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:

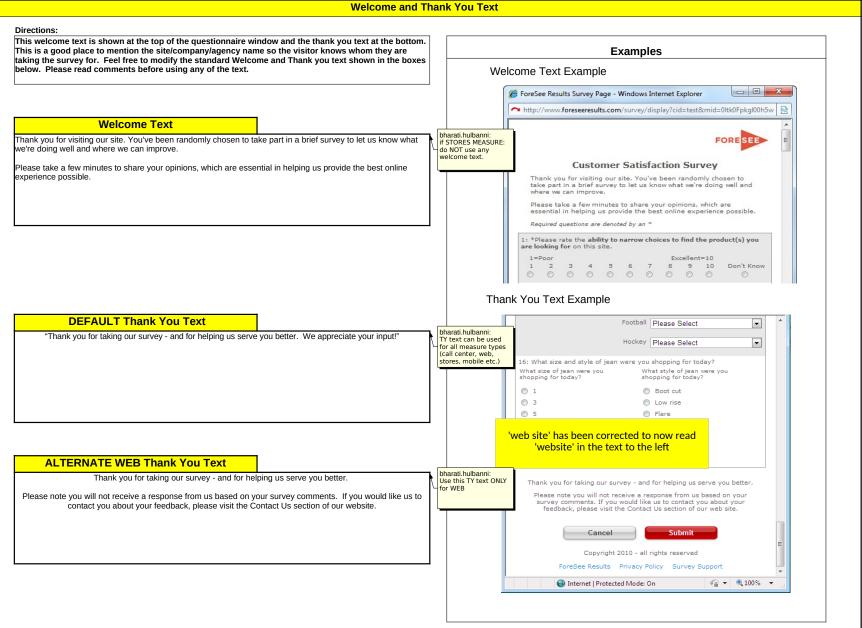
- 1 Questionnaire Design and Approval Process
- 2 Question Grouping Rules
- 3 OPS vs. Skip Logic Decision for "Other, Please Specify"
- 4 Foreign Language Survey Instructions

#REF!

MID: #REF!



Date: Fill In Date



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 q	uestions utilize the	e ACSI methodology to determine scores and impacts			
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)	1	Satisfaction			Return (1=Very Unlikely, 10=Very Likely)
Content - Accuracy	Please rate the accuracy of information on this site.	20 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23	Return	How likely are you to return to this site?
Content - Quality	Please rate the quality of information on this site.	21 Satisfaction - Expectations	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)			Recommend (1=Very Unlikely, 10=Very Likely)
Content - Freshness	Please rate the freshness of content on this site.	22 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	24	Recommend	How likely are you to recommend this site to someone else?
	Functionality (1=Poor, 10=Excellent, Don't Know)					Primary Resource (1=Very Unlikely, 10=Very Likely)
Functionality - Usefulness	Please rate the usefulness of the features provided on this site.				Primary Resource	How likely are you to use this site as your primary resource for obtaining senior health information?
	Please rate the convenience of the features on this site. Please rate the variety of features 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.					
	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.					
	Please rate how well the site layout helps you find what you are looking for.					
	Please rate the number of clicks to get where you want on this site.					
	Privacy (1=Poor, 10=Excellent, Don't Know)					
Privacy - Limit Sharing	Please rate the ability to limit sharing of your personal information on this site.					
Privacy - Amt Personal Info	Please rate the amount of personal information you are asked to submit on this site.					
Privacy - Protect	Please rate the site's commitment to protecting your personal information.					
	Site Performance (1=Poor, 10=Excellent, Don't Know)					
	Please rate how quickly pages load on this site.					
	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.					

Model Instance Name: NIH Senior Health #REF!

Date: 9/28/2012

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

pink: ADDITION blue + -->: REWORDING

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Model Instance Name: NIH Senior Health #REF!

