

## Questionnaire Management Guidelines

### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

### Basic rules:

- 1 This questionnaire **has to match the live survey**
- 2 All changes to the live measure need to be tracked and archived in **one document**
- 3 **All CQ change requests** have to be submitted using this document
  - SRA: 1) marks up changes and submits the entire document to DOT
  - DOT: 1) archives change request on separate tab  
2) implements change(s)  
3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes
- 4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

## Questionnaire Skip Set Up Guidelines

### Goals:

- Ensure all skip setup included in the questionnaire is consistent with skip logic rules
- Decrease down time due to skip corrections within submitted surveys

### Basic Skip Rules:

#### "Other Please Specify" (OPS) Skip Rules:

Type 1 "Other Please Specify" Rules (Text box to the right of the answer choice "Other, please specify:") :

- 1 OPS questions must be set up as a radio-button or checkbox to have the text box appear next to the answer choice "Other, please specify:"
- 2 The open ended text box for "Other Please Specify" has it's own question ID and needs **full question text** included in questionnaire. (This will be used by clients, SRAs, etc, in the portal and comment cluster to differentiate between OPS questions within a measure)
- 3 The open ended text box has a character limit of 100. No exceptions! if more characters are needed, please request a Type 5 group.
- 4 In the special instructions column, indicate that this is a "OPS Group" for the PARENT and CHILD questions.

Type 5 "Other Please Specify" Rules (More than two questions within question group):

- 1 Open-ended boxes will not show up next to the answer choice "Other" in this type of skip logic. They will pop as separate questions that require additional question text. Please include full question text.
- 2 Radio-button, checkbox or drop-down CQs can have an "other please specify" in this type of skip set up but the text box will pop as a separate question.
- 3 In the special instructions column, indicate that this is a "Skip Logic Group" for the PARENT and CHILD questions.

*Please refer to the Current Custom Qsts tab for examples (OPS Type 1 and OPS Type 5 are marked in the comment boxes)*

#### General Skip Rules:

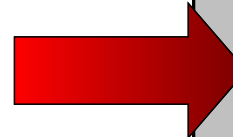
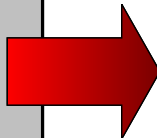
- 1 The parent question must come first, and child questions must immediately follow. Skip logic groups cannot be broken up by other questions that are not included within the skip.
- 2 A CQ can only have one parent question; a single question CANNOT be triggered by different questions.
- 3 Answers within one question can be set up so that different answer combinations trigger different questions, through the use of "answer groups".
- 4 A question can only be a part of ONE group type i.e. skip logic, matrix, or multiple lists
- 5 Horizontal scale questions CANNOT be parent CQs, but they can be child CQs. NOTE: By changing a horizontal scale question to a dropdown they can become parent questions.
- 6 Open End text questions cannot be a parent questions, but they can be child CQs.
- 7 Multi-select questions can be used in skip logic.

**As a general tip for SRAs: The more complex the skip logic, the more difficult it is to keep the tabs and labels concise in SPRs. It is important to know when to just use filters versus creating skip logic.**

**Caution: Measures without enhanced/segmented reports might require intricate skip to gather necessary data for standard reports.**

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Model questions utilize the ACSI methodology to determine scores and impacts		
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b> (1=Poor, 10=Excellent)	<b>Likelihood to Return</b> (1=Not Very Likely, 10=Very Likely)
1 Please rate the <b>accuracy of information</b> on the WelcometoUSA.gov site.	15 What is your <b>overall satisfaction</b> with the WelcometoUSA.gov site?	18 How likely are you to <b>return to the WelcometoUSA.gov site</b> ?
2 Please rate the <b>quality of information</b> on the WelcometoUSA.gov site.	16 How well does the WelcometoUSA.gov site <b>meet your expectations</b> ?	<b>Recommend</b> (1=Not Very Likely, 10=Very Likely)
3 Please rate how <b>up-to-date the content</b> is on the WelcometoUSA.gov site.	17 How does the WelcometoUSA.gov site <b>compare to your idea of an ideal website</b> ?	19 How likely are you to <b>recommend the WelcometoUSA.gov site to someone else</b> ?
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)		<b>Primary Resource</b> (1=Not Very Likely, 10=Very Likely)
4 Please rate the <b>visual appeal</b> of the WelcometoUSA.gov site.		20 How likely are you to <b>use the WelcometoUSA.gov site as your primary resource</b> for obtaining immigrant information about United States?
5 Please rate the <b>balance of graphics and text</b> on the WelcometoUSA.gov site.		
6 Please rate the <b>readability of the pages</b> on the WelcometoUSA.gov site.		
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		
7 Please rate <b>how well the WelcometoUSA.gov site is organized</b> .		
8 Please rate the <b>options available for navigating</b> the WelcometoUSA.gov site..		
9 Please rate <b>how well the WelcometoUSA.gov site layout helps you find what you are looking for</b> .		
10 Please rate the <b>number of clicks to get where you want</b> on the WelcometoUSA.gov site.		
<b>Search</b> (1=Poor, 10=Excellent, Don't Know)		



