underpinnings of the site, a sample "walk through" survey is described. Lastly, the details pertaining to the collection of the data are presented.

### **Selection of Web Hosting and Software**

The first decisions to be made involved selecting the organization on which to host the site (i.e., the Internet Service Provider or ISP) and the software to use in developing the site content. Yahoo! Web Services © (YWS) was ultimately selected. The nine criteria established to facilitate the selection and how each are met by YWS (and not met by existing educational or organizational sites affiliated with the investigators) are described below in turn. The criteria are listed in no particular order.

#### *Criteria Issue 1. Response Time*

Need to quickly establish the site and, once on line, be able to correct any errors and/or change questions immediately. Note that this criteria is related to the degree of access allowed by the ISP, including any restrictions on the number of individuals allowed to submit change requests.

By contracting with a firm whose business it is to support and facilitate Internet-based projects, such as YWS, corrections, additions, or modifications can be made instantaneously by any number of individuals related to the project and from any location. In contrast, establishing informal partnerships with existing sites adds a level of responsibility to the site. This additional infrastructure could delay modifications to the site at best and at worst could result in the site being temporarily offline.

#### *Criteria Issue 2. Sophistication*

Need a relatively high degree of sophistication in regards to web programming to facilitate the survey design and in regards to site access, verification, and authentication functions.

Web-based surveys require, in addition to web page design and publishing, a mechanism to authenticate, authorize, and collect data from respondents. Authentication consists of being able to uniquely identify an individual and is often implemented with usernames

and passwords. Authorization, building upon authentication, identifies those resources an authenticated individual can operate upon, e.g., allowing selected individuals to complete a survey. Data collected from respondents must be both in a useful format, e.g., stored in a database, as well as associated with the authenticated and authorized respondent. Managing authentication, authorization, and data collection, on a web site often requires the expertise of a web-master to develop a custom web application. YWS has recently added Microsoft FrontPage Extensions © that allows for the use of the Microsoft FrontPage 2000 © software to easily manage these mechanisms from the desktop. Second party educational or organizational sites are not intended and not designed and, thus, do not provide or support this type of software or this level of service.

### *Criteria Issue 3. Expertise*

The software needs to be user- and novice-friendly in order to avoid the need for a web master or other personnel with specific skills.

Grant-funded projects, especially those subject to a 44% indirect expense fee, may not be able to afford the services of a web master. Even if such an expense is within the range of financial support, it may not be possible to find an individual to hire for the limited duration and such support could not be expected from existing personnel not responsible for the project. As an example, this project would not have been proposed were it not for the fact that the principal investigators had access to such an individual. The original intent was to use core programming tools if necessary. However, the advent of user-friendly web development tools coupled with the extensions necessary for user verification, authentication, and data collection (as offered by YMS, i.e., Microsoft FrontPage Extensions ©) eliminates the need for personnel with programming skills. Perhaps most importantly, the use of a “suite” of software ensures compatibility among programs, which is an issue that can (typically) only be addressed by a skilled individual.

### *Criteria Issue 4. Web Address*

The Internet location for the survey needs to be relatively short in order to facilitate and encourage participation.

By using existing \*.org or \*.edu sites (i.e., placing the survey as an extension off of the university or Florida Sea Grant site), the address of the survey necessarily involves a subdirectory such as <http://www.ifas.ufl.edu/survey.html>. The use of subdirectories, especially more than one, can reduce the likelihood of response. In addition, the likelihood of being allowed to have a direct first-level subdirectory without expending a significant amount of time and energy in justifying the need is small, especially within relatively large organizations.

### *Criteria Issue 5. Agency Involvement*

Need to establish credibility of the investigators conducting the survey, in part, by using the supporting institutions. Also need to distinguish the survey from commercial,

advocacy, or promotional agencies. However, to avoid distraction and increasing the likelihood that respondents may follow a link associated with an agency icon or banner, it is customary to not include agency icons or banners (especially those with active links) within the survey instrument. When using a pre-established host it is, therefore, important to ascertain their web site policies regarding page design and banner requirements. That said, it is possible to use Javascript to ask respondents to reconsider before leaving a site or to ask them why they are leaving.

The choice of an agency-neutral web site hosting solution and independent domain name, such as that offered by YMS, creates a politically safe platform when working on cross-agency projects. It also removes any debate associated with which location, and hence personnel, should be primarily responsible for the site. This latter advantage of YMS also prevents the investigators from blaming other organizations for problems associated with the website for which they had no control.

#### *Criteria Issue 6. Cost*

Total expenses involved with software, site development, and support must be kept to a minimum.

