

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:
MyCareeratVA

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

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.

DEFAULT Thank You Text

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

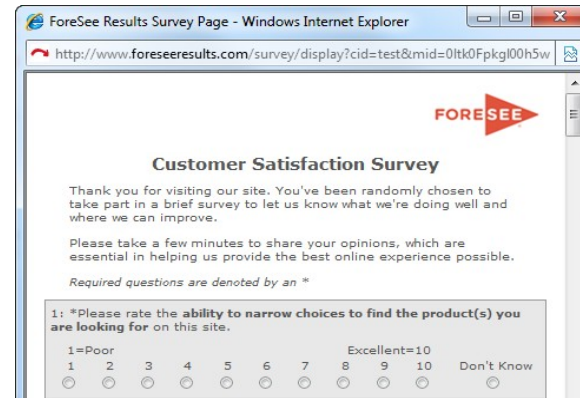
ALTERNATE WEB Thank You Text

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

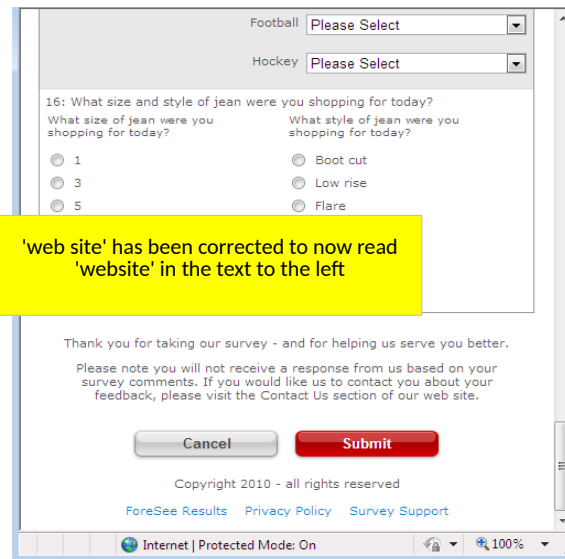
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Examples

Welcome Text Example



Thank You Text Example



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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.

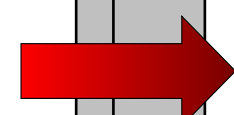
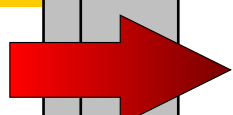
Date: 11/26/2012



MyCareeratVA

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	
	Navigation (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Navigation - Organized	Please rate how well the site is organized.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to MyCareeratVA.va.gov?
Navigation - Navigation - Layout	Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website?	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend MyCareeratVA.va.gov to someone else?
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use MyCareeratVA.va.gov as a primary resource for information about careers at the Department of Veterans Affairs?
	Career Information (1=Poor, 10=Excellent, Don't Know)				
Career Info - Understandable	Please rate how understandable career information is on MyCareeratVA.va.gov.				
Career Info - Detail	Please rate the level of detail of career information on MyCareeratVA.va.gov.				
Career Info - Answers	Please rate how well the career information on MyCareeratVA.va.gov provided answers to your questions.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.				
Functionality - Convenient	Please rate the convenient placement of the website tools on this site.				
Functionality - Variety	Please rate the variety of website tools 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.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Timing	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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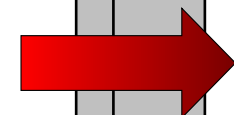
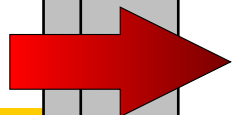
Date: 10/9/2012



MyCareeratVA

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	
	Navigation (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Navigation - Organized	Please rate how well the site is organized.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to MyCareeratVA.va.gov?
Navigation - Navigation - Layout	Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website?	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend MyCareeratVA.va.gov to someone else?
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use MyCareeratVA.va.gov as a primary resource for information about careers at the Department of Veterans Affairs?
	Career Information (1=Poor, 10=Excellent, Don't Know)				
Career Info - Understandable	Please rate how understandable career information is on MyCareeratVA.va.gov.				
Career Info - Detail	Please rate the level of detail of career information on MyCareeratVA.va.gov.				
Career Info - Answers	Please rate how well the career information on MyCareeratVA.va.gov provided answers to your questions.				
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Functionality - Convenient	Please rate the convenient placement of the website tools on this site.				
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11/26/2012

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

MyCareeratVA CUSTOM QUESTION LIST

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 Hide (DO NOT DELETE)
 this column before
 sending to a client.

