

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:
CMS - NGS JK MAC

MID: 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

Welcome Text

Thank you for visiting **National Government Services**. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of **National Government Services**. Please take a minute or two to give us your opinions. The feedback you provide will help **National Government Services** enhance its site and serve you better in the future. All results are strictly confidential.

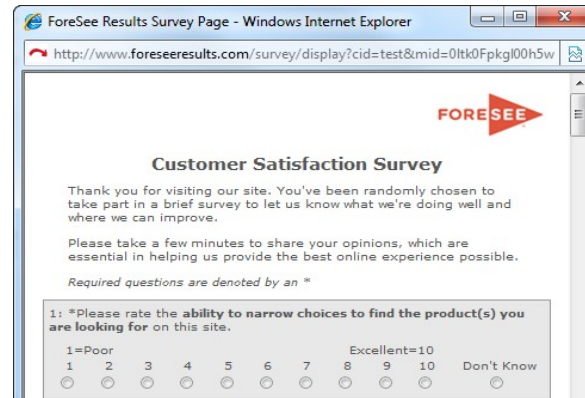
DEFAULT Thank You Text

ALTERNATE WEB Thank You Text

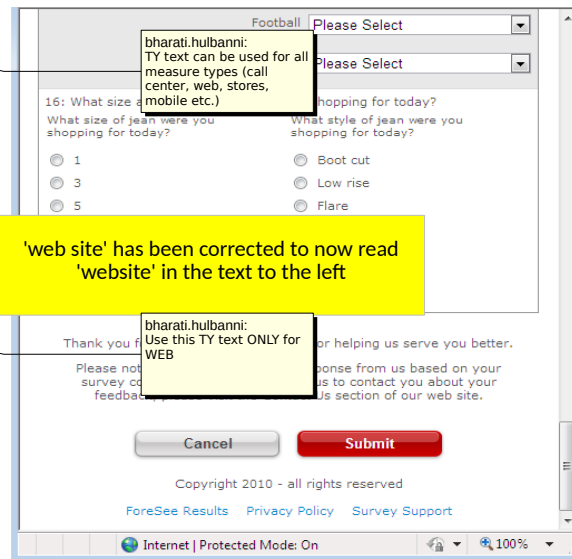
Thank you for your time in completing this survey. Your input is very valuable to us and we will take it into consideration.

Examples

Welcome Text Example



Thank You Text Example



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

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

bharati.hulbanni:
Use this TY text ONLY for
WEB

Model Instance Name:

CMS - NGS JK MAC

MID: New Measure - DOT will fill in

Partitioned (Y)

FPI Included (N)

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: 4/26/2013

THIS is the CMS Required Set of Model Questions

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CMS - NGS JK MAC

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	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1 Content - Accuracy	Please rate the accuracy of information on this site.	21 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	24 Return	How likely are you to return to this site ?
2 Content - Quality	Please rate the quality of information on this site.	22 Satisfaction - Expectations	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3 Content - Freshness	Please rate the freshness of content on this site.	23 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	25 Recommend	How likely are you to recommend this site to someone else ?
	Functionality (1=Poor, 10=Excellent, Don't Know)			26 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Functionality - Usefulness	Please rate the usefulness of the services provided on this site.				How likely are you to use this site as your primary resource for getting information on Medicare?
5 Functionality - Convenient Services	Please rate the convenience of the services on this site.				
6 Functionality - Accomplish Goal	Please rate the ability to accomplish what you wanted to on this site.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
7 Look and Feel - Readability	Please rate the ease of reading this site.				
8 Look and Feel - Organization	Please rate the clarity of site organization .				
9 Look and Feel - Layout	Please rate the clean layout of this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
10 Navigation - Steps	Please rate the degree to which the number of steps it took to get where you want is acceptable.				
11 Navigation - Find	Please rate the ability to find information you want on this site.				
12 Navigation - Layout	Please rate the clarity of the site map/directory .				
13 Navigation - Ease	Please rate the ease of navigation on this site.				
	Search (1=Poor, 10=Excellent, Don't Know)				
14 Search - Usefulness	Please rate the usefulness of search results on this site.				
15 Search - Comprehensive	Please rate how this site provides comprehensive search results .				
16 Search - Organization	Please rate the organization of search results on this site.				
17 Search - Narrow	Please rate how the search feature helps you to narrow the results to find the information you want.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
18 Site Performance - Loading	Please rate the speed of loading the page on this site.				
19 Site Performance - Consistency	Please rate the consistency of speed on this site.				
20 Site Performance - Reliability	Please rate the reliability of site performance on this site.				