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

pink: ADDITION

blue + -->: REWORDING

Date: 9/28/2012

				NIH Senior Health CUSTOM QUESTION LIST						bharati.hulbann
QID	Skip Logic Label	bharati.hulbanni: there should be NO MORE THAN ONE LETTER IN HERE (Skip Logic Label) Ouestion Text	Answ erIDs (DOT)	Answer Choices	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	Can not have m GroupType (der within one color 'Special Instruct
QID.	Luber	Question Text	(501)	Email updates	10	Type (select from list)	Water	1,,,,	opecial instructions	OQ EUDEI
				Search box FAQ's Quizzes Share button						
				Printing Change text size						
				Change contrast	┦.					
	^	What other features did you use?		Other (please specify)	A	Text area, no char limit		N	Chin Logio Crount	Other Features Use
		In the last three months, have you done any of the following: (please select all that apply)		Watch videos on a website		Checkbox, one-up vertical	М	Y	Skip Logic Group*	cial Media Interact
				Browse websites using my mobile phone/device	B, D, E					
				Receive/send text messages using my mobile phone/device	4					
				Sign up for email updates from a website	4					
				Participate in Facebook Participate in Twitter	-					
				Use personalized web pages (such as iGoogle or My Yahoo!)	+					
				Listen to podcasts or audio on a website	1					
				Bookmark or tag websites (using social bookmarking sites such as Digg or Del.icio.us)						
				Other, please specify	_A					
				None of these					Mutually Exclusive	
	Α	What other social media interactions have you done in the last three months?				Text area, no char limit		N	Skip Logic Group*	Social Media Inter
	В	What device were you using? (select all that apply)		Blackberry Android		Checkbox, one-up vertical	М	N	Skip Logic Group*	Device Used
				iPad						
				iPhone	_					
				iPod Touch Kindle Fire	-					
				Other, please specify:	-					
	С	What other device were you using?		Cutot, produce opeony.		Text area, no char limit		N	Skip Logic Group*	Other Device Use
	D	If NIHSeniorHealth were to offer mobile content, which would you			-	Radio button, one-up vertical	S	Y	Skip Logic Group*	Mobile Content
		prefer?		Mobile site (example - m.sitename.gov)	_	·				
				Downloadable Application (example - iPhone app, Android app, Blackberry app)						
				Not sure	4					
	E	What information already available from NIHSeniorHealth would you		I am not interested in mobile content		Text area, no char limit		N	Mutually Exclusive Skip Logic Group*	Other Device Use
		find most useful to have on your mobile device?				Toxtarea, 110 char illilli			Chip Edgic Gloup	Other Device Use
		What other places do you go to for consumer health information?				Text area, no char limit		N		Other Places for C
		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		Drop down, select one	S	N		Age
				25 - 34	_					
				35 - 44	4					
			-	45 - 54 55 - 59	-					
			—	55 - 64	+					
				60 - 64	┪					
				65 - 69						
				65 - 74						
				70 - 74	4					
			-	75 - 84 85 - 94	-					
			-	95 or over	-					
				100 01 0101		1		1	I.	l

Holiday 2010 Custom Question Setup

red & strike-through: DELETE

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

underlined & italicized: RE-ORDER

pink: Addition

blue + -->: REWORDING

			CUSTOM QUESTION LIST								
QID (Group ID) Seneric spend" ntention for penchmarking	Skip Logic Label	Question Text Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	Answer Choices (limited to 50 characters) A lot more Please use the following guidelines:	Skip to	Type (select from list)	Single or Multi Single	Required Y/N Y				
nd to ompare to 008, 2009 nd 2010			- 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								
			, , ,								
tention with		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	A little more	R			Y				
pend tention with is retailer		holiday season with retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less								
tention with	R	holiday season with <i>retailer.com</i> compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)	R S	Checkbox, one-up vertical	Multi					
tention with		holiday season with retailer.com compared to 2009? Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy	R S			Y				
tention with		holiday season with retailer.com compared to 2009? Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers) Quality of merchandise Merchandise selection	R S			Y				