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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
		How <b>frequently</b> do you visit WelcometoUSA.gov?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	S	Y	
		Which of the following best describe your <b>role</b> when visiting WelcometoUSA.gov?	Legal permanent resident Naturalized citizen Individual abroad interested in living in the United States Individual eligible to naturalize Community-based organization Adult educator Public library Volunteer Refugee/asylee Other, please specify:		Radio button, one-up vertical	S	Y	
	A	Other role:		A	Text area, no char limit		N	
		Which <b>area</b> of WelcometoUSA.gov are you primarily visiting today?	For Receiving Communities Immigration and Citizenship Education and Childcare Healthcare and Families Government Benefits About the United States Money and Finance Employment Emergencies and Safety About Us Just browsing Other, please specify:		Radio button, one-up vertical	S	Y	
	A	Other area:		A	Text area, no char limit		N	
		What is your <b>primary reason</b> for visiting WelcometoUSA.gov today?	Find an English class in my area Download the guide Welcome to the United States Learn how to apply for U.S. Citizenship Download the guide to naturalization Get the latest study materials for naturalization test Get the Civics and Citizenship Toolkit Find immigration information Learn more about government benefits Learn about the United States Find information about housing Get information on health insurance Learn how to get a green card Get a driver's license Other, please specify:		Radio button, one-up vertical	S	Y	
	A	Other reason:		A	Text area, no char limit		N	
		What <b>method</b> did you use to find information on WelcometoUSA.gov today?	Top navigation bar Left-hand advertisement Right-hand quick links Links in the page Site's search feature Other, please specify:		Drop down, select one	S	Y	
	A	Other method:		A	Text area, no char limit		N	
		Did you <b>find</b> what you were looking for?	Yes Partially No, please specify:		Radio button, one-up vertical	S	Y	
	A	Information not found:		A	Text area, no char limit		N	

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		Please rate how <b>useful</b> is the <b>information</b> provided on WelcometoUSA.gov for the following topics: <b>Finding a Job</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		<b>Immigration and Citizenship For Immigrants/Permanent Residents</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		<b>Adult Education</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		<b>Government Benefits</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		<b>Naturalization Test Study Materials</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		<b>Housing</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		<b>Naturalization Information</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		<b>Health Insurance</b>	Very useful Somewhat useful Not very useful Not at all useful NA		Drop down, select one	S	Y	Multiple Lists Group
		Please rate the <b>variety of the information</b> on WelcometoUSA.gov for the following topics: <b>Health Insurance</b>	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		<b>Services in your Community</b>	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		<b>Finding a Job</b>	1=Poor 2 3 4 5 6 7 8		Radio button, scale, has don't know	S	Y	Multiple Lists Group

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			10=Excellent Don't know	9				
		Emergency Information	1=Poor  2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Starting a Business	1=Poor  2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Family Issues	1=Poor  2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Government Benefits	1=Poor  2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		About the United States	1=Poor  2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Personal Finance	1=Poor  2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Housing	1=Poor		Radio button, scale, has don't know	S	Y	Multiple Lists Group

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			2 3 4 5 6 7 8 9 10=Excellent Don't know					
		Education for Children	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Please rate <b>how up to date</b> is the <b>information</b> on WelcometoUSA.gov for the following topics: <b>Health Insurance</b>	1=Poor 2 3 4 5 6 7 8 9 10=Excellent		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Finding a Job	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Emergency Information	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Starting a Business	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Family Issues	1=Poor 2 3 4 5		Radio button, scale, has don't know	S	Y	Multiple Lists Group

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			6 7 8 9 10=Excellent Don't know					
		Government Benefits	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		About the United States	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Personal Finance	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Housing	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		Education for Children	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y	Multiple Lists Group
		If you could make <b>one improvement</b> to WelcometoUSA.gov, what would it be?	Don't know		Text area, no char limit		N	
		Please select the category that includes your <b>age</b> .	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64		Radio button, one-up vertical	S	N	



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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			65 and over I prefer not to respond					
		In which <b>state</b> do you reside?	Outside of US Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming I prefer not to respond		Drop down, select one	S	N	
		What is your <b>country of origin</b> ?	Afghanistan Albania Algeria Andorra Angola Antigua Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh		Drop down, select one	S	N	

