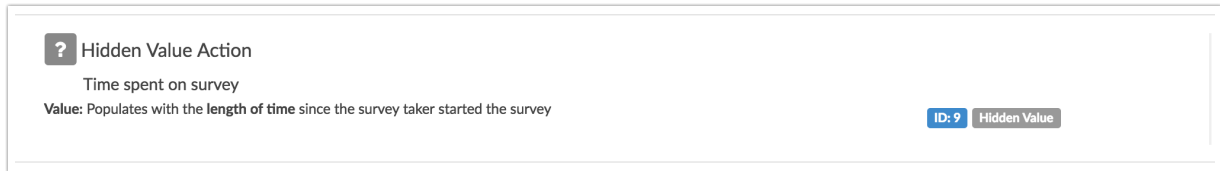


Capture Time Spent on Survey or Page

Using our [Hidden Value action](#) you can capture both the time spent on the entire survey (in seconds) and/or the time spent (in seconds) on each page of your survey.

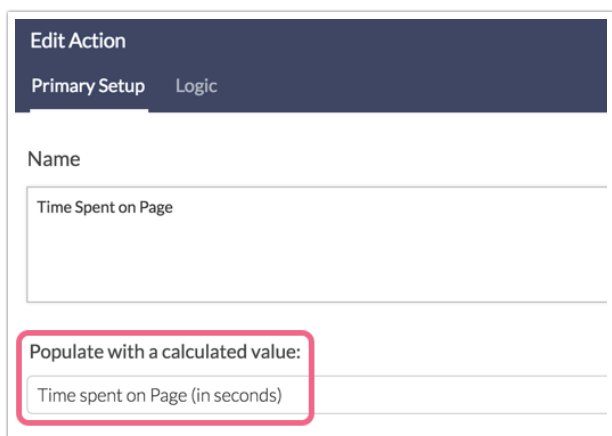


The screenshot shows a configuration box for a 'Hidden Value Action'. It includes a question mark icon, the title 'Hidden Value Action', the description 'Time spent on survey', and the value 'Value: Populates with the length of time since the survey taker started the survey'. On the right side, there is a blue button labeled 'ID: 9' and a grey button labeled 'Hidden Value'.

Setup

1. Click **Add a new action** on the page where you would like to capture this data, and select **Hidden Value**. Note, in order to capture time spent on the entire survey, you'll need to add this to the second to the last page of the survey (the page just before the Thank You page).
2. In the **Populate with calculated value** menu, select either **Time Spent on Survey** or **Time Spent on Page**.
3. Click **Save Action**.

This Hidden Value is available on all pages but the Thank You page and must be on a page with another survey element. If it is the only element on a page, it will not collect data.



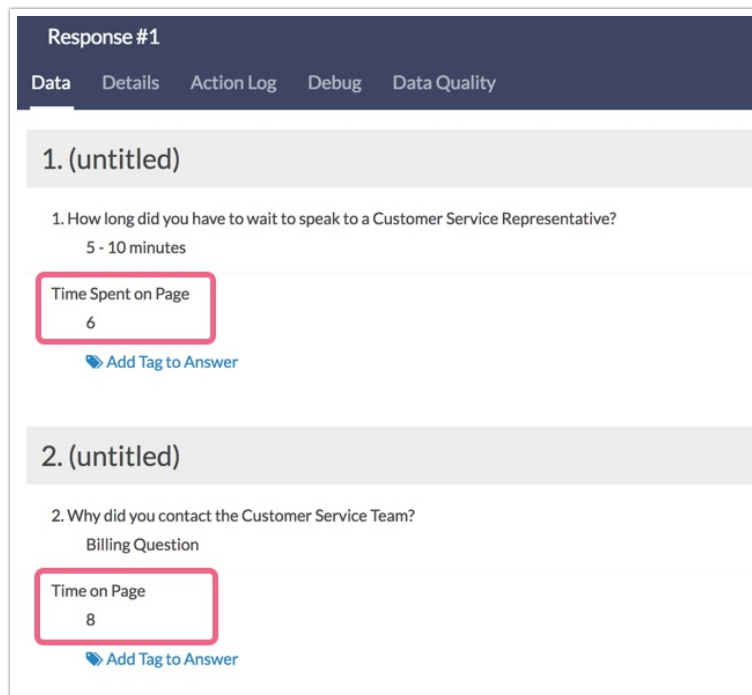
The screenshot shows the 'Edit Action' configuration interface. It has a dark blue header with 'Edit Action' and two tabs: 'Primary Setup' and 'Logic'. Under 'Primary Setup', there is a 'Name' field with the value 'Time Spent on Page'. Below that is a 'Populate with a calculated value:' section, which is highlighted with a red box. This section contains a dropdown menu with the selected value 'Time spent on Page (in seconds)'.