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 many times have you visited MyCareer@VA in the last	0		Radio button, one-up vertical	Single	Y		Visit Frequency
		1						
		2-5						
		6-10						
		11 or more						
	What is your current role (check all that apply)?	Veteran		Checkbox, two-up vertical	Multi	Y	Skip Logic	Role
		Student						
		Supervisor (I have direct reports)						
		Other, please specify	A					
A	Please describe your current?			Text area, no char limit		N		Other Role
	Where do you currently work?	VHA (at VA)	A, B		Single	Y	Skip Logic	Work At
		VBA (at VA)	A, B					
		NCA (at VA)	A, B					
		VACO (at VA)	A, B					
		The public/government sector (Non VA)	A					
		The private sector	A					
		The nonprofit sector	A					
		I am not currently employed						
		Other, please specify	C					
A	How long have you been in your current occupation?	Less than 1 year				Y	Skip Logic	Length of Occupation
		1-2 years						
		3-5 years						
		6-10 years						
		11 or more years						
B	What GS level are you currently classified as?	GS 1-5				Y	Skip Logic	GS Level
		GS 6-10						
		GS 11-15						
		Prefer not to answer						
C	Where do you currently work?			Text area, no char limit		N		Other work
	Did you use the Career Mapping Tool during your visit today?	Yes	A	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career Map Tool
		No						
		Don't remember/don't know what it is						
A	How would you describe the Career Mapping tool?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Map Exper
		Useful						
		Somewhat useful						
		Not useful						
		I do not understand the purpose of this tool						
	Did you use the My Career Fit Tool during your visit today?	Yes	A	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career Fit Tool
		No						
		Don't remember/don't know what it is						
A	How would you describe the My Career Fit tool?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Fit Experie
		Useful						
		Somewhat useful						
		Not useful						
		I do not understand the purpose of this tool						
	Did you use the VA Career Guides during your visit today?	Yes	A	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career GuidesTool
		No						
		Don't remember/don't know what it is						
A	How would you describe your experience using the VA Career Guides?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career GuidesExpe
		Useful						
		Somewhat useful						
		Not useful						
		I do not understand the purpose of this tool						
	How did you learn about MyCareer@VA? (Select all that apply)	Online or email communications (e.g., VA website, online article, news letter or search engine)		Checkbox, one-up vertical	Multi		Skip Logic Group*	Learn about Site

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		An event (e.g., presentation, training, conference) Leadership (e.g., supervisor, facility director) A learning and development supporter (e.g., training manager, designated learning officer, HR staff, mentor) A colleague Other, please specify	A					
A	Please tell us how you learned about MyCareer@VA:							OE_Learn about sit
	The most important thing that MyCareer@VA has helped me do or understand is? (select all that apply)	Get an overview of the types of careers VA offers and about working for VA in general Get detailed information about specific careers at VA Find relevant job openings to apply to now Map my long-term career path(s) and find relevant jobs for the future Inform my Individual Development Plan (IDP) (e.g., identify relevant training and developmental experiences Other, please specify		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Most Important
A	What else did MyCareer@VA help you do or understand?	Yes	A	Text area, no char limit Radio button one up vertical	Single	N	Skip Logic	Mobile Access
A	What were you most interested in doing with your mobile device on MyCarerr@VA?	No Finding what job fits me best Finding where I fit within VA Mapping next steps in my career Building a resume Finding available jobs Getting an internship Other, please specify			Multi	N		Mobile Reason
AA	Please describe what else you would like to do on MyCareer@VA from your mobile device.		AA	Text area, no char limit		N		OE_Mobile
	If you could recommend one improvement to the MyCareeratVA website what would it be?							OE_One Improvem
		Consider Keeping						
	Were you able to accomplish what you wanted to during your visit today?	Yes		Checkbox, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishm
		No Partially	A B					
A	What specifically were you trying to accomplish today?			Text area, no char limit		N	Skip Logic Group	OE_What unable
B	Why were you unable to accomplish what you wanted to today?			Text area, no char limit		N	Skip Logic Group	OE_Why unable
	Thinking about the MyCareeratVA homepage did it make it clear where you needed to go to find what you were looking for today?	Yes		Checkbox, one-up vertical	Single	Y		Homepage clarity
A	What could have improved your ability to find what you were looking for from the homepage?	No	A	Text area, no char limit		N		OE_Improve Home