Special Instructions
Skip Logic Group
Skip Logic Group

Holiday 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

Mile + >> REWORDING

				CUSTOM QUESTIC	N LIST							
	Skip											
ND	Skip Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (s	elect from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less onlin holiday season compared to 2010?	during the 2011	A lot more		Drop down,	select one	Single	Y	,	H2011-Spend general	Benchmarking question fro should be a part of all Hol
				A little more								questions
				expect to spend about the same amount as last year	1							
				A little less A lot less	-							
		Do you awant to spend more or less onlin	aduring the 2011	Not sure		Dron down	colont one	Cinala		Chin Logia Croup	U2011 Cound rate 2or	
		holiday season with retailer.com compared	to 2010?	a dulit purchase anyuning moin relation.com tast year		Diop down,	select offe	Stigle		Skip Edgic Group	H2011-Spelid letailei	Added in 2009, relates directhe retailer and should be a
				A lot more	A							the holiday battery
				A little more I expect to spend about the same amount as last year	Α							
				A little less A lot less	B B							
				Not sure								
	Α	Why do you expect to spend more online w holiday season? (please select all that apply	th retailer.com this	Promotions (\$ or % off offers)		Checkbox, o	one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend more	
				Quality of merchandise Merchandise selection						Randomize		
				Good return policy								
				Shipping costs								
				Availability of merchandise Better personal economic circumstances this year								
		Other reason to round more coline:		Other (please specify):	С	Tout area o	o obor Smit		N.	Anchor Answer Choice	U2011 Count more other	
	В	Why do you expect to spend less online a holiday season? (please select all that ap	ith retailer.com this	Promotions were not appealing (\$ or % off offers)		Checkbox, o	one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend less	
		please select all that ap	P-97									
				Quality of merchandise						Randomize		
				Poor merchandise selection Return policy								
				I'm trying to save more and spend less Online product prices								
				Shipping costs Poor availability of merchandise								
				Worse personal economic circumstances this year								
	cc	Other reason to spend less online:		Other (please specify):	cc	Text area, n	o char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.com	oday.	I made a purchase for myself today		Radio buttor	, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp	Only ask if you do not ha
												"What did you do?" question not replace what you have y lose trending.
				I bought a gift for someone else today	1							iose trending.
				I was browsing today to purchase online later I was browsing today to purchase at one of the store locations	4					Randomize		
				I was browsing today to see what you have Other (please specify):	1.					Anchor Answer Choice		
	А	What else did you do on retailer.com today?		Outer (please specify).		Text area, n	o char limit		N	Skip Logic Group Skip Logic Group	H2011-task accomp other	
		Did you access (insert retailer's name or mobile shopping app while holiday s	here) mobile website	res	A	Radio buttor	, one-up vertical	Single	,	Skip Logic Group	H2011-access mobile	Should be used if retailer h
				No	1							mobile app
	А	Why did you do so? (please select all the	at apply)	To compare different products To look up price information about a product	-	Checkbox, o	one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
				To look up product specifications	1							
				To view product reviews To make a purchase	1							
				To find a store location Another reason:	В					Anchor Answer Choice	H2011-access other	
	В	Please specify the other reason you acc website or app from a mobile device:	essed the company's			Text area, n	o char limit		N	Skip Logic Group	H2011-why access other	
				Yes		Radio butto	on, one-up vertical	Single	Y		H2011-mobile any	
				•	•							Should be asked of all regard they have a mobile device a
		Have you ever used a mobile device t retailer's website, mobile website, or m	Please use th	e following guidelines:								they have a mobile device a not. It is a global question g a read on visitors.
				ODIFY THE WORDING of the ANSWER CHOICES								
				D ANSWER CHOICES OR DELETE ANSWER CHOICES ANGE ORDER OF ANSWER CHOICES, if you would like ar								
	AA	Which of the following ways did you		ANGE ORDER OF ANSWER CHOICES, IT YOU WOULD LIKE AF ed, please request randomization	iswer cn	ioice	e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, o
		Which of the following ways did you device this holiday season? (please s		ange the CQ LABELS								asked of all
			- You may ch	ange your company name in the question which is highl	ighted in	n BLUE						
	Α.						e-up vertical	Multi		Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		How did you use your mobile device wh holiday season? (please select all that a					L Sp verteur			- Ship Logic Group	Thomas as able	
		holiday season? (please select all that a	ppsy)	accessed a competitor's website	1							
				accessed a shopping comparison website (Shopzilla.com, Shopping.com)								
				l accessed the store's mobile shopping app l accessed a competitor's mobile shopping app	-							
				None of the above		Darlin human	, one-up vertical	Single	V	Exclusive Answer Choice Randomize	H2011-shop preference	
		Please think about your shopping professor	es			L'ann nation	, one-up verucal	alligie	1 '	Randonize	12021-3110b bieleieite	Should be a part of the Ho battery of questions. Ge
		Please think about your shopping preferen		Research and buy online, have product delivered								
		Please think about your shopping preferent in general, which of the following is your pre the type of product you researched or pur										shopping preference and v left on after January.
				Research and buy online, pick up in store								shopping preference and v left on after January.
				Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order								shopping preference and w left on after January.
				Research and buy online, pick up in store Research in a catalog and call to order Research orline, call to order Research in a catalog and buy online Research orline buy on turne								shopping preference and w left on after January.
				Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order								Should be a part of the Hol battery of questions. Get shopping preference and w left on after January.