YWS is a low-cost web site hosting solution with an integrated suite of web development and web system administration software applications. For a \$14.95 set-up fee and \$14.95 per month, users receive a unique web address and have access to a plethora of software for site development and data manipulation described below. There is no minimum subscription length. Although use of existing educational and organizational sites would not incur a monthly fee, \$14.95 is a reasonable price for the use of the software and the administrative access and serviced offered by YMS. This fee is likely less than would be incurred if the software were purchased directly, especially when the relatively short duration (e.g., less than two years) of most projects are considered.

#### *Criteria Issue 7. Software*

For the purpose of cost-effectiveness, an integrated suite of web development software is needed (i.e., software for site development and data collection).

The development of a web-based survey requires the design and construction of the site (possibly by numerous individuals each with unique access levels) and a mechanism to authenticate, authorize, and collect data from respondents. These functions require a wide variety of software, which is provided by YMS. Educational and organizational sites do not provide the suite of software needed (even if select software is available through, for example, existing site licenses, then compatibility among programs would have to be addressed; see Criteria Issue 3 for further detail).

### *Criteria Issue 8. Site Administration*

The principal investigators and students involved with the project all need to have direct access and control over different areas of the site. This is because, for example, different individuals are likely to be responsible for page formatting and data collection.

YMS allows for multiple site administrators and varying levels of access for each. Certain individuals can be solely responsible for site content and data collection over mutually exclusive areas or responsibility can be mixed. This feature will be necessary as we maintain different pages of the survey that concern different species and different types of information (i.e., demographic, background, and ratings information). Educational sites do not routinely offer control by multiple users to such a level of detail. Organizational sites often are contracted through ISP's that do not allow for immediate and direct control over the site; hence, to host on a \*.org site would require a single liaison within the organization and this individual would have to be committed to addressing any problems at any time (i.e., not just during regular work hours).

### *Criteria Issue 9. Host Site Reliability*

Need to have the site hosted with a reliable organization, one that is trusted, well-known, and has incentives to keep the infrastructure "online".

YMS offers contracts for services to commercial sites and, therefore, is motivated to provide consistent and stable services. In addition, these services are offered 24 hours a day, seven days a week; the same level of service and response time is not a priority with educational sites or organizational sites (i.e., \*.edu and \*.org). YMS provides the accountability that is necessary in order to facilitate collection of data by surveys, which requires that the site be accessible at all times or risk losing potential respondents.

## **Walkthrough Using a Demonstration Survey**

In order to describe the functionalities that are needed within the survey instrument and thus discuss the data collection mechanism, a demonstration site was created. The discussion of this site is presented from the point of view of potential respondents and the questions are relevant to wholesaler firms that handle live ornamental aquatic specimens. Although the demonstration site contains relevant questions to the project, the site should not be considered an active survey instrument since it is only intended to show the range of functionalities that are being considered.

The first thing respondents will need to do is to "go online" with any Internet service provider (ISP) with any modern web browser (i.e., one developed within the last 5 years). A modern browser is needed in order to implement the field validation functions that use JavaScript, which is (in short) a programming feature that allows for enhanced interaction

between the user and the browser. The demonstration survey is accessible from the "Demonstration Survey" link on the web site <<http://www.agsurveys.org>>.<sup>1</sup>

Respondents, before beginning the survey, will be prompted to authenticate themselves with a user name and password. The surveyor can (1) pre-assign user names and passwords for selected respondents and communicate this information in the cover letter or (2) allow the respondent to self-register. Either way, only registered users will have "browse access" (i.e., ability to examine the survey instrument). In the demonstration survey two users are pre-registered with the user names and passwords defined in Table 1. One advantage of pre-registration is that it enhances the validity of the survey and it allows the respondent to return at a later time to complete the survey. Note that the pre-registrations defined in Table 1 uniquely identify each respondent.

Table 1. Pre-registered Respondents for the Demonstration Survey at Agsurveys.org

Survey Field	Respondent	
	First	Second
User name	person1	person2
Password	word1	word2

Once authenticated, and presumably authorized to access this survey, the respondent is greeted with a page explaining the survey.<sup>2</sup> This page would briefly explain the purpose of the survey and summarize the theme or topic issues addressed on each page (the survey being developed will consist of multiple pages, but this is not necessary). At the bottom of this introductory or "home" page respondents, can begin the survey by following the "Start" link.

