

Survey Quotas: Set a Limit for the Number of Responses to Collect

Use caution when using quotas in combination with Data Retention Policy Settings. [Learn more.](#)

Quotas are limits you can set for the number of responses your survey collects. They can be set up on the overall survey (see **Overall Response Quota**), on a given question or segment (see **Segmented Quotas**), or, finally, on the survey share link (see **Link-based Response Quotas**).

Alchemer Quota Types Defined

Overall Response Quotas

The Overall Response Quota is the total number of completed responses for the entire survey. If you want to limit the total responses for your survey, this is the type of quota you will want to use. Once that quota is met, your respondents will no longer be permitted to submit a response.

Segmented Quotas

Segmented Quotas come in two varieties:

- **Logic Quota** allow you to collect a limited set of responses for people who match a specific set of logic.
- **Distributed Logic Quotas** allow you to collect an even distribution of responses across a wide set of conditions.

The Segmented Quota is a "question-based" quota. Using the segmented quota you can limit responses based upon fields in your survey, as well as email campaign fields and system data fields such as current date. Segmented quotas are most commonly set up based on how a respondent answers one question or a combination of questions in the survey. Once the segmented quota limit has been reached, you can control the respondent experience via the Quota Complete Settings. (If respondents do not answer the questions used in your segment conditions, they will be allowed to complete the survey.) A Segmented Quota added after collecting responses will include previously submitted responses when determining if the quota has been reached.

Linked Based Quota

The Link-based Quota is, as the name suggests, a quota set for each link sent out. For example, if you have multiple email campaigns set up you can set separate quotas for each email campaign link. Or, you might have shared your survey on Facebook or Twitter, as well as embedded it on your website; you can set separate quotas for these links as well. Once that quota is hit, your respondents will no longer be permitted to submit their response.

How Quotas Work

In high-traffic surveys, quotas are controlled by holding slots for all active responses. A response is considered "active," with respect to quotas, if the respondent has clicked either Next or Back on a survey page in the past 20 minutes.

If you anticipate a large volume of responses all at once while using overall quotas, we recommend avoiding one page surveys. Pagination will allow the system to track active sessions more efficiently.

Additionally, if you are paying a panel company for responses, you can work with your panel company regarding what quotas remain open.

Segmented Quotas: How do they work?

If you have multiple segmented quotas in a survey, and one of the quotas disqualifies the response, the other segmented quotas will not increment.

What Responses Count Towards Quotas (Overall and Segmented)?

- **Complete responses** - All complete responses will be counted towards quotas (including complete Test responses).
- **Quarantined responses** - If you have used the data cleaning tool to quarantine responses these will count towards your quota. If you wish to free up slots after quarantining responses, you can simply add the number of quarantined responses to your quota!

While, partial responses do not count towards a quota they do count towards the number of in-progress survey respondents.

It is also important to note that for overall quotas and link quotas, deleting a response will free up a slot in your quota.

Understanding the Too-Many-In-Progress Message

If you have an overall quota set, your respondents may receive a message informing them that there are too many survey takers in progress.

When does the too-many-in-progress message display?

If **1)** the number of "active" survey respondents *plus* **2)** the number of complete responses is equal to the quota; any new respondents attempting to access your survey will see the Too-Many-In-Progress Message. This applies to overall, segmented, and link-based quotas.

What is an "active" survey respondent?

A respondent is considered "active," with respect to quotas, if they have clicked either Next or Back on a survey page in the past 20 minutes.

Managing Your Respondents' Expectations When Using Quotas

Because quotas slots expire after 20 minutes of inactivity, this can result in a respondent

being unable to finish their response. From a respondent's perspective this is often perceived as getting "kicked out" of the survey. Below are some suggestions for managing respondents' expectations when using survey quotas.

- Keep your survey pages short to ensure that response stays active.
- Use the [page timer](#) in order to be completely transparent that the respondent has 20 minutes to complete each page.
- We discourage using [Save & Continue](#) with Quotas as respondents' quota slot will not be saved.

Set Up an Overall Response Quota

1. Go to Tools > Quotas.
2. Click **Create Quota > Overall Quota**. Customize the following options:
 - a. **Limit** - This is the total response limit for your survey (Overall Response Quota).
 - b. **Quota Complete > When a Quota has Been Met** - Here, you can determine what action(s) will be taken when the specified quota limit is met. Choose from the following three options:
 - i. **Stop collection of responses & show message** - no more responses will be collected and 'disqualify message' will be shown to any respondents attempting to take the survey.
 - **Disqualify Message** - Customize the message that respondents see once the quota limit has been reached.
 - **Too Many In-Progress Message** - Customize the message that respondents see if there are too many respondents in progress. [Learn more about this scenario](#).