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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 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		Radio button, one-up vertical	Single	Y		Visit Frequency
	What best describes your role in visiting the site today?	Current VA employee Active military interested in pursuing a career with the VA upon discharge Veteran interested in pursuing a career with the VA Non veteran interested in pursuing a career with the VA Currently a supervisor within the VA looking for available resources for staff development Just browsing the site Other, please specify	A,B,C,D E, F G G Z	radio button, one-up vertical	Single	Y	Could break down current employee by Entry, Mid, Senior, Supervisors and managers depending upon internal reporting needs. This would eliminate skip A and B	
ZZ	Other role:			Text area, no char limit	Single	N	Skip Logic Group	OE Other Role
A	How long have you been employed by the VA?	Less than 1 year 1 - 2 years 3 - 5 years 6 - 10 years 11 - 15 years 16 - 20 year 21 - 25 years Over 25 years		Radio button, one-up vertical	Single	N		Years Employed
B	What GS level are you currently classified?	GS 1-5 GS 6-10 GS 11-15 Prefer not to answer			Single	N	Skip Logic Group	GS Level
C	Within what job family are you currently employed?	Acquisition Audiology and speech language pathology Blind rehabilitation Cemetery operations Claims Criminal investigator Dietetics Equal employment opportunity Finance and accounting Health systems administration Human resources Information technology Kinesiotherapy Loan guaranty Management analyst Medical supply Nursing Occupational therapy Pharmacy Physical therapy Physician assistant Psychology Public affairs and communications Radiology Recreation and creative arts therapy Social work Vocational rehabilitation/VR&E Don't know Other		Radio button, one-up vertical	Single	Y	Skip Logic Group	Job Family
CC	What other job family are you a part of?		CC	Text area, no char limit		N	Skip Logic Group	OE Job Family
D	Are you interested in or considering changing job families?	Yes No Not Sure		Checkbox, one-up vertical	Single	N	Skip Logic Group	Change job Family

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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
E	Are you also a veteran?	Yes No			Single	N	Skip Logic Group	Veteran Employee
F	When will you be discharged?	Less than 1 month 2-3 months 4-6 months 7-9 months 10 - 12 months Longer than 1 year N/A Other, please specify						Discharge Estimate
FF	I will be discharged:		FF	Text area, no char limit		N	Skip Logic Group	OE Discharge
G	Are you currently employed?	Yes No			Single		Skip Logic Group	Vet Employment St
	What best describes your primary reason for visiting MyCareeratVA today? (Select all that apply)	VA Career planning and development Trying to find out what career track is right for me Search jobs within the VA Continuing education and learning Interested in relocating to another geographic location and maintaining employment within the VA Access my personal account Create resume and/or use the resume builder Interested in VA intership programs Other, please specify	A	Checkbox, one-up vertical	Multi	Y		Primary Reason
A	Please describe your primary reason for visiting the site today?			Text area, no char limit		N	Skip Logic Group	OE_Primary Reason
	Did you use the Career Mapping Tool during your visit today?	Yes No Don't remember/don't know what it is	A,B C	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career Map Tool
A	Was this your first time using the Career Mapping Tool?	Yes No	AA		single	N		Career Map use
AA	About how often have you used the Career Mapping Tool?	1 - 2 times 3 - 5 time More than 5 times				N		Career Map Frequ
B	How would you describe your experience using the Career Mapping tool?	Extremely easy to use Very easy to use Moderately easy to use Easy, but experienced some difficulty Difficult to use Extremely difficulty to use		Radio button, one-up vertical	Single	N	Skip Logic Group	Career Map Difficul
BB	What could be improved with the Career Mapping Tool to improve your experience?			Text area, no char limit		N		OE_Career Map In
C	Why didn't you use the Career Mapping Tool today?	Don't know what it is Didn't have time during this visit Just browsing the site I didn't understand how to use it Other			Single	N	Skip Logic Group	Career Map no use
	Did you use the Career Fit Tool during your visit today?	Yes No Don't remember/don't know what it is	A,B C	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career Fit Tool
A	Was this your first time using the Career Fit Tool?	Yes No	AA		Single	N	Skip Logic Group	Career Fit use
AA	About how often have you used the Career Fit Tool?	1 - 2 times 3 - 5 time More than 5 times			Single	N		Career Fit Frequen
B	How would you describe your experience using the Career Fit tool?	Extremely easy to use Very easy to use		Radio button, one-up vertical	Single	N	Skip Logic Group	Career Fit Difficulty

