

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:

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

Partiti 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.

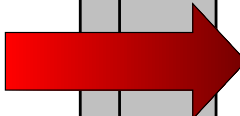
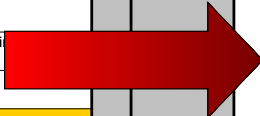
Date: 10/9/2012



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Model questions utilize the 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)				
Content - Accuracy		Please rate your perception of the accuracy of information on this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	Likelihood to Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site ?
Content - Freshness		Please rate the quality of information on this site. Please rate the freshness of content on this site.	Satisfaction - Ideal	How well does this site meet your expectations ? How does this site compare to your idea of an ideal website ? (1=Not Very Good, 10=Very Good)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else ?
		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 - Organization		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 website discloses information about what this agency is doing.				
Online Transparency - Quick		Please rate how quickly agency information is made available on this website.				
Online Transparency - Access		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)				
Search - Results Relevance		Please rate the relevance of search results on this site.				
Search - Results Organization		Please rate the organization of search results on this site.				
Search - Results Help		Please rate how well the search results help you decide what to select .				
Search - Plain		Please rate how well the search feature helps you to narrow the results to find what you want .				
		Plain Language (1=Poor, 10=Excellent, Don't Know)				
Plain		Please rate the clarity of the wording on this site.				
Plain		Please rate how well you understand the wording on this site.				
Plain		Please rate this site on its use of short, clear sentences .				



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 MID: Existing Measure - Please fill in; New Measure - DOT will fill in
 Date: 3/1/2008

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

USGS 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	Special Instructions	CQ Label
		In the context of your current visit, please select the category that best describes you.	Interested in science		Radio button, one-up vertical	Single	Y	OPS Group	Role
			Recreationalist or Vacationer						
			Property owner						
			Educator, including Homeschoolers						
			Student (K-12)						
			Student (College +)						
			Professional Scientist/Engineer						
			Federal/ State/ Local Natural Resource Manager						
			Other category (please specify):	A					
	A	If you answered "Other" to what best describes you, please specify (optional):			Text field, <100 char		N		OE_Other Role
		Did you find what you were looking for today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Ability to Find