It should be noted that this demonstration survey is not secure, that is, there is minimal protection from experienced hackers who may submit bogus responses. One means to guard against such actions is the ability to verify the time the response was submitted, note duplicate submissions, and send a follow-up email. Of course, the likelihood of a hacker (1) spending the time to complete an entire survey and (2) complete the survey with responses that would not be construed as outliers, is probably quite small. In addition, with a large enough sample size the response would not result in bias. That said, YMS provides the software and allows for the use of the same core technology to develop a secure web site to provide this protection if desired.

<sup>1</sup> By default, the registered site is agsurveys.org. Thus if a respondent entered [www.agsurveys.org](http://www.agsurveys.org) out of convention, the data collected from the survey would essentially be lost since the site [www.agsurveys.org](http://www.agsurveys.org) technically does not exist. To solve this problem, a duplicate home page is created at the [www](http://www) site as another entrance into the survey.

<sup>2</sup> Because authentication operates at the browser level, i.e., the respondent is authenticated as long as the web browser is running or until the respondent logs off the survey.



The core of the demonstration survey (i.e., the pages that contain questions for the respondents to answer) consists of seven pages, each showing different functionalities available using YMS. In general, the more information (questions) that can be contained in each page the better. That is because the answers from each page are directed to different files. Fewer pages also reduces the number of 'redirect' pages needed to overcome a software feature that prohibits a confirmation page from also having questions.<sup>3</sup> The seven pages of questions featured in the survey produce seven data files each containing the user name and the time and date that the responses were submitted. The seven survey pages are created using 6 graphics files and 23 html files. Each survey page is described further below and all also are included in the Appendix.

With the first page of the demonstration survey we illustrate the use of basic form elements, including single and multiple line scrolling text fields. The responses to these questions can be unrestricted if desired, however, we chose to make each required and subject to some level of verification. Both of these additional functionalities are activated once the respondent attempts to "submit" their responses (i.e., by selecting the "submit" button at the bottom of the page once all questions have been addressed) and proceed to the following page.<sup>4</sup> In particular, if a respondent submits the survey page without responding to a required form element the browser will pop up a descriptive JavaScript alert window (i.e., the window will state which field and answer were invalid and ask for the respondent to change his/her response before re-submitting). Additionally, the values entered into a field form element are validated, for example, responses to age and position title questions would need to be numerical and text only, respectively. We have also added a "reset" button that, once clicked, returns all the form elements (or fields) to their default state. If the respondent uses the browser's "back" button, we have engineered the site to display their responses such that each can be re-considered and the page re-submitted.

The second page (Survey Page 2) demonstrates more complex form elements, including: drop-down menus, checkboxes, radio buttons, and multiple selection text fields. The drop-down menu allows the respondent to select one value among a number of options. Data entry consists of either clicking on the down arrow, possibly scrolling through the list, and then clicking on a selection. The respondent can also begin to type a response in the form element and if it matches an option, the option will be selected. It is also possible to specify a default choice or to disallow the pre-selected field.

Radio buttons, much like drop-down menus, allow the respondent to select one value among a number of responses. Unlike drop-down menus, all possible responses are displayed on the screen. Questions using radio buttons are constructed by defining a

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<sup>3</sup> The Microsoft FrontPage 2000 software contains a "bug" when there are a series of form pages. The source document that describes the use of 'redirect' pages as a solution is found by using the Searchable Knowledge Base on the [www.microsoft.com](http://www.microsoft.com) web site and searching for article Q197402.

<sup>4</sup> Following the submission of the responses, the program stores the information in a text file. The complete discussion of how the data is collected and formatted is reserved for the following section.

common group name for each button (response). The buttons within each group then become mutually exclusive. Clicking in a circle makes or changes a selection, which is indicated by a small dot. Response can be made to be required for such a question, that is, the failure to make a selection would result in an error message upon clicking the submit button.

Checkboxes are often used for questions that have a yes or no response. Respondents click the checkbox (which inserts a check) to indicate that the statement applies. Check boxes can also be used for questions that can have multiple answers (e.g., "select all that apply"). One disadvantage of using checkboxes is that response cannot be required.

Multiple selection text fields offer an alternative to having a series of checkboxes for questions that can have multiple responses and required responses. However, while compact, multiple selection text fields can be confusing to use. Like drop-down menus, single selections are made by scrolling through the list and clicking on a selection. Additional choices are made by holding down the <Ctrl> key while clicking on another selection (<Ctrl>-clicking); if the shift key is used instead, as directed on the web site, all responses in between are selected. Multiple selection text fields are preferred to multiple checkboxes when answers can be ordered and ranges are relevant.

