

## 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 [Foreign Language Survey Instructions](#)

Model Instance Name:

#REF!

MID:

#REF!

Date: Fill In Date



### 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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

#### 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.

bharati.hulbanni:  
if STORES MEASURE:  
do NOT use any  
welcome text.

#### DEFAULT Thank You Text

"Thank you for taking our survey - and for helping us serve you better. We appreciate your input!"

bharati.hulbanni:  
TY text can be used  
for all measure types  
(call center, web,  
stores, mobile etc.)

#### ALTERNATE WEB Thank You Text

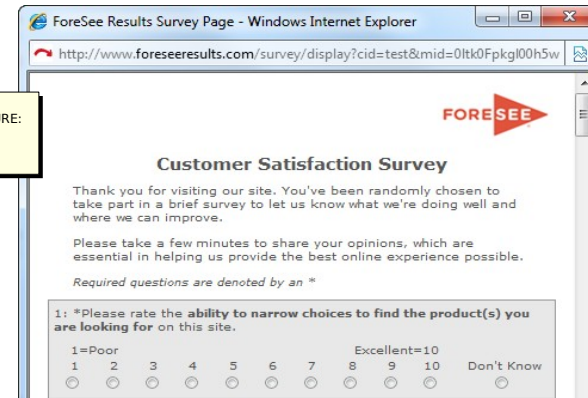
Thank you for taking our survey - and for helping us serve you better.

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.

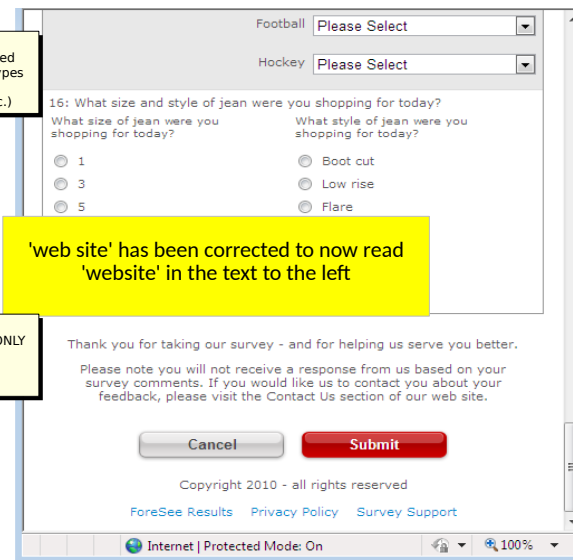
bharati.hulbanni:  
Use this TY text ONLY  
for WEB

#### Examples

##### Welcome Text Example



##### Thank You Text Example



'web site' has been corrected to now read 'website' in the text to the left

Model Instance Name:

NIH Senior Health

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Partitioned (Y/N)? YES

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: 9/28/2012

#REF!

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	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1	Content - Accuracy Please rate the <b>accuracy of information</b> on this site.	20	Satisfaction - Overall What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23	Return How likely are you to <b>return to this site</b> ?
2	Content - Quality Please rate the <b>quality of information</b> on this site.	21	Satisfaction - Expectations 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	Content - Freshness Please rate the <b>freshness of content</b> on this site.	22	Satisfaction - Ideal How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	24	Recommend How likely are you to <b>recommend this site to someone else</b> ?
4	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>			25	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4	Functionality - Usefulness Please rate the <b>usefulness of the features provided</b> on this site.			25	Primary Resource How likely are you to use this site as your <b>primary resource for obtaining senior health information</b> ?
5	Functionality - Convenient Please rate the <b>convenience of the features</b> on this site.				
6	Functionality - Variety Please rate the <b>variety of features</b> on this site.				
7	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
7	Look and Feel - Appeal Please rate the <b>visual appeal</b> of this site.				
8	Look and Feel - Balance Please rate the <b>balance of graphics and text</b> on this site.				
9	Look and Feel - Readability Please rate the <b>readability of the pages</b> on this site.				
10	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
10	Navigation - Organized Please rate how well the site is <b>organized</b> .				
11	Navigation - Options Please rate the <b>options available for navigating</b> this site.				
12	Navigation - Layout Please rate how well the site <b>layout helps you find what you are looking for</b> .				
13	Navigation - Clicks Please rate the <b>number of clicks to get where you want</b> on this site.				
14	<b>Privacy (1=Poor, 10=Excellent, Don't Know)</b>				
14	Privacy - Limit Sharing Please rate the <b>ability to limit sharing of your personal information</b> on this site.				
15	Privacy - Amt Personal Info Please rate the <b>amount of personal information you are asked to submit</b> on this site.				
16	Privacy - Protect Please rate the <b>site's commitment to protecting your personal information</b> .				
17	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
17	Site Performance - Loading Please rate how quickly pages <b>load</b> on this site.				
18	Site Performance - Consistency Please rate the <b>consistency of speed from page to page</b> on this site.				
19	Site Performance - Errors Please rate the <b>ability to load pages without getting error messages</b> on this site.				

Model Instance Name:

NIH Senior Health

#REF!