Reviewing Your Hidden Values

Hidden Values are available in [Individual Responses](#), [Standard Reports](#), Legacy Summary Reports, and [Exports](#).

Individual Responses

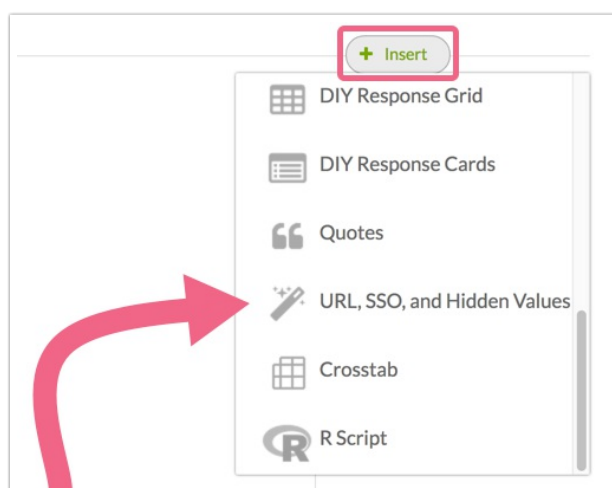
Hidden Values that you capture in your survey will display within each Individual Response. As you can see below, the hidden values for Time Spent on Page and Time Spent on Survey will appear wherever they are on the page with the amount of time captured as the value listed.



The screenshot shows a survey response interface for 'Response #1'. At the top, there are tabs for 'Data', 'Details', 'Action Log', 'Debug', and 'Data Quality'. The first question is '1. (untitled)' with the text '1. How long did you have to wait to speak to a Customer Service Representative?' and the answer '5 - 10 minutes'. Below the answer, a red box highlights the hidden value 'Time Spent on Page' with the value '6'. A blue link 'Add Tag to Answer' is visible below the hidden value. The second question is '2. (untitled)' with the text '2. Why did you contact the Customer Service Team?' and the answer 'Billing Question'. Below the answer, a red box highlights the hidden value 'Time on Page' with the value '8'. A blue link 'Add Tag to Answer' is visible below the hidden value.

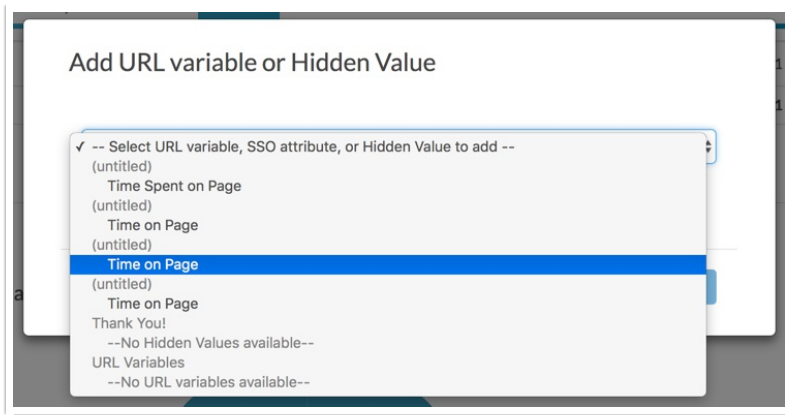
Standard Report

Hidden Values can be manually added to a Standard Report. To do so, use one of the **Insert** buttons (found between any existing report elements). Select **URL, SSO, and Hidden Values** from the available options.