The third page of the demonstration survey uses page layout and form elements to pose questions with radio buttons. The first question, for example, uses images that are embedded in a table. The second question, by arranging radio buttons in a row, creates a ratings scale. In both questions, selections are mutually exclusive (as discussed above)

Page four (Survey Page 4) demonstrates the use of an image-map to collect locational information. Using this approach, an image is divided into underlying regions. These regions are not visible to the respondent. The location of the respondent's click is translated into a distinct regional code depending on which region was identified. This is accomplished by specifying a unique "link" for each region, that is, each region has its own subsequent survey page. This subsequent page states the selection made then goes on to ask additional questions. The response to the image map selection is thus not collected until this subsequent page is "submitted". For example, the continent "Asia" was selected on the Demonstration Survey included in the Appendix (see Survey Page 5). Note that these types of questions require the specification of subsequent pages for each possible selection. The separate selection pages and corresponding redirect pages can, thus, significantly increase the number of files needed to complete/define the survey instrument. In general, the more pages that are required to complete the survey, the more difficult it is to manage the web site.

The fifth page of the survey is used to show how respondents who, by the nature of their answer to a specific question, are directed to different survey questions. Often with mail surveys, respondents are directed to skip a certain number of questions. Using an Internet (or telephone) survey, respondents are only subject to the questions they are asked to

answer, which shortens the length of the survey instrument (or allows for more questions). With the tools available in YWS, a question used to subdivide respondents must be the only question on the page.

The last two data collection pages (Survey Page 5A and 5B) are tailored to how respondents answered the single yes/no question on Survey Page 5. As you can see from the example, the nature of the questions varies between pages. We have not used any new programming tools on this page, the questions were merely created to convey the nature of how the material would differ depending on the response to the single question on Survey Page 5. To compare the questions on Survey Page 5A with those on Survey Page 5B, you will need to use the "back" button to return to Survey Page 5 and change your answer. Once the submit button is selected at the bottom of either sub-page (i.e., Survey Page 5A or 5B), respondents are directed to the last survey page; Survey Page 6 is common to all respondents.

Note that the final survey page, Survey Page 6 in the demonstration survey, can be used to collect more demographic information on the firm. In the example given, we would obtain the name of the respondent, firm, and mailing address; information that may not be collected depending on the type of user name and password protocols are adopted.

## **Data Collection**

When the respondent clicks the "Submit" button the values of the form elements are saved to a text database that corresponds to that survey page on the web server. Hence, the fewer number of survey pages, the fewer number of separate data files. Also, the underlying filenames appear alphabetically so the naming convention of the pages and the corresponding data files need to be given careful consideration (e.g., page1.htm and page1.csv or page1\_results.csv).

Each submitted page is stored as a line (record) with comma separated values (fields). The respondent's username and a timestamp is added to the line. For example a record generated from "Survey Page 1" may look like the following:

```
"12","sales manager","I believe it may be difficult to obtain a consistent  
supply of products that are needed to develop a viable  
market","Person1","04/08/01","18:10"
```

This record indicates that the firm has been in business 12 years, the respondent is the sales manager for the firm, and the respondent is concerned about the supply of MAC-certified specimens to develop a market. Person1 is the user name and the respondent completed the survey on April 8, 2001 at 6:10pm ET. If the respondent re-submits a

survey page after returning to modify or change an answer,<sup>5</sup> a new line is appended to the data file for that page. Thus, investigators would only use the last line of information submitted by each user for each page.

The filename resulting from submission of data to "Survey\_Page\_1", as the page is named, would be "Survey\_Page\_1.csv". Using comma separate variable (\*.csv) formatting allows for direct importation into any number of data analysis programs. Once imported the data can be summarized and analyzed.

For survey questions that have categorical responses, such as the ranges of gross revenues that can be selected on Survey Page 2, it is possible to pre-assign values to each response. If values are pre-assigned, then only the value is stored in the csv result file. The value can then be used in quantitative analysis.

### **Summary**

YWS is the best and most affordable choice when considering the implementation time, degree of control over the site, multiple/variable access allowances, relative ease of use, personnel requirements (or lack thereof), data collection ability, authentication and validation abilities, availability and compatibility of the needed/provided software, inclusion of a unique domain name, and that YWS provides 24-hour reliable service support and does not require a contract.

The Demonstration site, and thus presumably similar surveys, are sufficiently fast with a traditional dial-up telephone Internet access. Access using Netscape, Explorer, and any text-mode browsers can be used. Older browsers (i.e., those released more than approximately five years ago), however, do not support the "field validations" as specified on some questions. With pre-registrations, it may be necessary to contact these individuals if they failed to submit answers or submitted invalid responses. Thus, the variety and age of systems used by respondents does not preclude the collection of data from surveys using any of the features contained in the Demonstration Survey.