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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
		Moderately easy to use						
		Easy, but experienced some difficulty	BB					
		Difficult to use	BB					
		Extremely difficulty to use	BB					
BB	What could be improved with the Career Fit Tool to improve your experience?			Text area, no char limit		N		OE_Career Fit Imp
C	Why didn't you use the Career Fit Tool today?	Don't know what it is			Single	N	Skip Logic Group	Career Fit no use
		Didn't have time during this visit						
		Just browsing the site						
		I didn't understand how to use it						
		Other						
	Did you use the Career Guides during your visit today?	Yes	A,B	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career GuidesTool
		No	C					
		Don't remember/don't know what it is						
A	Was this your first time using the Career Guides?	Yes			Single	N	Skip Logic Group	Career Guides use
		No	AA					
AA	About how often have you used the Career Guides?	1 - 2 times			Single	N		Career Guides Fred
		3 - 5 time						
		More than 5 times						
B	How would you describe your experience using the Career Guides?	Extremely easy to use		Radio button, one-up vertical	Single	N	Skip Logic Group	Career GuidesDiffic
		Very easy to use						
		Moderately easy to use						
		Easy, but experienced some difficulty	BB					
		Difficult to use	BB					
		Extremely difficulty to use	BB					
BB	What could be improved with the Career Guides to improve your experience?			Text area, no char limit		N		OE_Career Guides
C	Why didn't you use the Career Guides today?	Don't know what they are			Single	N	Skip Logic Group	Career Guides no U
		Didn't have time during this visit						
		Just browsing the site						
		I didn't understand how to use them						
		Other						
	Did you interact with any of these other sections of the site during your visit today? (Select all that apply)	Resume builder		Checkbox, one-up vertical	Multi	Y		Other Sections
		Education and learning						
		Video gallery						
		Military to civilian						
		Job finder						
		Internship programs						
		FAQ						
		Resources for supervisors and other HR professionals						
		Other						
	Were you able to accomplish what you wanted to during your visit today?	Yes		Checkbox, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishm
		No	A,B					
		Partially	A,B					
A	What specifically were you trying to accomplish today?			Text area, no char limit		N	Skip Logic Group	OE_What unable
B	Why were you unable to accomplish what you wanted to today?			Text area, no char limit		N	Skip Logic Group	OE_Why unable
	Thinking about the MyCareeratVA homepage did it make it clear where you needed to go to find what you were looking for today?	Yes		Checkbox, one-up vertical	Single	Y		Homepage clarity
		No	A			N		
A	What could have improved your ability to find what you were looking for from the homepage?			Text area, no char limit				OE_Improve Home
	How would you describe your navigation experience on the site today? (Select all that apply.)	I had no difficulty navigating this site		Checkbox, one-up vertical	Multi	Y		Navigation Experie
		Links often did not take me where I expected						

