

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

Model Instance Name:

FDIC Applications V3

MID:

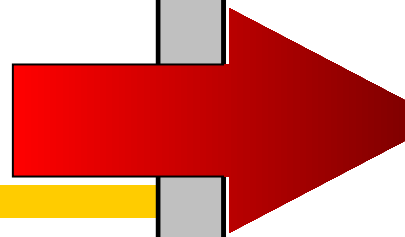
Partitioned (Y/N)? Y

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.

Date:

Model questions utilize

MQ Label	ELEMENTS (drivers of satisfaction)
	FDIC Information (1=Poor, 10=Excellent, Don't Know)
FDIC Information - Thoroughness	Please rate the thoroughness of information on this site.
FDIC Information - Understandable	Please rate how understandable the information is on this site.
FDIC Information - Answers	Please rate how well site information provides answers to your questions .
	Functionality (1=Poor, 10=Excellent, Don't Know)
Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.
Functionality - Convenient	Please rate the convenient placement of the website tools on this site.
Functionality - Variety	Please rate the variety of website tools on this site.
	Look and Feel (1=Poor, 10=Excellent, Don't Know)
Look and Feel - Appeal	Please rate the visual appeal of this site.
Look and Feel - Balance	Please rate the balance of graphics and text on this site.
Look and Feel - Readability	Please rate the readability of the pages on this site.
	Navigation (1=Poor, 10=Excellent, Don't Know)
Navigation - Organized	Please rate how well the site is organized .
Navigation - Options	Please rate the options available for navigating this site.
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for .
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.
	Online Transparency (1=Poor, 10=Excellent, Don't Know)
Online Transparency - Disclose	Please rate how thoroughly this site discloses information about what this agency is doing.
Online Transparency - Quick	Please rate your perception of how quickly agency information is made available on this site.

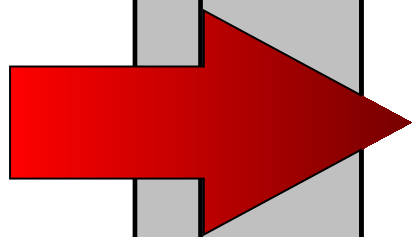
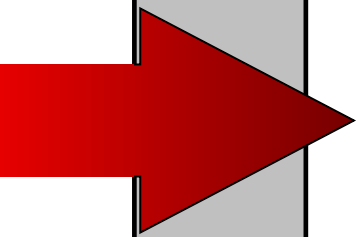


	Online Transparency - Access	Please rate how well information about this agency's actions can be accessed by the public on this site.
		Site Performance (1=Poor, 10=Excellent, Don't Know)
	Site Performance - Loading	Please rate how quickly pages load on this site.
	Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.
	Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.

FDIC Applications V3

Use the ACSI methodology to determine scores and impacts

MQ Label	CUSTOMER SATISFACTION		MQ Label
	Satisfaction		
Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>		Return
Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1= Falls Short, 10=Exceeds)</i>		
Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>		Recommend
			Primary Resource
			Trust - Best Interests
			Trust - Trustworthy
			Trust - Do Right







FUTURE BEHAVIORS

Return (1=Very Unlikely, 10=Very Likely)

How likely are you to **return to this information system**?

Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to **recommend this information system to someone else**?

Primary Resource (1=Very Unlikely, 10=Very Likely)

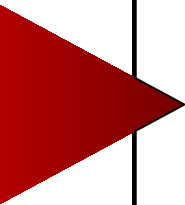
How likely are you to use this information system as your **primary resource** for gathering information about the FDIC or the banking industry?

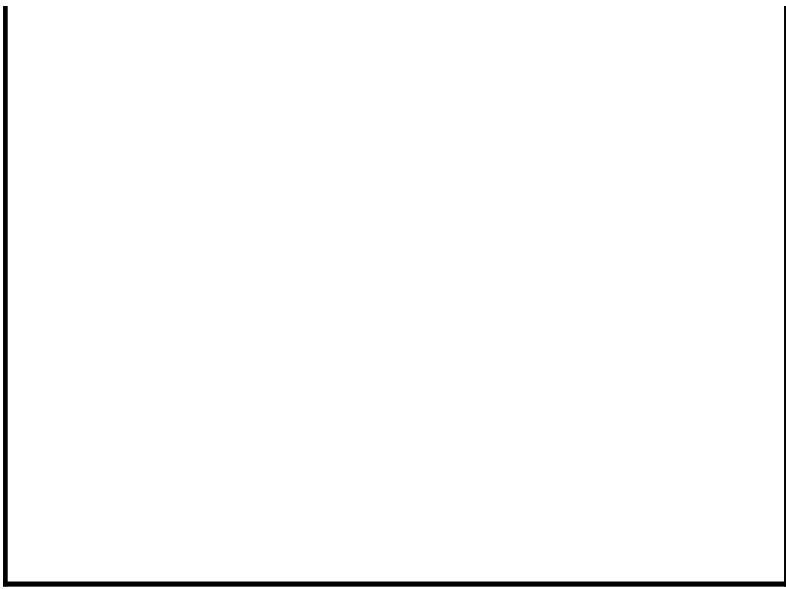
Trust (1=Strongly Disagree, 10=Strongly Agree)

I can count on this agency to **act in my best interests**.