Festive Season 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BLE

EWORDING

**Label Comparison Com

			CUSTOM QUEST	_						
Skip Logic Label	Question Te: Do you expect to spend more or less or season compared to 2010?	nline during the 2011 festive	A little more lexpect to spend about the same amount as last year A little less	Skip to	Type (select from list) Drop down, select one	Single or Multi Single	Required Y/N Y	Special Instructions	CQ Label H2011-Spend general	Application Not Benchmarking question should be a part of all questions
	Do you growt to ground mann or le		A lot less Not sure		laura calcut ana	Conto		Ship Logic Croup	U2011 Count country	
	- C - C - C or	OO NOT MODIFY OO NOT ADD ANS OO NOT CHANGE (der changed, plea	wing guidelines FOR A UK survey: THE WORDING of the ANSWER CHOICES WER CHOICES OR DELETE ANSWER CHOICES ORDER OF ANSWER CHOICES, if you would like answer see request randomization	choice	box, one-up vertical	Single	, T	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates the retailer and should I the holiday batti
^		OO NOT change th ou may change yo	ie CQ LABELS our company name in the question which is highlighte	d in BLUE		Muli		Randomize	H2011-Spend more	
			Availability of merchandise Better personal economic circumstances this year Other (please specify):	cc				Anchor Answer Choice		
CC B	Other reason to spend more online: Why do you expect to spend less online	with retailer.co.uk this	Promotions were not appealing (£ or % off offers)		Text area, no char limit Checkbox, one-up vertical	Multi	N Y	Skip Logic Group	H2011-Spend more other H2011-Spend less	
	Why do you expect to spend less online fassive season? (please select all that ap	y)	Quality of merchandise Poor merchandise selection Return polity The polity Th					Randomize		
	Other reason to spend less online:		Worse personal economic orcumstances this year Other (please specify):	С	Tout area, no char limit		N.	Anchor Answer Choice	H2011 Canad loss other	
	Please tell us what you did on retailer.co	o.uk today.	I made a purchase for myself today Bought a gift for someone else today was browsing today to purchase ornine later		Radio button, one-up vertical	Single	Ÿ	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do no "What did you do?" qu not replace what you ha lose trending
			was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify):	٠,				Anchor Answer Choice		
А	What else did you do on retailer.co.uk too	say?	Yes		Text area, no char limit Radio button, one-up vertical	Single	N V	Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile	
	Did you access (insert retailer's nan or mobile shopping app while Christ year?	mas shopping this		A						Should be used if reta mobile app
A	Why did you do so? (please select a	Il that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To view product reviews To make a purchase		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
В			To find a store location Another reason:	В	Text area, no char limit		N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
В	Please specify the other reason you website or app from a mobile device:	accessed the company's	Yee		Radio button, one-up vertical	Single	N	Skip Logic Group	H2011-why access other	
	Have you ever used a mobile device retailer's website, mobile website, or	ce to access any mobile shopping app?	No, and I don't plan to	AA						Should be asked of all re they have a mobile dev not. It is a global quest a read on visito
			No, but I might in the future							
AA	Which of the following ways did yo device during the festive season? apply)	ou use your mobile (please select all that	used my mobile device to access the Internet to research products (compare product details, look up prices. Find store locations, etc.) made purchases ordine from my mobile device liused my mobile device to compare products or prices whilst shopping in person in a store used retailer-developed mobile shopping apps	A A A	Checkbox, one-up vertical	Multi	Ť	Skip Logic Group	H2011-mobile use	Global use of mobile a asked of all
A			Lused recaller-developed modile snopping apps. None of the above Laccessed the store's website		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
	How did you use your mobile device during the festive season? (please se	while in retail stores elect all that apply)	Taccessed a compelitor's website							
			accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) laccessed the store's mobile shopping app laccessed a competitor's mobile shopping app None of the above					Exclusive Answer Choice		
1	Please think about your shopping pre In general, which of the following is your the type of product you researched or p		Research and buy online, have product delivered Research and buy online, pick up in store		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the battery of questions, shopping preference a left on after Janu
	the type of product you researched or p		Research online, call to order Research catalogue buy online							

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