#REF!
 CMS - NGS JK MAC
 MID: New Measure - DOT will fill in
 Date: 4/26/2013

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

CMS - NGS JK MAC CUSTOM QUESTION LIST

bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.	FPI Y? NO	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			X		Provider of medical services Supplier of medical equipment or supplies Staff of provider/supplier working primarily with billing/insurance Administrative staff of a provider/supplier Other staff of a provider/supplier Consultant or attorney Billing service Other (please specify)		Radio button, one-up vertical	Single	Y
		SKIP A	Other - which best describes you?			SKIP A	Text field, <100 char		N
			In the last 30 days, how many times have you visited this website?		This is my first time Once or twice		Radio button, one-up vertical	Single	Y

bharati.hulbanni:
there should be NO MORE THAN ONE LETTER IN HERE (Skip Logic Label)

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

bharati.hulbanni:
Can not Group ID within a 'Special'



hulbanni:
t have more than one CQ
ype (denoted by an *)
ne colored group in
Instructions'.

Special Instructions	CQ Label
OPS Group*	Best Describes You
OPS Group*	Other Role
	Visit Frequency

#REF!
 CMS - NGS JK MAC
 MID: New Measure - DOT will fill in
 Date: 3/1/2008

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CMS - NGS JK MAC 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
		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

#REF!
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CMS - NGS JK MAC CUSTOM QUESTION LIST

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 BELOW

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
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 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
		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 A little less A lot less Not sure		Drop down, select one	Single	Y	
		Do you expect to spend more or less online during the 2012 holiday season with <i>retailer.com</i> compared to 2011?	I didn't purchase anything from <i>retailer.com</i> last year A lot more A little more I expect to spend about the same amount as last year A little less A lot less Not sure	A A B B	Drop down, select one	Single	Y	Skip Logic Group
	A	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) 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):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice
	C	Other reason to spend more online:			Text area, no char limit		Y	
	B	Why do you expect to spend less online with <i>retailer.com</i> 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	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice
	C	Other reason to spend less online:			Text area, no char limit			
		Please tell us what you did on <i>retailer.com</i> today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later		Radio button, one-up vertical	Single	Y	OPS Group

Holiday 2012 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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 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		
			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				Anchor Answer Choice		
	A	What else did you do on <i>retailer.com</i> today?			Text area, no char limit	Open	N	OPS Group		
		Did you access <i>(insert retailer's name here)</i> mobile website	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group		
	A	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			Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize		
	B					Text area, no char limit	Open	Y	Skip Logic Group	
							Radio button, one-up vertical	Single	Y	
				retailer's website, mobile website, or mobile shopping app?	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.) I made purchases online from my mobile device I used my mobile device to compare products or prices while I'm shopping in person in a store I used retailer-developed mobile shopping apps None of these	A A A A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice
	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 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 I didn't use my mobile device while in retail stores		Checkbox, one-up vertical	Multi	Y	Skip Logic Group		

Holiday 2012 Custom Question Setup
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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	Required Y/N	Special Instructions
		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 these		Radio button, one-up vertical	Single	Y	Randomize
						Exclusive Answer Choice		Anchor Answer Choice



CQ Label
H2012-Spend general

H2012-Spend retailer

H2012-Spend more

H2012-Spend more other

H2012-Spend less

H2012-Spend less other

H2012-task accomp



CQ Label
H2012-task accomp other
H2012-access mobile
H2012-why access mobile
H2012-why access other
H2012-mobile any

H2012-mobile use
H2012-mobile use store



CQ Label

H2012-shop preference

Festive Season 2012 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

~~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	

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.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20\(Internal%20Use%20Only\)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx](https://myfsr.foreseeresults.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						
Questions (characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Find on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
UPDATES (4/16): - New answer choice added: Online Pinboard (Pinterest) - 'MySpace' removed from: Advertising on social networks (Facebook, Twitter)						
TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
Rank 2 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
Rank 3 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	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)				N	SV - Other Social Network	
	If you heard about this website from a social network, please select which social network it was.	Delicious Digg Facebook Google+ Groupon LinkedIn LivingSocial MySpace reddit StumbleUpon Twitter YouTube Other, please specify	Text area, no char limit Radio button, one-up vertical		N	OPS Group Randomize Anchor Answer Choice	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