The screenshot shows a dropdown menu for inserting report elements. At the top of the menu is a red box containing a green '+ Insert' button. Below the button, there is a list of options: 'DIY Response Grid', 'DIY Response Cards', 'Quotes', 'URL, SSO, and Hidden Values', 'Crosstab', and 'R Script'. A red arrow points from the left towards the 'URL, SSO, and Hidden Values' option.

Next, choose from the available hidden values before clicking **Add Question**.



Legacy Summary Reports

Hidden Values are also available in Summary Reports. To do so go to **Results > Reports > Create Report > Legacy Summary Report**. Select the option to **Include Open Text** and click **Create Report**.

If you're looking for which Hidden Value response aligns with specific respondents in bulk, we recommend looking into the CSV export.

CSV/Excel Exports

The CSV/Excel export contains all of the raw data of your survey, which also includes your hidden values by default. The following picture will show you an example of various hidden values that have been captured.

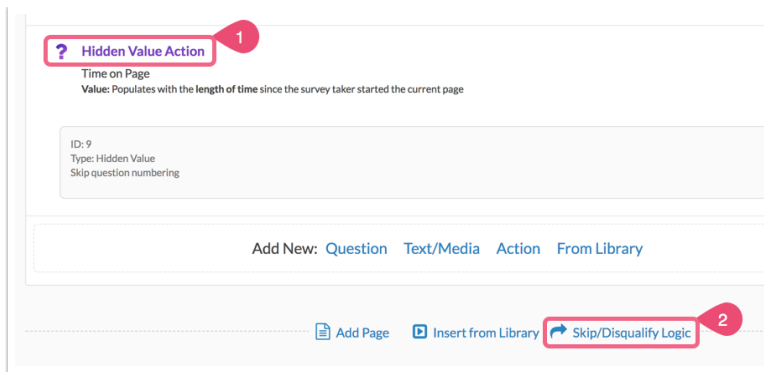
uid	Time Spent on Page	Time Spent on Survey	A Randomly Generated Number
	9		
	5	16	
123456	2	14	33196
1230987	4	18	20550

Use Time on Survey/Page to Disqualify Respondents

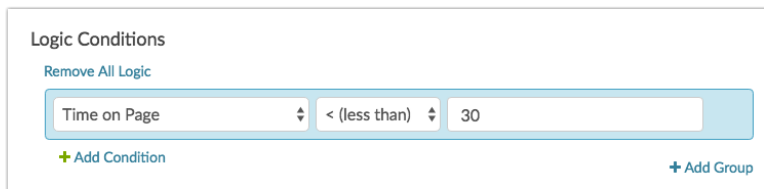
If you are concerned about *speeders* (respondents rushing through your survey and not taking time to carefully read and answer your questions), you could consider disqualifying those respondents.

Setup

1. Add a **Hidden Value Action** to a survey page that contains the questions that you want timed.
2. Directly below the page, click to add **Skip/Disqualify Logic**.



3. Select your Hidden Value action as the source for your condition.
4. Choose either **< (less than)** or **≤ (less than or equal to)** as the logic operator and in the provided field, enter a value (in seconds).



Note: In the above condition, the logic will trigger if the respondent spends less than 30 seconds on the survey page. You will need to test your survey to determine an appropriate time (in seconds) that the page should take respondents to answer. You can then determine what in your mind is too little time to spend on the page.

5. Last, in the section labeled **If the Logic Passes, mark the response as**, check the **Disqualified** box and customize the message that will be displayed to the affected respondents. Last, **Save** your disqualify logic.