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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
		Had difficulty finding relevant information						
		Labels are difficult to understand						
		Too many navigational options to choose from						
		Had technical difficulties (error messages, broken links, etc.)						
		Could not navigate back to previous information						
		I had a navigation difficulty not listed above:						
	The navigation difficulty I experienced today was:	Open-ended		Text area, no char limit		N		OE_Nav Difficulty
	Did you create a new account or log in to your previously established account today?	Yes	A	Checkbox, one-up vertical		N	Skip Logic Group*	Login
		No	B					
A	Did you encounter any difficulties with your account	Yes	C	Checkbox, one-up vertical		N	Skip Logic Group*	Login Difficulties
		No						
C	Please tell us what difficulties you encountered today with your account:			Text area, no char limit		N	Skip Logic Group*	OE_Login Difficultie
B	Why have you not created a personal account? (Select all that apply)	Don't know what it is		Checkbox, one-up vertical		N	Skip Logic Group*	No Account
		Plan to on my next visit						
		Could not complete the set up today						
		Do not need an account						
		Other						
	How did you learn about MyCareeratVA? (Select all that apply)	Media advertisement		Checkbox, one-up vertical	Multi			Learn about Site
		From the VA website						
		Veterans Employment Materials						
		Sponsored Job Fair						
		Placement/Transition Center						
		Search engine (Google, Bing, Yahoo, etc.)						
		Family member or friend						
		Co-worker or Supervisor						
		Other, please specify	A					
A	Please tell us how you learned about MyCareeratVA:							OE_Learn about sit
	Have you ever accessed MyCareeratVA website from a mobile device?	Yes	A	Radio button one up vertical	Single	N	Skip Logic	Mobile Access
		No						
A	Were you successful in viewing content from this site on your mobile device?	Yes						Mobile View
		No						
	If you could recommend one improvement to the MyCareeratVA website what would it be?							OE_One Improvem

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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
		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	

Holiday 2012 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BE

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Do you expect to spend more or less online during the 2012 holiday season compared to 2011?	A lot more A little more I expect to spend about the same amount as last year.		Drop down, select one	Single
		Do you expect to spend more or less online during the 2012 holiday season with retailer.com compared to 2011?			select one	Single
	A	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify):	C	one-up vertical	Multi
	B	Other reason to spend more online: Why do you expect to spend less online with retailer.com this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise 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 Other (please specify):	C	Text area, no char limit Checkbox, one-up vertical	Multi
	C	Other reason to spend less online: Please tell us what you did on retailer.com today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later		Text area, no char limit Radio button, one-up vertical	Single

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

Holiday 2012 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BE

~~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
			I was browsing today to purchase at one of the store locations			
			I was browsing today to see what you have			
			Other (please specify):	A		
	A	What else did you do on <i>retailer.com</i> today?			Text area, no char limit	
		Did you access (<i>insert retailer's name here</i>) mobile website, or mobile shopping app while holiday shopping this year ?	Yes		Radio button, one-up vertical	Single
			No	A		
	A	Why did you do so? (Please select all that apply.)	To compare different products		Checkbox, one-up vertical	Single
			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:	B		
	B	Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single
			No, and I don't plan to			
			No, but I might in the future			
			Not sure			
		Which of the following ways did you use your mobile device this holiday season? (Please select all that apply.)	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	A	Checkbox, one-up vertical	Multi
			I made purchases online from my mobile device	A		
			I used my mobile device to compare products or prices while I'm shopping in person in a store	A		
			I used retailer-developed mobile shopping apps	A		
			None of these			
	A	How did you use your mobile device while in retail stores this holiday season? (Please select all that apply.)	I accessed the store's website		Checkbox, one-up vertical	Multi
			I accessed a competitor's website			
			I accessed a shopping comparison website (Shopzilla.com, Shopping.com)			
			I accessed the store's mobile shopping app			
			I accessed a competitor's mobile shopping app			
		Please think about your shopping preferences .	Research and buy online , have product delivered		Radio button, one-up vertical	Single
		In general, which of the following is your preferred way to shop for the type of product you researched or purchased today ?				