Quota Complete

When a Quota has Been Met

Stop collection of responses & show a message

Disqualify Message

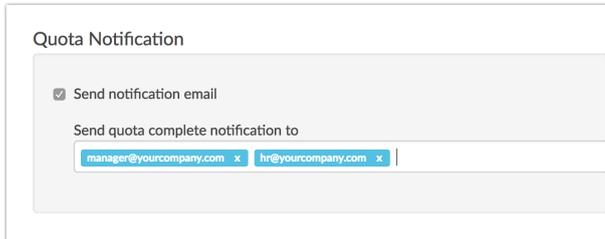
Sorry, the maximum number of responses has been met. Thanks for your time!

As you get close to the quota, we prevent people from beginning new responses so you don't go over. In that case, display the following

There are currently too many responses in progress, please try again in a few minutes.

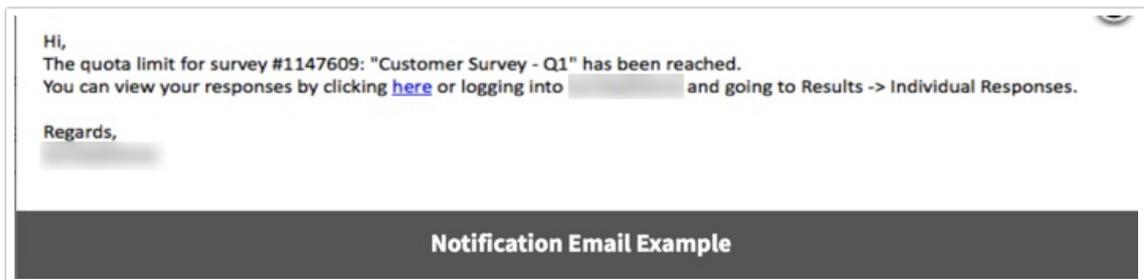
- ii. **Stop collection of responses & redirect to a URL** - no more responses will be collected and respondents attempting to take the survey will be redirected to specified URL.
- iii. **Continue collecting responses** - continue to collect responses in excess of the specified limit. *NOTE: The Quota Notification options are not compatible with this option.*

- c. **Quota Complete > Quota Notification** - choose to receive notification in the form of email and/or webhook once the quota limit has been reached.
- i. **Send notification email** - Send a notification to a **user** on your Alchemer account (Limit 5 email addresses).

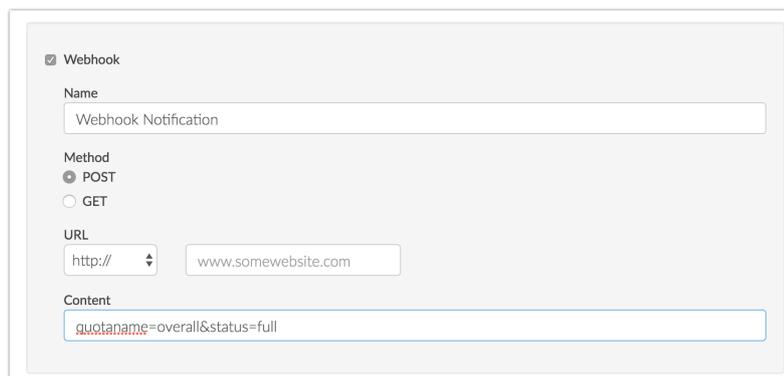


The screenshot shows a form titled "Quota Notification". It has a checkbox labeled "Send notification email" which is checked. Below this is a text input field labeled "Send quota complete notification to" containing two email addresses: "manager@yourcompany.com" and "hr@yourcompany.com".

Once the specified limit for your overall quota has been met, a notification email will be sent to the email addresses specified in the **Send quota complete notification to** field with a subject line of **You've reached your quota limit** and the following content:



- ii. **Webhook** - Once the specified limit for your overall quota has been met, you can trigger a webhook notification (asynchronous).
- Check the Webhook checkbox to configure your webhook.
 - Enter a **Name** for your webhook.
 - Choose the **Method** - POST or GET
 - Specify the **URL** for your endpoint.
 - Enter the **Content** as a Key-Value pair i.e. quota=full (multiple pairs can be included and should be joined with an & i.e. quotaname=overall&status=full



The screenshot shows a form for configuring a webhook. It has a checkbox labeled "Webhook" which is checked. Below this are several fields: "Name" with the value "Webhook Notification", "Method" with "POST" selected (radio button), "URL" with "http://" in a dropdown and "www.somewebsite.com" in a text box, and "Content" with the value "quotaname=overall&status=full".

