

# How-to use Branching

**What is branching?** The ability for respondents to only view questions based on answers to previous questions. Using it correctly will shorten your surveys and increase your response rates!

**Step One:** Determine which question will determine the *path* respondents will take in the survey or the "branching question" (e.g. Do you like chocolate? Yes or No)

**Step Two:** Determine which questions respondents should see based on their answer to the branching question (e.g. "Yes" Answers should see the question "do you like milk chocolate or dark chocolate?" "No" Answers should see the question "do you like candy?"

**Step Three:** Place the "Yes" questions on the next page (e.g. Page 2). Place the "No" question on the following page (e.g. Page 3)

**Step Four:** On the Question Manager page, select the Branching button

**Step Five:** Select the (+) next to the branching question and select the "Apply Branching" box.

**Step Six:** For each answer in the "branching question," select the page that the respondent should go to based on their answer to the "branching question." (e.g. Yes = Page 2 No= Page 3)

**Step Seven:** Click Save.

## **Remember:**

- Branching occurs from page to page not question to question.
- A survey cannot have more than one branching question on a single page.

**Don't be afraid to go out on a limb and use branching, your respondents will appreciate a shorter survey!**

