## **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

Client Na	ame:
Measure	Name

Custom Qualifier Page	Please Select
Custom Invitation Text?	Please Select
Custom Tracker Text?	Please Select
Custom Welcome/ Thank You Text?	Please Select

Language(s)	If other language not listed, please specify.	Website URL	MID(s) (DOT FILL THIS IN)	Measure Name(s) (DOT WIII FILL THIS IN)
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Model Instance Name:

AHRQ e-mail

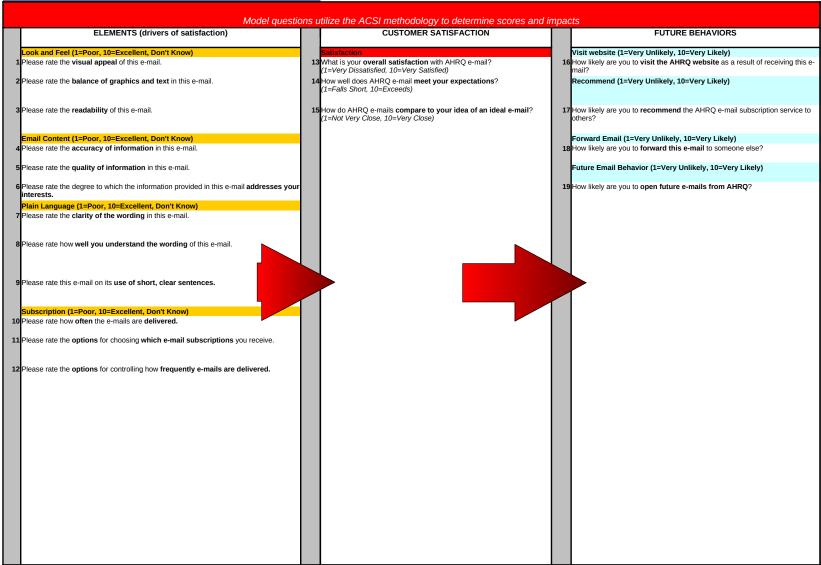
MID: 8UVhElc4JJA9txYxggBxUQ==

PartN

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.







Model Instance Name

AHRQ e-mail

red & strike-through: DELETE underlined & italicized: RE-ORDER

MID: 8UVhElc4JJA9txYxggBxUQ==

pink: ADDITION

Date: 1/6/2012

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		Radio button, one-up vertical	Single
			Not enough information			

Required	
Y/N	Special Instructions
	Randomize
	1

Holiday 2010 Custom Question Setup

red & strike-through: DELETE

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

underlined & italicized: RE-ORDER

pink: Addition

blue + -->: REWORDING

			CUSTOM QUESTION LIST				
QID (Group ID) Generic spend" Intention for benchmarking und to compare to 2008, 2009 and 2010  Spend Intention with his retailer	Skip Logic Label	Question Text  Do you expect to spend more or less online during the 2010 holiday season compared to 2009?  Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	Answer Choices (limited to 50 characters)  A lot more  Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANS - DO NOT ADD ANSWER CHOICES OR DELETE - DO NOT CHANGE ORDER OF ANSWER CHOIC order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the	ANSWEI	R CHOICES u would like answe		Required Y/N Y
			A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S S			
	R	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers)  Quality of merchandise  Merchandise selection  Good return policy  Online product prices	-	Checkbox, one-up vertical	Multi	Y



Special Instructions	
Skip Logic Group	
Skip Logic Group	
Cp 20gio 0.00p	