Holiday 2012 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BE

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 pink: ADDITION
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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			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 these			Exclusive Ans



Required Y/N	Special Instructions	CQ Label
Y		H2012-Spend general
Y	Skip Logic Group	H2012-Spend retailer
Y	Skip Logic Group Randomize Anchor Answer Choice	H2012-Spend more
Y		H2012-Spend more other
Y	Skip Logic Group Randomize Anchor Answer Choice	H2012-Spend less
		H2012-Spend less other
Y	OPS Group	H2012-task accomp



Required Y/N	Special Instructions	CQ Label
	Anchor Answer Choice	
	OPS Group	H2012-task accomp other
Y	Skip Logic Group	H2012-access mobile
Y	Skip Logic Group Randomize	H2012-why access mobile
Y	Anchor Answer Choice Skip Logic Group	H2012-access other H2012-why access other
Y		H2012-mobile any
Y	Skip Logic Group	H2012-mobile use
	Exclusive Answer Choice	
Y	Skip Logic Group	H2012-mobile use store
Y	Randomize	H2012-shop preference



Required Y/N	Special Instructions	CQ Label
Answer Choice	Anchor Answer Choice	

Festive Season 2012 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BE

~~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
		Do you expect to spend more or less online during the 2012 festive season compared to 2011?	A lot more		Drop down, select one	Single



Required Y/N	Special Instructions
Y	

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 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	Special Instructions	CQ Label
		Which of the following phrases would you use to describe your experience with this website? (Select all that apply)	Provides enjoyment		Checkbox, one-up vertical	Multi	No	Skip Logic Group Randomize	CME - Phrase
			Makes me happier						
			Inspires my life						
			Challenges my thinking						
			Part of my routine						
			Visited daily						
			Helps me make better decisions						
			Improves my life						
			Makes me a better person						
			Makes me closer to my community						
			Provides viewpoints from others						
			Gives opportunity to comment						
			Lets me interact with others						
			Other, please specify	A				Anchor Answer Choice	
	A	Please provide any other phrases you would use to describe your experience with this website.			Text area, no char limit		No	Skip Logic Group	OE_CME Phrase
		In the following section, please consider the personal meaning with this brand's website.				Single	N		CME - Meaning
		deneen.davis: DO NOT USE. THESE QUESTIONS WERE FROM PHASE I Please describe the MEANING of this			Text area, no char limit				
		In the space below, please describe HOW YOU USE the information you get, or the experience you have, with this website.				Single	N		CME - Use
		In the space below, please describe the most MEMORABLE MOMENT you have had with this website.				Single	N		CME - Memorable

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 the CQ LABELS

Social Media

Please use the following guidelines:

- DO NOT MODIFY THE WORDING of the ANSWER CHOICES IN GREEN
- DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES IN GREEN
- DO NOT CHANGE ORDER OF ANSWER CHOICES IN GREEN, if you would like answer choice order changed, please request randomization
- DO NOT ADD/DELETE more than 2 ANSWER CHOICES IN PINK without speaking with a DOT person
- DO NOT change the CQ LABELS

FOR MORE INFO ON RULES: [https://myfsr.foreseerresults.com/clients/SIR%20Documents/SIR%20Templates%20\(Internal%20Use%20Only\)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx](https://myfsr.foreseerresults.com/clients/SIR%20Documents/SIR%20Templates%20(Internal%20Use%20Only)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx)

To help clients distinguish which Social Media sites respondents are hearing about them on either include the follow-up open-ended question or the close ended question (below with a blue background). Please feel free to eliminate/add any of the answer choices in the close ended question to meet your clients request.

