

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 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)
- 7 [Foreign Language Survey Instructions](#)

Model Instance Name: FEMA Readygov
FEMA Readygov

MID: F0o8UIk10IREgQMB0JcIRQ==

Partitioned (Y/N)? Y

Date: 4/13/2011



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 text shown in the box below.

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.

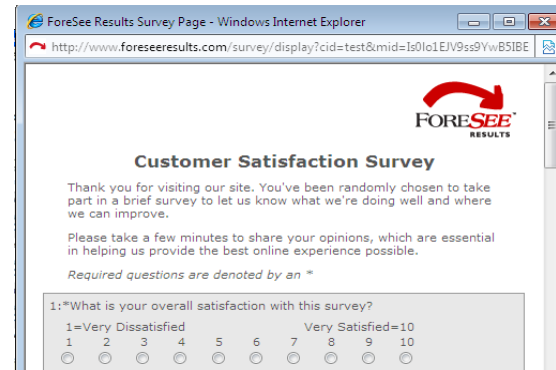
Thank You Text

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

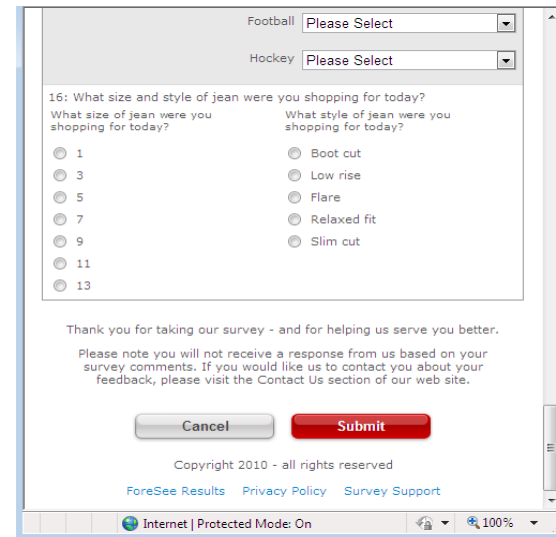
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

Examples

Welcome Text Example



Thank You Text Example



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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: 2/29/2012

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.	17 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Return	How likely are you to return to this site ?
2 Content - Quality	Please rate the quality of information on this site.	18 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.	19 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	21 Recommend	How likely are you to recommend this site to someone else ?
4 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.			22 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining preparedness information?
5 Look and Feel - Balance	Please rate the balance of graphics and text on this site.			23 Create Emergency Plan	Resource for Creating Emergency Plan (1=Very Unlikely, 10=Very Likely) How likely are you to create an emergency plan after visiting this site today (in the next 90 days)?
6 Look and Feel - Readability	Please rate the readability of the pages on this site.			24 Create Emergency Kit	Resource for Creating Emergency Kit (1=Very Unlikely, 10=Very Likely) How likely are you to create an emergency kit after visiting this site today (in the next 90 days)?
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well the site is organized .				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
10 Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
11 Site Performance - Loading	Please rate how quickly pages load on this site.				
12 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
13 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				
	Search (1=Poor, 10=Excellent, Don't Know)				
14 Search - Results Relevance	Please rate the relevance of search results on this site.				
15 Search - Results Organization	Please rate the organization of search results on this site.				
16 Search - Results Help	Please rate how well the search results help you decide what to select .				
Search - Feature Narrow	Please rate how well the search feature helps you to narrow the results to find what you want.				

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~~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
EDO11022		After visiting this site I feel more prepared for a disaster. (1=Strongly Disagree, 10=Strongly Agree)	1-Strongly Disagree 2 3 4 5 6 7 8 9 10-Strongly Agree DK	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, scale, has don't know	Single	Y	

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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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 retailer.com 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 retailer.com 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

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