Date: 9/28/2012

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NIH Senior Health CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answers (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less often			Radio button, one-up vertical	Single	Y		Frequency of Visit
		How did you learn of the NIHSeniorHealth site?	Internet search engine Healthcare provider Senior Center Friend I already know about the site I have the site bookmarked Other (please specify)			Radio button, one-up vertical	S	Y	Skip Logic Group*	Awareness of Site
	A	What other way did you learn of the site?			A	Text area, no char limit		N	Skip Logic Group*	Other Awareness of Site
		What best describes your primary purpose in visiting NIHSeniorHealth today?	Just browsing Find health information for seniors Find general health and wellness info Find info on a specific disease, condition, diagnosis, or treatment Find info on medicines or prescription drugs Find info on alternative treatments, herbals, or vitamins Interested in a Web site that lets me do things like change the size of the text on the screen and other senior-friendly features. For a project or presentation Other, please specify:			Radio button, one-up vertical	S	Y	Skip Logic Group*	Reason for Visit
	A	What other reason do you have for visiting the site today?			A	Text area, no char limit		N	Skip Logic Group*	Other Reason for Visit
		How do you plan to use the information you find on this site today?	For yourself For others For both Other, please specify			Radio button, one-up vertical	S	Y	Skip Logic Group*	How Use the Information
	A	How else do you plan on using the information?			A	Text area, no char limit		N	Skip Logic Group*	Other Use Information
		What best describes your role in visiting NIHSeniorHealth during this session?	Educator Student Researcher/Scientist Health Care Provider (e.g., Physician, Dentist, Nurse) Patient with a specific disease or condition Family or friend of patient General health information seeker NLM Staff Other, please specify		A B	Radio button, one-up vertical	S	Y	Skip Logic Group*	Role
	B	What other way would you describe yourself?				Text area, no char limit		N	Skip Logic Group*	Other Role
	A	What type of health care provider are you?	Allied health professional Dentist Nurse (RN/LPN) Pharmacist Physician Assistant/Nurse Practitioner Physician, primary care Physician, specialist Psychologist Social Worker Other health professional, please specify			Radio button, one-up vertical	S	N	Skip Logic Group*	Health Care Provider
	C	What other type of health care professional are you?			C	Text area, no char limit		N	Skip Logic Group*	Other Health Care Provider
		What features of the site did you use today? (please select all that apply)	Videos			Checkbox, one-up vertical	M	Y	Skip Logic Group*	Features Used

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Model Instance Name:  
 NIH Senior Health  
 #REF!  
 Date: 9/28/2012

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

NIH Senior Health CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answers (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Email updates Search box FAQ's Quizzes Share button Printing Change text size Change contrast Other (please specify)		A					
A		What other features did you use?				Text area, no char limit		N	Skip Logic Group*	Other Features Used
		In the last three months, have you done any of the following: (please select all that apply)	Watch videos on a website Browse websites using my mobile phone/device Receive/send text messages using my mobile phone/device Sign up for email updates from a website Participate in Facebook Participate in Twitter Use personalized web pages (such as iGoogle or My Yahoo!) Listen to podcasts or audio on a website Bookmark or tag websites (using social bookmarking sites such as Digg or Del.icio.us) Other, please specify None of these		B, D, E	Checkbox, one-up vertical	M	Y	Skip Logic Group*	Social Media Interacti
A		What other social media interactions have you done in the last three months?			A	Text area, no char limit		N	Skip Logic Group*	Social Media Intera
B		What device were you using? (select all that apply)	Blackberry Android iPad iPhone iPod Touch Kindle Fire Other, please specify:		C	Checkbox, one-up vertical	M	N	Skip Logic Group*	Device Used
C		What other device were you using?				Text area, no char limit		N	Skip Logic Group*	Other Device Used
D		If NIHSeniorHealth were to offer mobile content, which would you prefer?	Mobile site (example - m.sitename.gov) Downloadable Application (example - iPhone app, Android app, Blackberry app) Not sure I am not interested in mobile content			Radio button, one-up vertical	S	Y	Skip Logic Group*	Mobile Content
E		What information already available from NIHSeniorHealth would you find most useful to have on your mobile device?				Text area, no char limit		N	Skip Logic Group*	Other Device Used
		What other places do you go to for consumer health information?				Text area, no char limit		N		Other Places for Co
		Do you have any suggestions for improving NIHSeniorHealth?				Text area, no char limit		N		Improvements
		Please select the category that includes your age.	24 and under 25 - 34 35 - 44 45 - 54 55 - 59 55 - 64 60 - 64 65 - 69 65 - 74 70 - 74 75 - 84 85 - 94 95 or over			Drop down, select one	S	N		Age

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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

Holiday 2011 Custom Question Setup **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	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with <b>retailer.com</b> compared to 2010?	Didn't purchase anything from <b>retailer.com</b> last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) 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)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <b>retailer.com</b> today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on <b>retailer.com</b> today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <b>retailer.com</b> mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access <b>retailer.com</b> website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

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



Festive Season 2011 Custom Question Setup  
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

red & strike through: DELETE  
 underlined & bold: RE-ORDER  
 blue: 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	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with <a href="#">retailer.co.uk</a> compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	Availability of merchandise Better personal economic circumstances this year Other (please specify)		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	Promotions were not appealing (i.e. % off offers) Quality of merchandise Poor merchandise selection Delivery policy Too many to take time and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <a href="#">retailer.co.uk</a> today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on <a href="#">retailer.co.uk</a> today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <a href="#">retailer's name (here)</a> mobile website, or mobile shopping app while Christmas shopping this year?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes No, and I don't plan to No, but I might in the future Not sure		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	Used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) Made purchases online from my mobile device Used my mobile device to compare products or prices whilst shopping in person in a store Used retailer-developed mobile shopping apps None of the above		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
						Exclusive Answer Choice		Anchor Answer Choice		