

## 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)

### Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks\\_SRA](#)
- 5 [Model and Custom Question Checks\\_Team LeadManager](#)
- 6 [Model and Custom Question Checks\\_DOT](#)
- 7 [Foreign Language Survey Instructions](#)



Model Instance Name:

AHRQ e-mail

MID: 8UVhElc4JJA9txYxggBxUQ==

ParIN

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Dat1/6/2012



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Visit website (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>visual appeal</b> of this e-mail.	13 What is your <b>overall satisfaction</b> with AHRQ e-mail? (1=Very Dissatisfied, 10=Very Satisfied)	16 How likely are you to <b>visit the AHRQ website</b> as a result of receiving this e-mail?
2 Please rate the <b>balance of graphics and text</b> in this e-mail.	14 How well does AHRQ e-mail <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate the <b>readability</b> of this e-mail.	15 How do AHRQ e-mails <b>compare to your idea of an ideal e-mail</b> ? (1=Not Very Close, 10=Very Close)	17 How likely are you to <b>recommend</b> the AHRQ e-mail subscription service to others?
<b>Email Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Forward Email (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate the <b>accuracy of information</b> in this e-mail.		18 How likely are you to <b>forward this e-mail</b> to someone else?
5 Please rate the <b>quality of information</b> in this e-mail.		<b>Future Email Behavior (1=Very Unlikely, 10=Very Likely)</b>
6 Please rate the degree to which the information provided in this e-mail <b>addresses your interests</b> .		19 How likely are you to <b>open future e-mails from AHRQ</b> ?
<b>Plain Language (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate the <b>clarity of the wording</b> in this e-mail.		
8 Please rate how <b>well you understand the wording</b> of this e-mail.		
9 Please rate this e-mail on its <b>use of short, clear sentences</b> .		
<b>Subscription (1=Poor, 10=Excellent, Don't Know)</b>		
10 Please rate how <b>often</b> the e-mails are <b>delivered</b> .		
11 Please rate the <b>options</b> for choosing <b>which e-mail subscriptions</b> you receive.		
12 Please rate the <b>options</b> for controlling how <b>frequently e-mails are delivered</b> .		

**Model Instance Name**

AHRQ e-mail

MID: 8UVhElc4JJA9txYxggBxUQ==

Date: 1/6/2012

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

**AHRQ e-mail CUSTOM QUESTION LIST**

Question #	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
SAC7098		Did the <b>subject line</b> of the e-mail include:	Too much information Not enough information		Radio button, one-up vertical	Single



<b>Required Y/N</b>	<b>Special Instructions</b>
	Randomize

Holiday 2010 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B**

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

**CUSTOM QUESTION LIST**

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		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
Not sure									
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y		
			Quality of merchandise						
			Merchandise selection						
			Good return policy						
			Online product prices						
			Shipping costs						
			Availability of merchandise						
			Better personal economic circumstances this year						
			Other (please specify):	Z					



**Special Instructions**

Skip Logic Group

Skip Logic Group