I consider this agency to be **trustworthy**.

This agency can be trusted to **do what is right**.





Model Instance Name:

FDIC Applications V3

MID:

Date:

FDIC Applications V3 MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the perception of accuracy of information on this site.	24 What is your overall satisfaction with this information system?	27 How likely are you to return to this information system ?
2 Please rate the quality of information on this site.	25 How well does this information system meet your expectations ?	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	26 How does this information system compare to your idea of an ideal information system ?	28 How likely are you to recommend this information system to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		29 How likely are you to use this information system as your primary resource for gathering information about the FDIC or the banking industry?
5 Please rate the convenience of the features on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the variety of features on this site.		30 I can count on this agency to act in my best interests .
Look and Feel (1=Poor, 10=Excellent, Don't Know)		31 I consider this agency to be trustworthy .
7 Please rate the visual appeal of this site.		32 This agency can be trusted to do what is right .
8 Please rate the balance of graphics and text on this site.		
9 Please rate the readability of the pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized .		
11 Please rate the options available for navigating this site.		
12 Please rate how well the site layout helps you find what you are looking for .		
13 Please rate the number of clicks to get where you want on this site.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how thoroughly this website discloses information about what this agency is doing.		
15 Please rate how quickly agency information is made available on this website.		
16 Please rate how well information about this agency's actions can be accessed by the public on this website.		
Search (1=Poor, 10=Excellent, Don't Know)		
17		

Model Instance Name:

FDIC Applications V3

MID:

Date: 5/6/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04379	B	If answered "Other" above, what is your other primary reason for visiting? <i>(Please specify)</i>			Text area, no char limit		n
CWS04380		How do you primarily look for information on this site?	Used the SEARCH function Navigation Menu Links within the page Use Quick Links by User Use the Contact Us link Use the HELP link Use the Site Map Send an email through the "Contact Us" email function Call the 1-800 number		Checkbox, one-up vertical	Single	y
CWS04381		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y
CWS04382	B	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO03712		Please select the top factor that brought you to the site today.	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Pinterest, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Radio button, one-up vertical	Single	Y
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		
CWS04384		Was the system response time for the application appropriate?	Yes No Partially		Radio button, one-up vertical	Single	Y
CWS04385		Did you experience any browser or firewall issues while using these systems?	Yes No Partially	C	Radio button, one-up vertical	Single	Y
CWS04386	C	If 'Yes', please specify browser and firewall software .			Text area, no char limit		n
CWS04387		What did you like most about the interactive data and information systems?			Text area, no char limit		n

Model Instance Name:

FDIC Applications V3

MID:

Date: 5/6/2010

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (**bold**): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04388		What did you like least about the interactive data and information systems?			Text area, no char limit		n
CWS04389		Do you have any other comments or suggestions to improve our systems? <i>(Please specify)</i>			Text area, no char limit		n



**Special
Instructions**

Skip Logic

Skip Logic

Skip Logic

Skip logic

Special Instructions
Skip Logic
OPS
OPS
N
Skip Logic
Skip Logic

Special Instructions

Model Instance Name:

FDIC Applications V2

MID: ZggQh54px10UhMc15YZ5pg==

Date: 5/6/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
ACQwil0012243		Which of the following web applications did you use today? (Select all that apply)	ACQwil0012243A01 ACQwil0012243A02 ACQwil0012243A03 ACQwil0012243A04 ACQwil0012243A05 ACQwil0012243A06 ACQwil0012243A07	Bank Find Institution Directory Summary of Deposits Statistics on Depository Institutions Statistics on Banking Historical Statistics on Banking Other		Checkbox, one-up vertical
CWS04373		How frequently do you visit this site?		First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Radio button, one-up vertical
CWS04375		Which of these best describes you?		Analyst Analyst/Researcher Asset Buyer/Investor Banker Bank Regulator/Government Employee Bank Customer/Consumer/Depositor Bank Regulator Consumer/Depositor Government Employee Lawyer Researcher Student Other	A	Radio button, one-up vertical
CWS04376		If answered "Other" above, what other role best describes you? (Please specify)				Text area, no char limit
CWS04377		What is your primary reason for visiting the site today?		Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks Review enforcement orders or decisions Find guidelines, forms or instructions Learn about FDIC asset sales Use searchable databases Use consumer assistance Review consumer & community affairs Review industry analysis	C	Drop down, select one