3. Once you have finished setting up your Overall Quota, **Save Quota**.

The screenshot shows a form titled "Add Overall Quota" with a dark header. The form is divided into three main sections: "Quotas", "Quota Complete", and "Quota Notification".

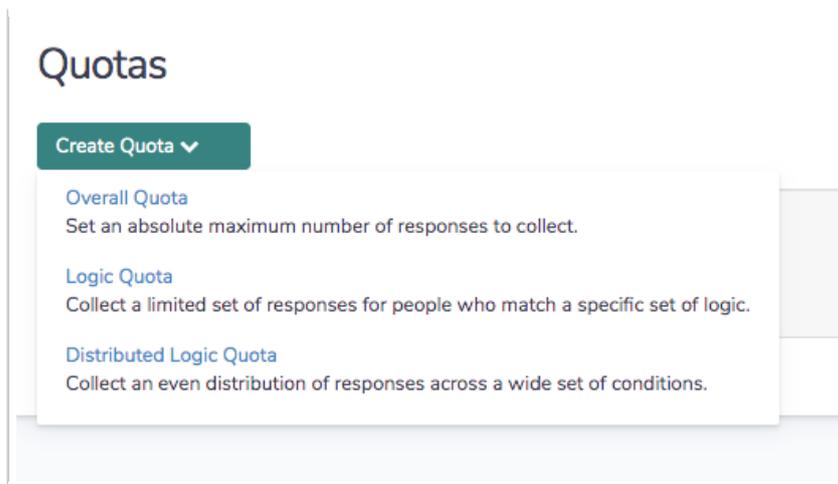
- Quotas:** A "Limit" field contains the number "100". Below it is a note: "Leave blank if you are only using segmented quotas".
- Quota Complete:** A section titled "When a Quota has Been Met" with three radio button options:
 - Stop collection of responses & show a message ***
 - Stop collection of responses & redirect to a URL ***
 - Continue collecting responses
- Quota Notification:** A section with a checked checkbox "Send notification email". Below it is a text input field labeled "Send quota complete notification to". At the bottom of this section is an unchecked checkbox "Webhook".

At the bottom right of the form are two buttons: "Cancel" and "Save Quota".

Set Up a Segmented Quota

Using **and/or** logic in conjunction with quotas may not work as expected. When building Segmented Quotas using logic, Alchemer recommends using [Groups in Logic Rules](#), as opposed to and/or conditional logic. Follow the linked documentation above for more information on building out multiple conditions.

1. Go to **Tools > Quotas**.
2. Click **Create Quota** and select the type of Segmented Quota that you want to configure:
 - **Logic Quota** - Collect a limited set of responses for people who match a specific set of logic.
 - **Distributed Logic Quota** - Collect an even distribution of responses across a wide set of conditions.
 - Not sure which type of Segmented Quota you should use? Explore the [differences between Logic Quotas and Distributed Logic Quotas](#).



3. Customize the **Name**, **Limit**, and **Description** fields. The **Limit** will determine number of responses collected by this segment.
4. The **Logic** section is where you configure the logic condition(s) by which you would like to limit responses. You can set conditions based on questions asked within the survey, email campaign fields, system fields, such as current date, etc. This example uses a **Logic Quota** to limit the responses collected for those respondents who identified as female to 50 responses.

A screenshot of the "Add Logic Quota" setup form. The form has a dark header with "Add Logic Quota" and "Need Help?". Below the header are tabs for "SETUP" and "COMPLETE ACTIONS". The "Setup" section includes a "Name" text input field, a "Limit" text input field with the value "100", and an "Edit Description" link. The "Logic" section has a "Remove All Logic" link and a logic condition builder. The builder shows a dropdown menu with "Q 1. Is this your first year participating in", followed by "is one of the foll", and two radio button options: "Yes, this is my first year participating" (checked) and "No, I have previously participated". At the bottom are "+ Add Condition" and "+ Add Group" buttons.

5. Next, customize your Quota Complete options.
6. When finished, make sure to **Save Quota** (bottom right).

The use of the **is not answered** as well as the **is not one of the following answers** logic operators in segmented quotas does not function in conjunction with each other/ We recommend using the **positive logic parameters** available when building out Segmented Quotas.