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			Barbados					
			Belarus					
			Belgium					
			Belize					
			Benin					
			Bermuda					
			Bhutan					
			Bolivia					
			Bosnia/Herzegovina					
			Botswana					
			Brazil					
			British Virgin Islands					
			British West Indies					
			Brunei					
			Bulgaria					
			Burkina Faso					
			Burma					
			Burundi					
			Cambodia					
			Cameroon					
			Canada					
			Cape Verde					
			Cayman Islands					
			Central African Republic					
			Chad					
			Chile					
			China					
			Colombia					
			Congo					
			Cook Islands					
			Costa Rica					
			Côte d'Ivoire					
			Croatia					
			Cuba					
			Cyprus					
			Czech Republic					
			Democratic Republic of Congo					
			Denmark					
			Djibouti					
			Dominica					
			Dominican Republic					
			East Timor					
			Ecuador					
			Egypt					
			El Salvador					
			Equatorial Guinea					
			Eritrea					
			Estonia					
			Ethiopia					
			Falkland Islands					
			Fiji					
			Finland					
			France					
			French Guiana					
			French West Indies					
			Gabon					
			Gambia					
			Gaza					
			Georgia					
			Germany					
			Ghana					
			Greece					
			Grenada					
			Guadeloupe					
			Guatemala					
			Guinea					
			Guinea-Bissau					
			Guyana					
			Haiti					
			Holy See					

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Honduras					
			Hong Kong					
			Hungary					
			Iceland					
			India					
			Indonesia					
			Iran					
			Iraq					
			Ireland					
			Israel					
			Italy					
			Jamaica					
			Japan					
			Jordan					
			Kazakhstan					
			Kenya					
			Kiribati					
			Kosovo					
			Kuwait					
			Kyrgyz Republic					
			Laos					
			Latvia					
			Lebanon					
			Lesotho					
			Liberia					
			Liechtenstein					
			Lithuania					
			Luxembourg					
			Macao					
			Macedonia (FYROM)					
			Madagascar					
			Malawi					
			Malaysia					
			Maldives					
			Mali					
			Malta					
			Marshall Islands					
			Martinique					
			Mauritania					
			Mauritius					
			Mexico					
			Micronesia					
			Moldova					
			Monaco					
			Mongolia					
			Montserrat					
			Morocco					
			Mozambique					
			Namibia					
			Nauru					
			Nepal					
			Netherlands					
			Netherlands Antilles					
			New Zealand					
			Newfoundland					
			Nicaragua					
			Niger					
			Nigeria					
			North Korea					
			Norway					
			Oman					
			Pakistan					
			Palau					
			Panama					
			Papua New Guinea					
			Paraguay					
			Peru					
			Philippines					
			Poland					
			Portugal					

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Qatar					
			Romania					
			Russia					
			Rwanda					
			Samoa					
			San Marino					
			Sao Tome/Principe					
			Saudi Arabia					
			Scotland					
			Senegal					
			Serbia and Montenegro					
			Seychelles					
			Sierra Leone					
			Singapore					
			Slovak Republic					
			Slovenia					
			Solomon Islands					
			Somalia					
			South Africa					
			South Korea					
			Spain					
			Sri Lanka					
			St. Kitts and Nevis					
			St. Lucia					
			St. Vincent and the Grenadines					
			Sudan					
			Suriname					
			Swaziland					
			Sweden					
			Switzerland					
			Syria					
			Taiwan					
			Tajikistan					
			Tanzania					
			Thailand					
			Tibet					
			Togo					
			Tonga					
			Trinidad and Tobago					
			Tunisia					
			Turkey					
			Turkmenistan					
			Tuvalu					
			Uganda					
			Ukraine					
			United Arab Emirates					
			United Kingdom					
			United States					
			Uruguay					
			Uzbekistan					
			Vanuatu					
			Venezuela					
			Vietnam					
			Wales					
			West Bank					
			Yemen					
			Zambia					
			Zimbabwe					
			I prefer not to respond					

Model Instance Name:

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MID: Bcgott5xQNwh9kQg8Egpdg==

Date: 3/1/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
CQ0004445		Are you a registered user on this site?	I am registered I am not registered, and do not intend to <del>I am not registered, but intend to register during my visit today</del>	A	Radio button, one-up vertical	Single
CQ0004446	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004447		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004448	A	Other primary reason			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Product application <i>Green information</i> Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	C	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004451		How were you primarily <b>seeking information</b> on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to <b>find what you were looking for</b> today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	A	Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004455	B	Since you could not find what you were looking for, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you <b>not sure?</b>	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004457	D	Since you were not sure, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What <b>other sources</b> do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



Required Y/N	Special Instructions
Y	
Y	Randomize OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group



Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	