Model Instance Name:
 FDIC Applications V2
 MID: ZggQh54px10UhMc15YZ5pg==
 Date: 5/6/2010

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING
 violet (bold): SKIP-LOGIC

FDIC Applications V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
				Find information about failed banks Other	B	Text field, <100 char
CWS04378	C	What specific information about financial institutions were you looking for?				Text field, <100 char
CWS04379	B	If answered "Other" above, what is your other primary reason for visiting? <i>(Please specify)</i>				Text area, no char limit
CWS04380		How do you primarily look for information on this site?		Used the SEARCH function Navigation Menu Links within the page Use Quick Links by User Use the Contact Us link Use the HELP link Use the Site Map Send an email through the "Contact Us" email function Call the 1-800 number		Checkbox, one-up vertical
CWS04381		Did you find the information that you were looking for today?		Yes No Partially	B B	Radio button, one-up vertical
CWS04382	B	Please tell us what specifically were you looking for?				Text area, no char limit
EDO03712		Please select the top factor that brought you to the site today.	EDO03712A001 EDO03712A002 EDO03712A003 EDO03712A004 EDO03712A005 EDO03712A006 EDO03712A007 EDO03712A008 EDO03712A009 EDO03712A010 EDO03712A011 EDO03712A012 EDO03712A013 EDO03712A014 EDO03712A015	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums <u>Advertising on social networks (Facebook, Pinterest, Twitter)</u> Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Radio button, one-up vertical
EDO03713		Rank-2	EDO03713A001 EDO03713A002 EDO03713A003 EDO03713A004 EDO03713A005 EDO03713A006	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts		Drop



Single or Multi	Required Y/N	Special Instructions
Multi	y	
Single	y	
Single	y	Skip Logic
	n	Skip Logic
Single	y	Skip Logic



Single or Multi	Required Y/N	Special Instructions
	N	Skip logic
	n	Skip Logic
Single	y	
Single	Y	OPS
		OPS
Single	Y	
down, select	Single	N

Model Instance Name:

FDIC Applications V3

MID:

Date: 5/6/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		Which of the following web applications did you use today? (Select all that apply)	<u>Bank Find</u> <u>Institution Directory</u> <u>Summary of Deposits</u> <u>Statistics on Depository Institutions</u> <u>Statistics on Banking</u> <u>Historical Statistics on Banking</u> <u>Other</u>		Checkbox, one-up vertical	Multi	y
CWS04373		How frequently do you visit this site?	First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Radio button, one-up vertical	Single	y
CWS04374		What is your age?	<u>17 and under</u> <u>18-24</u> <u>25-34</u> <u>35-44</u> <u>45-54</u> <u>55-64</u> <u>65 and over</u> <u>I prefer not to respond</u>		Radio button, one-up vertical	single	Y
CWS04375		Which of these best describes you?	Analyst Asset Buyer/Investor Banker Bank Regulator Consumer/Depositor Government Employee Lawyer Researcher Student Other	A	Radio button, one-up vertical	Single	y
CWS04376		If answered "Other" above, what other role best describes you? (Please specify)			Text area, no char limit		n
CWS04377		What is your primary reason for visiting the site today?	Get current FDIC news & information Learn about FDIC Review banking laws & regulations Get information on deposit insurance Learn about FDIC Programs Find reports & statistics Find financial product information Read announcements & alerts Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks Review enforcement orders or decisions Find guidelines, forms or instructions	C	Drop down, select one	Single	y

Model Instance Name:

FDIC Applications V3

MID:

Date: 5/6/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Learn about FDIC asset sales Use searchable databases Use consumer assistance Review consumer & community affairs Review industry analysis Find information about failed banks Other	B			
CWS04378	C	What specific information about financial institutions were you looking for?			Text field, <100 char		N
CWS04379	B	If answered "Other" above, what is your other primary reason for visiting? <i>(Please specify)</i>			Text area, no char limit		n
CWS04380		How do you primarily look for information on this site?	Used the SEARCH function Navigation Menu Links within the page Use Quick Links by User Use the Contact Us link Use the HELP link Use the Site Map Send an email through the "Contact Us" email function Call the 1-800 number		Checkbox, one-up vertical	Single	y
CWS04381		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y
CWS04382	B	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO03712		Please rank the top 3 factors that brought you to the site today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other			Drop down, select	Single
EDO03713		Rank 2	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague			Drop down, select	Single

Model Instance Name:

FDIC Applications V3

MID:

Date: 5/6/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other				
EDO03714		Rank 3	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop	down, selec	Single
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		
CWS04384		Was the system response time for the application appropriate?	Yes No Partially		Radio button, one-up vertical	Single	Y
CWS04385		Did you experience any browser or firewall issues while using these systems?	Yes No Partially	C	Radio button, one-up vertical	Single	Y
CWS04386	C	If 'Yes', please specify browser and firewall software .			Text area, no char limit		n
CWS04387		What did you like most about the interactive data and information systems?			Text area, no char limit		n
CWS04388		What did you like least about the interactive data and information systems?			Text area, no char limit		n
CWS04389		Do you have any other comments or suggestions to improve our systems? (Please specify)			Text area, no char limit		n



**Special
Instructions**

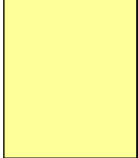
Skip Logic

Skip Logic

Skip Logic

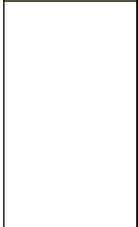


**Special
Instructions**



Skip logic

Skip Logic



OPS

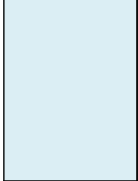
OPS

Y

N



**Special
Instructions**



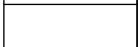
N

N



Skip Logic

Skip Logic



Model Instance Name:

FDIC Applications V3

MID:

Date: 5/6/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS04378	C	What specific information about financial institutions were you looking for?			Text field, <100 char		N
CWS04379	B	If answered "Other" above, what is your other primary reason for visiting? <i>(Please specify)</i>			Text area, no char limit		n
CWS04380		How do you primarily look for information on this site?	Used the SEARCH function Navigation Menu Links within the page Use Quick Links by User Use the Contact Us link Use the HELP link Use the Site Map Send an email through the "Contact Us" email function Call the 1-800 number		Checkbox, one-up vertical	Single	y
CWS04381		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y
CWS04382	B	Please tell us what specifically were you looking for?			Text area, no char limit		
CWS04383		What source brought you to this site?	Search engine Bookmark/Favorite Another website/link Brochure Email from my banker E-mail from FDIC Online Subscription Service Newspaper article Prior experience with FDIC Business Card Social media network (example: Facebook, Twitter, YouTube, etc.) Recommendation from friend/family/colleague Other government agency		Drop-down, -select one	Single	Y
EDO03712		Please rank the top 3 factors that brought you to the FBI website today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select		Single
EDO03713		Rank 2	Message/recommendation from a friend on a social network		Drop down, select		Single

Model Instance Name:

FDIC Applications V3

MID:

Date: 5/6/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

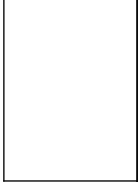
violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other				
EDO03714		Rank 3	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other			Drop down, select	Single
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				Text area, no char limit	
CWS04384		Was the system response time for the application appropriate?	Yes No Partially		Radio button, one-up vertical	Single	Y
CWS04385		Did you experience any browser or firewall issues while using these systems?	Yes No Partially	C	Radio button, one-up vertical	Single	Y
CWS04386	C	If 'Yes', please specify browser and firewall software .			Text area, no char limit		n
CWS04387		What did you like most about the interactive data and information systems?			Text area, no char limit		n
CWS04388		What did you like least about the interactive data and information systems?			Text area, no char limit		n
CWS04389		Do you have any other comments or suggestions to improve our systems? (Please specify)			Text area, no char limit		n



**Special
Instructions**



Skip Logic

Skip Logic

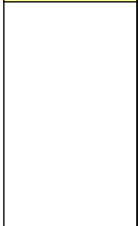
Skip Logic



**Special
Instructions**

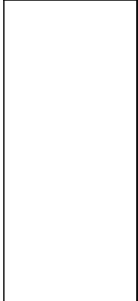
Skip logic

Skip Logic



OPS

OPS



Y

N



**Special
Instructions**

N

N

Skip Logic

Skip Logic

Model Instance Name:

FDIC Applications V3

MID:

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

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
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	A	Radio button, one-up vertical	Single
CQ0004444	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004444		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
CQ0004444	A	Other primary reason			Text area, no char limit	Single
CQ0004444	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
CQ0004444	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

Model Instance Name:

FDIC Applications V3

MID:

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V3 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004444	A	Other reason seeking information			Text field, <100 char	Single
CQ0004444		Were you able to find what you were looking for today?	Yes No Not sure	B C,D	Radio button, one-up vertical	Single
CQ0004444	A	Why were you not able to find 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
CQ0004444	B	Since you could not find what you were looking for, what do you plan to do next?	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
CQ0004444	C	Why were you not sure?	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
CQ0004444	D	Since you were not sure, what do you plan to do next?	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
CQ0004444	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444		What other sources 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
N	
Y	
N	
Y	
Y	



Required Y/N	Special Instructions
Y	
N	
Y	
Y	
Y	
Y	
Y	
N	
N	
Y	