QUESTION LIST

Question	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
<p>Someone I know</p> <p>TV, radio, newspaper, or magazine advertising</p> <p>Internet advertising</p> <p>Don't know</p> <p>Other</p>		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
<p>UPDATES (4/16):</p> <ul style="list-style-type: none"> - New answer choice added: Online Pinboard (Pinterest) - 'MySpace' removed from: Advertising on social networks (Facebook, Twitter) 						
<p>Rank 2 (Optional)</p> <p>Message or recommendation from a friend on a social network</p> <p>Video I saw on YouTube</p> <p>Internet blogs or discussion forums</p> <p>Advertising on social networks (Facebook, Twitter)</p> <p>Message directly from the company on a social network</p> <p>Online Pinboard (Pinterest)</p> <p>Mobile phone text messages or alerts</p> <p>Instant Message from a friend or colleague</p> <p>Familiarity with site/company/brand</p> <p>Promotional email(s) from the company</p> <p>Search engine results</p> <p>Word of mouth recommendation from someone I know</p> <p>TV, radio, newspaper, or magazine advertising</p> <p>Internet advertising</p> <p>Don't know</p> <p>Other</p>		Drop down, select one	Single	N	Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
<p>Rank 3 (Optional)</p> <p>Message or recommendation from a friend on a social network</p> <p>Video I saw on YouTube</p> <p>Internet blogs or discussion forums</p> <p>Advertising on social networks (Facebook, Twitter)</p> <p>Message directly from the company on a social network</p> <p>Online Pinboard (Pinterest)</p> <p>Mobile phone text messages or alerts</p> <p>Instant Message from a friend or colleague</p> <p>Familiarity with site/company/brand</p> <p>Promotional email(s) from the company</p> <p>Search engine results</p> <p>Word of mouth recommendation from someone I know</p> <p>TV, radio, newspaper, or magazine advertising</p> <p>Internet advertising</p> <p>Don't know</p> <p>Other</p>		Drop down, select one	Single	N	Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Questions Below Are Optional, They Are Not Used In The Social Media Value Calculation.

	If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)		Text area, no char limit		N	SV - Other Social Network
	If you heard about this website from a social network, please select which social network it was.	<p>delicious</p> <p>blogspot</p> <p>Facebook</p> <p>Google+</p> <p>Groupm</p> <p>LinkedIn</p> <p>LivingSocial</p> <p>MySpace</p> <p>reddit</p> <p>StumbleUpon</p> <p>Twitter</p> <p>YouTube</p> <p>Other, please specify</p>	<p>Radio button, one-up vertical</p> <p>Anchor Answer Choice</p>		N	OPS Group Randomize SV - Social Network
A	If you heard about this website from a social network, please specify the site.		Text field, <100 char		N	OPS Group SV - Other Social Network

Model Instance Name:
 Fill-in Measure Name
 MID:
 Date: 11/1/2011

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



Fill-in Measure Name CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Single or Multi	Required Y/N	Special Instructions	CQ Label
		<p>How likely are you to discourage others from business with this company?</p>	Single	Y		WordofMouthIndex

Please use the following guidelines:
 - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME
 - DO NOT change the CQ LABELS

Contact Gail Applin and Drew Bennett when adding this question to your clients survey. The following information is needed:
 Client Name
 Measure Name
 MID
 Question Live Date

PUBLIC SECTOR OPTIONS

		<p>How likely are you to discourage others from doing business with this agency/association/organization?</p>	Radio button, scale, no don't know	Single	Y	WordofMouthIndex
		<p>1 = Very Unlikely</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10 = Very Likely</p>				
		<p>How likely are you to discourage others from interacting with this association/agency/organization?</p>	Radio button, scale, no don't know	Single	Y	WordofMouthIndex
		<p>1 = Very Unlikely</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10 = Very Likely</p>				

- **ENTRY**-level positions are where you start your career. Entry-level Technician and Assistant positions are GS 5 or below and entry-level Specialist positions are GS 7 through GS 9.
- **MID**-level Technician and Assistant positions normally go up to GS 9, while mid-level Specialist positions are typically GS 11 and GS 12.
- **SENIOR**-level positions are primarily Specialists from GS 13 to GS 15.
- **SUPERVISORS** are responsible for the day-to-day performance of a group of employees and are typically GS 12 and GS 13.
- **MANAGERS** formulate, determine and influence agency policy and are typically GS 14 and GS 15.