

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:

<http://www.alzheimers.gov/>

MID: QFY5chZENE1k8Z1RAVdNg==

Partitioned (Y/N)? NO

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: 4/18/2012



<http://www.alzheimers.gov/>

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Alzheimer's Information (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Thoroughness	Please rate the thoroughness of information you viewed on this site today.	Satisfaction - Overall	What is your overall satisfaction with Alzheimers.gov? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this site?
understandable	Please rate how understandable the information you viewed today was.	Satisfaction - Expectations	How well does Alzheimers.gov meet your expectations? (1= Falls Short, 10=Exceeds)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely)
Provided Answers	Please rate how well the information viewed today provided answers to your questions.	Satisfaction - Ideal	How does Alzheimers.gov compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Share Information	How likely are you to recommend this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Share Information (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.				How likely are you to share information from this site with a family member, friend or health care professional?
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.				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
Plain Language - Clear	Please rate the clarity of the wording on this site.				
Plain Language - Understandable	Please rate how well you understand the wording on this site.				
Plain Language - Concise	Please rate this site on its use of short, clear sentences.				
	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.				

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underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

http://www.alzheimers.gov/ 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	Special Instructions	CQ Label
LNH0059		How frequently do you visit this site?	This is my first visit		Drop down, select one	Single	Y		Frequency
			Every few months or less often						
			Monthly						
			Weekly						
			Several times a week						
			Daily/more than once a day						
LNH0060		What is your role in visiting the site today?	I am caring for someone with Alzheimer's disease		Radio button, one-up vertical	Single	Y	OPS Group*	Role
			I am caring for someone without Alzheimer's disease						
			I am a friend or family member of someone with Alzheimer's disease						
			I am a health care professional						
			I am an advocate for patients diagnosed with Alzheimer's disease						
			I suspect I or someone I know has Alzheimer's disease						
LNH0061	A	My role in visiting today was as a:	Other	A			N		OE_Role
LNH0062		What is your primary reason for visiting this site today?	Obtain general information on Alzheimer's disease		Radio button, one-up vertical	Single	Y	OPS Group*	Primary Reason
			Find out about treatments or clinical trial for persons with Alzheimer's disease						
			Find out how to be diagnosed for Alzheimer's disease						
			Find Alzheimer's paid providers in my area						
			Find Alzheimer's support programs or services for families/friends/caregivers						
			Just browsing						
LNH0063	A	The reason I visited the site today was:	Other	A			N		OE_Reason
LNH0064		What sections of the site did you visit today? (Please select all that apply.)	Alzheimer's is...		Checkbox One Up Vertical	Multi	Y	OPS Group*	Section Visited
			Treatment Options						
			How to Pay & Plan						
			Caring for someone						
			Help with Alzheimer's						
			Fighting Alzheimer's						
LNH0065	A	What other sections did you visit today?	A section not listed here (please specify):	A			N		OE_Section
LNH0066		Did you find what you were looking for on the site today?	Yes		Radio button, one-up vertical	Single			Ability to Find
			No						
LNH0067		How did you find out about this site?	A friend or family member		Checkbox One Up Vertical	Multi	Y	OPS Group*	Learn about Site
			A health care professional						
			A general web search (e.g., Google, Bing, etc)						
			A TV commercial						
			A newspaper or magazine article						
			An online ad						
			A newspaper or magazine ad						
			A news broadcast						
			Other (please specify):						
LNH0068	A	How did you learn about the Alzheimers.gov site?		A	Text area, no char limit		N		OE_Learn about Site
LNH0069		Did you watch any of the videos featured on the Alzheimers.gov site?	Yes	A	Radio button, one-up vertical	Single	Y	skip logic group	Watch Videos
			No						
LNH0070	A	What did you think of the online videos you viewed on the Alzheimers.gov site?			Text area, no char limit		N		OE_Videos Yes
LNH0071	B	Why didn't you watch any of the online videos featured on the Alzheimers.gov site?			Text area, no char limit		N		OE_Videos No
LNH0073		What additional information would you like to have available on this site?			Text area, no char limit		N		OE_Additional Info
LNH0074		If you could make one improvement to the site what would it be?			Text area, no char limit		N		OE_Improvement

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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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 retailer.com 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 retailer.com 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

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<http://www.alzheimers.gov/> 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	Special Instructions	CQ Label
		What country do you live in?	Afghanistan Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin		Drop down, select one	Single	Y		COUNTRY

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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
		What region do you live in?	Asia		Drop down, select one	Single



Required Y/N	Special Instructions
Y	