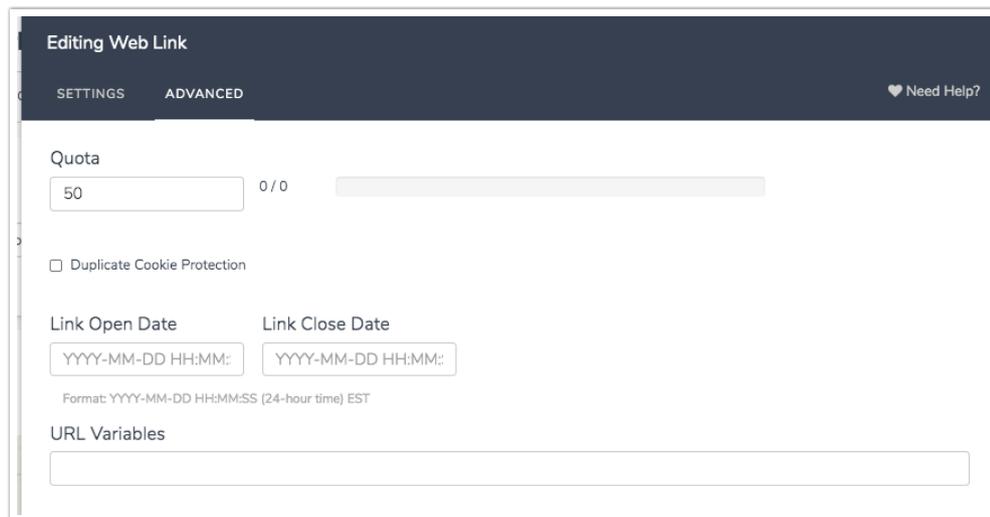
Editing Quotas

You can edit all quota types. It can take up to 3 minutes for the following edits to be reflected in your survey: Deleting or adding a quota, deleting or editing a response.

Please note: We highly discourage editing quotas in a live survey. If you must make a change to your quota, [close your survey](#) before doing so.

Set Up Link-Based Quotas

1. Go to the **Share** tab.
2. Click **Customize** below your Primary Share Link or click on the name of a link from your list of links (on the bottom-half of the share page).
3. Click **Advanced** and set the **Response Quota** for this link.
4. Set your **Closed Message** that will display when the quota is met and **Save**.



The screenshot shows the 'Editing Web Link' interface with the 'ADVANCED' tab selected. The 'Quota' field is set to 50, with a progress indicator showing 0/0. Below the quota field is a checkbox for 'Duplicate Cookie Protection'. There are two date pickers for 'Link Open Date' and 'Link Close Date', both showing the format 'YYYY-MM-DD HH:MM:'. A note below the date pickers reads 'Format: YYYY-MM-DD HH:MM:SS (24-hour time) EST'. At the bottom, there is a 'URL Variables' field.

Monitoring Your Quotas

Once your survey goes live, you will probably want to keep a close eye on your quotas. There are several places where you can track your quotas' progress.

Explore the [Survey Quotas: Monitor Progress](#) documentation to see what's available!



Best Practice Tips: How to Avoid Going Over Quota

- We discourage editing quotas in a live survey. If you must make a change to your quota, close your survey before doing so.
- If you anticipate a large volume of responses all at once while using overall quotas, we

recommend avoiding one page surveys. Pagination will allow the system to track active sessions more efficiently. Additionally, if you are paying a panel company for responses, you can work with your panel company regarding what quotas remain open.

- We discourage the use of Email Campaign contact fields in your quota logic, particularly in combination with the **is answered** and **is not answered** operators. Instead, we recommend storing this data in [Hidden Value Actions](#) using the Hidden Values in your logic conditions.

Compatibility With Other Alchemer Features

Edit Links

Using an [edit link](#) can cause you to go over quota as completing a partial response via an edit link will not count towards the quota.

If your quota is met, you will not be able to use partial edit links. If you must make changes to a partial response once the quota has been met, you will need to increase your quota.

Save & Continue

If you are using [Save & Continue](#) with Quotas, it is important to note that the respondent's spot will not be saved. When respondents attempt to return to the last page they viewed, they will be able to continue only if the quota has not been reached. If you are using Save & Continue we recommend [customizing the Save & Continue message and/or the Save & Continue email message](#) to alert respondents that this is the case.

Convert Response Status

Within [Individual Responses](#) if you choose to convert a partial response to complete this will affect quotas. This can lead to in-progress respondents being kicked out of the survey.

Data Import & API Data

When data is imported to Alchemer or collected through API, that information will not be counted towards survey quotas.

Related Articles