The collection of data using the generic \*.csv format allows for conversion into any statistical and econometric analysis package.

In general, managing the site can be greatly reduced by (1) limiting the number of pages in the survey (e.g., increasing the number of questions asked on each page), (2) limiting the number of regions defined using image-map questions, and (3) establishing a straight-forward nomenclature for referring to each page (html and csv).

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<sup>5</sup> As currently specified, respondents must use their browser's "back" button to return to previous pages. Upon return to a page, the respondent's previous responses are selected. Alternatively, it is possible to include a back button on the page and specify that responses are returned to their default setting.

**Appendix**

**Copy of Demonstration Survey Located at [Agsurveys.org](http://Agsurveys.org)**



Demo Survey



### Survey Page

This page demonstrates the use of basic text form elements.

Example of a required text field that must also be numeric.

How long has your firm been in business?  years

Example of a required text field that must also be letters (no numbers).

What is your position in this firm?

Example of an optional scrolling text field.

In your opinion, what are the primary issues facing the development of a market for MAC-certified (i.e., sustainably collected) specimens?



Demo Survey



## Survey Page 2

This page demonstrates the use of more advanced form elements.

Example of a drop down menu with a required choice.

Please indicate the category that most closely corresponds to your firm's total gross sales of marine species:

Example of radio buttons with a required choice.

Select the industry sector to which you sell the largest share (in \$) of marine species:

- Trans-shipper
- Wholesale
- Retail

Example of a checkbox.

We sell dry goods.

Example of using checkboxes to collect multiple selections.

Which type of marine specimens do you handle? (select all that apply)

- collected fish
- collected plants
- collected live rock
- other collected invertebrates
- cultured fish
- cultured plants
- cultured live rock
- other cultured invertebrates

Example of a multiple selection text field.

Please indicate the number of years of experience you have handling any one species. If your experience varies, please hold down the shift key when selecting a range of values.

0	<input type="checkbox"/>
1	<input type="checkbox"/>
2	<input type="checkbox"/>
3	<input type="checkbox"/>
4	<input type="checkbox"/>
5	<input type="checkbox"/>
6	<input type="checkbox"/>
7	<input type="checkbox"/>
8	<input type="checkbox"/>
9	<input type="checkbox"/>

<input type="button" value="Submit"/>	<input type="button" value="Reset"/>
---------------------------------------	--------------------------------------










**Survey Page 3**

This page demonstrates the use of radio button form elements.

Example of using radio buttons with a series of images.

If you had to select one, which species would you purchase for resale?

 <p>Clark's Clownfish <i>Amphiprion clarkii</i></p>	 <p>Maroon Clownfish <i>Premnas biaculeatus</i></p>	 <p>Cinnamon Clownfish <i>Amphiprion melanopus</i></p>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Example of using radio buttons for ranking.

If you could purchase your selected species for US \$0.50 each, including delivery, how profitable would that be to your firm?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-5	-4	-3	-2	-1	0	1	2	3	4	5
very unprofitable				breakeven			very profitable			





**Demo Survey**



**Survey Page 4**

This page demonstrates the use of image-maps.

Example of an image-map.

Please click on the map below where your firm is located.





Demo Survey



Survey Page 5

You clicked on Asia.

Next Question:

Has the concern for sustainability affected your purchasing / stocking decisions?

Yes  No





Demo Survey

**Survey Page 5a**

You indicated that sustainability issues have affected your business decisions. In what way?  
Please click all that apply:

- Have changed supply sources.
- Have changed species in inventory.
- Have decreased quantity of collected species handled.

Please check the boxes below if you agree with the corresponding statement.

- If harvested products were MAC certified, would you change your stocking behavior?
- If MAC certified productions would increase price by 10%, would this product remain profitable to your firm?
  - If yes could you pass this additional cost along?





Demo Survey

**Survey Page 5b**

So far, sustainability issues have not affected your business decisions. In the future, do you foresee any of the following? Please click all that apply:

- More media emphasis on sustainable collection.
- Higher prices as a result of worsening sustainability conditions.
- Fewer collected species on the market.
- More cultured species on the market.
- A change in region of origin.





Dermis Survey



**Survey Page 6**

Thank you for completing the survey.

Would you like to receive a copy of the final report?

Yes  No

If yes, would you accept an electronic version?

Yes  No

Would you also be interested in how your responses compared to other?

Yes  No

If you answered yes to any of these questions, please provide your mailing or email address in the box below:



