

## 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:  
SSA Electronic Access

MID: Z5w0N58sJ5AkRkYUg4pVFg==

Date: 2/8/2012



## Welcome and Thank You Text

### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

### Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

Thank you for taking our survey and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

### Examples

The screenshot shows a web browser window displaying a survey page. The page title is "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkg00h5w". The page features the ForeSee logo and the heading "Customer Satisfaction Survey". Below the heading, there is a welcome message: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve." This is followed by a request for feedback: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A note states "Required questions are denoted by an \*". The first question is: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." Below the question is a rating scale from 1 to 10, with "1=Poor" and "Excellent=10" labels. The scale includes radio buttons for each number and a "Don't Know" option.

### Thank You Text Example

The screenshot shows a survey page with a thank you message and a question. The thank you message reads: "Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." Below the message are "Cancel" and "Submit" buttons. The question is: "16: What size and style of jean were you shopping for today?" It is divided into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size column has radio buttons for 1, 3, 5, 7, 9, 11, and 13. The style column has radio buttons for Boot cut, Low rise, Flare, Relaxed fit, and Slim cut. At the bottom of the page, there is a copyright notice: "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".

Model Instance Name:  
 SSA Electronic Access  
 MID:  
 Partitioned (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: 2/8/2012



SSA Electronic Access		
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>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>visual appeal</b> of this site.	17 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>balance of graphics and text</b> on this site.	18 How well does this site <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 of the pages</b> on this site.	19 How does this site <b>compare to your idea of an ideal website</b> ?	21 How likely are you to <b>recommend this site</b> to someone else?
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		<b>Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate <b>how well this site is organized</b> .		22 How likely are you to <b>use this site rather than seek information from other channels</b> (i.e. local field office, call center)?
5 Please rate the <b>options available for navigating</b> this site.		
6 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
7 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Privacy (1=Poor, 10=Excellent, Don't Know)</b>		
8 Please rate the <b>ability to limit sharing of your personal information</b> on this site.		
9 Please rate the <b>amount of personal information you are asked</b> on this site.		
10 Please rate this site's <b>commitment to protecting your personal information</b> .		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
11 Please rate how <b>quickly pages load</b> on this site.		
12 Please rate the <b>consistency of speed from page to page</b> on this site.		
13 Please rate the <b>ability to load pages without getting error messages</b> on this site.		
<b>Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate the <b>simplicity of the process for completing task(s)</b> on this site.		
15 Please rate the <b>clarity of instructions for completing task(s)</b> on this site.		
16 Please rate the <b>verification of task completion</b> on this site.		

## 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
SAC7234		Did you register for a username and password today?	Yes	A,B,C,D,D D,E,F			Y	Skip Logic Group	Password Registration
			No	X					
SAC7235	A	Please tell us how long it took you to complete your registration:	Less than 10 minutes		Radio button, one-up vertical	Single	N	Skip Logic Group	Registration SAT
			11 minutes - 15 minutes						
			16 minutes - 30 minutes						
			31 minutes - 1 hour						
			Greater than 1 hour						
SAC7236	B	Did you register for Extra Security today?	Yes				N	Skip Logic Group	ExtraSecurityReg
			No						
			I don't know						
SAC7237	C	Did you understand all the instructions for registering for a username and password today?	Yes			Single	N	Skip Logic Group	Instructions
			Partially	CC					
			No	CC					
SAC7238	CC	Please explain what you did not understand about the instructions.			Text area, no char limit		N	Skip Logic Group	OE_Instructions
SAC7239	D	Did you see any information describing the website's security policies or features?	Yes		Radio button, one-up vertical	Single	N	Skip Logic Group	Security
			No						
SAC7240	DD	Do you have any concerns about the security of transactions on this website?	Yes	DDD		Single	N	Skip Logic Group	Security Concerns
			No						
SAC7241	DDD	Please describe your concerns with the security of this site.			Text area, no char limit		N		OE_Security Concerns
SAC7242	E	What would you like us to improve, if anything, about this site's registration process?			Text area, no char limit		N	Skip Logic Group	OE_Reg Improvement
ACQwil0011885	F	What was your primary reason for visiting today?	To print my Social Security Statement		Checkbox	Multi	Y	Skip Logic Group	Primary
			To check my earnings record						
			To view my estimated benefits						
			Add Extra Security to my online account						
			Just curious - wanted to see what information was available with an online account						
			Other reason for visiting today:	FF					
ACQwil0011886	FF	Please tell us what your primary reason was for visiting today:			Text area, no char limit		N	Skip Logic Group	OE_Primary Reason Yes

## 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
SAC7243	X	What was your primary reason for visiting today?	To print my Social Security Statement		Checkbox	Multi	Y	Skip Logic Group	Primary Reason_No
			To check my earnings record						
			To view my estimated benefits						
			Add Extra Security to my online account						
			Just curious - wanted to see what information was available with an online account						
			Other reason for visiting today:	AA					
SAC7244	AA	Please tell us what your primary reason was for visiting today:			Text area, no char limit		N	Skip Logic Group	OE_Primary Reason No
ACQhar0016936		Now that you've looked at your online statement, how often do you think you'll return to review it?	Less frequently than once a year		Dropdown (Select-one)	Single	Y		View Statement
			At least once a year						
			Every 6 months						
			Once a quarter						
			Once a month						
			More frequently than once a month						
			Other						
SAC7245		Were you able to accomplish what you wanted to on the site today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishment
			No	Y					
SAC7246	Y	Since you were not able to accomplish what you wanted to do today, what do you plan to do next? (Please select all that apply)	Return and try again		Checkbox	Multi	Y	Skip Logic Group	Do Next
			Visit a local Social Security office						
			Call a local Social Security office						
			Call Social Security's 800 number						
			Submit an e-mail to Social Security						
			Write a letter to Social Security						
			Take no action						
			Other, please specify	YY					
SAC7247	YY	Please tell us what other action you plan to take next.			Text area, no char limit		N		OE_Do Next
SAC7248		Was there any information on the site that was unclear to you?	No, all the information was clear		Checkbox	Multi	N	Skip Logic Group	Clarity of Info
			The language used						
			How to print a statement						
			Instructions for registering for a username and password						
			Instructions for resetting a password and/or recalling a username						
			Other						

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

**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
SAC7250		What did you like most about your experience today?			Text area, no char limit		N		OE_Like
SAC7251		What did you like least about your experience today?			Text area, no char limit		N		OE_Dislike
SAC7253		Please select the category that includes your age.	18-24		Drop down, select one	Single	N		Age
			25-34						
			35-44						
			45-54						
			55-59						
			60-64						
			65-74						
			75 or older						
			Prefer not to answer						

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 <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



## 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
SAC7233		How often do you access your online statement?	<del>This is my first time</del> <del>Daily</del> <del>Two to three times per week</del> <del>About once a month</del> <del>Every few months</del> <del>Every 6 months or less often</del>		Dropdown (Select one)	Single	Y		Visit Frequency
SAC7234		Did you register for a username and password today?	Yes No	A,B,C,D,D D,E,F X			Y	Skip Logic Group	Password Registration
SAC7235	A	Please tell us how long it took you to complete your registration.	Less than 10 minutes 11 minutes - 15 minutes 16 minutes - 30 minutes 31 minutes - 1 hour Greater than 1 hour		Radio button, one-up vertical	Single	N	Skip Logic Group	Registration SAT
SAC7236	B	Did you register for Extra Security today?	Yes No I don't know				N	Skip Logic Group	ExtraSecurityReg
SAC7237	C	Did you understand all the instructions for registering for a username and password today?	Yes Partially No	CC CC		Single	N	Skip Logic Group	Instructions
SAC7238	CC	Please explain what you did not understand about the instructions.			Text area, no char limit		N	Skip Logic Group	OE_Instructions
SAC7239	D	Did you see any information describing the website's security policies or features?	Yes No		Radio button, one-up vertical	Single	N	Skip Logic Group	Security
SAC7240	DD	Do you have any concerns about the security of transactions on this website?	Yes No	DDD		Single	N	Skip Logic Group	Security Concerns
SAC7241	DDD	Please describe your concerns with the security of this site.			Text area, no char limit		N		OE_Security Concerns
SAC7242	E	What would you like us to improve, if anything, about this site's registration process?			Text area, no char limit		N	Skip Logic Group	OE_Reg Improvement
ACQwil0011885	F	What was your primary reason for visiting today?	To print obtain my Social Security Statement To check my earnings record To view my estimated benefits		Checkbox	Multi	Y	Skip Logic Group	Primary

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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	Required Y/N	Special Instructions	CQ Label
			Add Extra Security to my online account						
			Just curious - wanted to see what information was available with an online account						
			Other reason for visiting today:	FF					
ACQwil0011886	FF	Please tell us what your primary reason was for visiting today:			Text area, no char limit		N	Skip Logic Group	OE_Primary Reason Yes
SAC7243	X	What was your primary reason for visiting today?	To print obtain my Social Security Statement		Checkbox	Multi	Y	Skip Logic Group	Primary Reason_No
			To check my earnings record						
			To view my estimated benefits						
			Add Extra Security to my online account						
			Just curious - wanted to see what information was available with an online account						
			Other reason for visiting today:	AA					
SAC7244	AA	Please tell us what your primary reason was for visiting today:			Text area, no char limit		N	Skip Logic Group	OE_Primary Reason No
		Now that you've looked at your online statement, how often do you think you'll return to review it?	Less frequently than once a year		Dropdown (Select-one)	Single	Y		View Statement
			At least once a year						
			Every 6 months						
			Once a quarter						
			Once a month						
			More frequently than once a month						
			Other						
SAC7245		Were you able to accomplish what you wanted to on the site today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishment
			No	Y					
SAC7246	Y	Since you were not able to accomplish what you wanted to do today, what do you plan to do next? (Please select all that apply)	Return and try again		Checkbox	Multi	Y	Skip Logic Group	Do Next
			Visit a local Social Security office						
			Call a local Social Security office						
			Call Social Security's 800 number						
			Submit an e-mail to Social Security						
			Write a letter to Social Security						
			Take no action						
			Other, please specify	YY					
SAC7247	YY	Please tell us what other action you plan to take next.			Text area, no char limit		N		OE_Do Next
SAC7248		Was there any information on the site that was unclear to you?	No, all the information was clear		Checkbox	Multi	N	Skip Logic Group	Clarity of Info
			The language used						

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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	Required Y/N	Special Instructions	CQ Label
			How to print a statement						
			Instructions for registering for a username and password						
			Instructions for resetting a password and/or recalling a username						
			<del>Other, please specify</del>	<del>Z</del>					
SAC7249	Z	<del>Please specify what information was unclear to you today.</del>			<del>Text area, no char limit</del>		N	Skip Logic Group	OE_Clarify
SAC7250		What did you like most about your experience today?			Text area, no char limit		N		OE_Like
SAC7251		What did you like least about your experience today?			Text area, no char limit		N		OE_Dislike
SAC7252		<del>Please specify what additional information or services you would like to have available on this site.</del>			<del>Text area, no char limit</del>		N		OE_Add Info/Service
SAC7253		Please select the category that includes your age.	18-24		Drop down, select one	Single	N		Age
			25-34						
			35-44						
			45-54						
			55-59 64						
			60-64						
			65-74						
			75 or older						
			Prefer not to answer						

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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	Required Y/N	Special Instructions	CQ Label
SAC7233		How often do you access your online statement?	This is my first time Daily Two to three times per week About once a month Every few months Every 6 months or less often		Dropdown (Select-one)	Single	Y		Visit Frequency
SAC7234		Did you register for a username and password today?	Yes No	A X			Y		Password Registrati
SAC7235	A	Please tell us how long it took you to complete your registration.	Less than 10 minutes 11 minutes - 15 minutes 16 minutes - 30 minutes 31 minutes - 1 hour Greater than 1 hour	B B B B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Registration SAT
SAC7236	B	Did you register for Extra Security today?	Yes No I don't know	C C C			Y	Skip Logic Group	ExtraSecurityReg
SAC7237	C	Did you understand all the instructions for registering for a username and password today?	Yes Partially No	D CC, D CC, D		Single	N	Skip Logic Group	Instructions
SAC7238	CC	Please explain what you did not understand about the instructions.			Text area, no char limit			Skip Logic Group	OE_Instructions
SAC7239	D	Did you see any information describing the website's security policies or features?	Yes No	DD DD	Radio button, one-up vertical	Single	N	Skip Logic Group	Security
SAC7240	DD	Do you have any concerns about the security of transactions on this website?	Yes No	DDD, E, F E, F		Single	N	Skip Logic Group	Security Concerns
SAC7241	DDD	Please describe your concerns with the security of this site.			Text area, no char limit		N		OE_Security Conce
SAC7242	E	What would you like us to improve, if anything, about this site's registration process?			Text area, no char limit		N	Skip Logic Group	OE_Reg Improvem
	F	What was your primary reason for visiting today?	To obtain my Social Security Statement To check my earnings record To view my estimated benefits Other reason for visiting today		Checkbox	Multi	Y	Skip Logic Group	Primary Reason_ Ye
	FF	Please tell us what your primary reason was for visiting today.		FF			N	Skip Logic Group	OE_Primary Reaso
SAC7243	X	What was your primary reason for visiting today?	To obtain my Social Security Statement To check my earnings record To view my estimated benefits Other reason for visiting today		Checkbox	Multi	Y	Skip Logic Group	Primary Reason_ Ne
SAC7244	AA	Please tell us what your primary reason was for visiting today.		AA			N	Skip Logic Group	OE_Primary Reaso
SAC7245		Were you able to accomplish what you wanted to on the site today?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishment
SAC7246	Y	Since you were not able to accomplish what you wanted to do today, what do you plan to do next? (Please select all that apply)	Return and try again Visit a local Social Security office Call a local Social Security office Call Social Security's 800 number Submit an e-mail to Social Security Write a letter to Social Security Take no action Other, please specify		Checkbox	Multi	Y	Skip Logic Group	Do Next
SAC7247	YY	Please tell us what other action you plan to take next.		YY	Text area, no char limit		N		OE_Do Next
SAC7248		Was there any information on the site that was unclear to you?	No, all the information was clear The language used How to print a statement Instructions for registering for a username and password Instructions for resetting a password and/or recalling a username Other, please specify		Checkbox	Multi	N	Skip Logic Group	Clarity of Info
SAC7249	Z	Please specify what information was unclear to you today.		Z	Text area, no char limit		N	Skip Logic Group	OE_Clarity
SAC7250		What did you like most about your experience today?			Text area, no char limit		N		OE_Like

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SAC7251		What did you like least about your experience today?			Text area, no char limit		N		OE_Dislike
SAC7252		Please specify what additional information or services you would like to have available on this site.			Text area, no char limit		N		OE_Add Info/Service
SAC7253		Please select the category that includes your age.	18-24		Drop down, select one	Single	N		Age
			25-34						
			35-44						
			45-54						
			55-64						
			65-74						
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SAC7238	CC	Please explain what you did not understand about the instructions.			Text area, no char limit			Skip Logic Group	OE_Instructions
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SAC7246	Y	Since you were not able to accomplish what you wanted to do today, what do you plan to do next? (Please select all that apply)	Return and try again Visit a local Social Security office Call a local Social Security office Call Social Security's 800 number Submit an e-mail to Social Security Write a letter to Social Security Take no action Other, please specify	YY	Checkbox	Multi	Y	Skip Logic Group	Do Next
SAC7247	YY	Please tell us what other action you plan to take next.			Text area, no char limit		N		OE_Do Next
SAC7248		Was there any information on the site that was unclear to you?	No, all the information was clear The language used How to print a statement Instructions for registering for a username and password Instructions for resetting a password and/or recalling a username Other, please specify	Z	Checkbox	Multi	N	OPS Skip Logic Group	Clarity of Info
SAC7249	Z	Please specify what information was unclear to you today.			<100-text-field Text area, no char limit		N	OPS-Skip Logic Group	OE_Clarity
SAC7250		What did you like most about your experience today?			Text area, no char limit		N		OE_Like
SAC7251		What did you like least about your experience today?			Text area, no char limit		N		OE_Dislike
SAC7252		Please specify what additional information or services you would like to have available on this site.			Text area, no char limit		N		OE_Add Info/Service
SAC7253		Please select the category that includes your age.	18-24 25-34 35-44		Drop down, select one	Single	N		Age

SSA Electronic Access

MID: Z5w0N58sJ5AkRKYUg4pVFg==  
Date: 2/8/2012

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

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
			45-54						
			55-64						
			65-74						
			75 or older						
			Prefer not to answer						