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

Client Name:
Measure Name:

Custom Qualifier Page	*Please Select*
Custom Invitation Text?	*Please Select*
Custom Tracker Text?	*Please Select*
Custom Welcome/ Thank You Text?	*Please Select*

Language(s)	If other language not listed, please specify.	Website URL	MID(s) *(DOT FILL THIS IN)*	Measure Name(s) *(DOT WIll FILL THIS IN)*
Please Select a Language				
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FORESEE

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 agreeing to take a brief survey on AHRQ's e-mail subscriptions 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 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

ForeSee Results Survey Page - Windows Internet Explorer

http://www.foreseeresults.com/survey/display?cid=test&mid=0Itk0Fpkgl00h5w

FORESEE

Customer Satisfaction Survey

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.

*Required questions are denoted by an ***

1: *Please rate the **ability to narrow choices to find the product(s) you are looking for** on this site.

1=Poor   Excellent=10
1   2   3   4   5   6   7   8   9   10   Don't Know

Thank You Text Example

Football Please Select

Hockey Please Select

16: What size and style of jean were you shopping for today?
What size of jean were you   What style of jean were you
shopping for today?   shopping for today?

1   Boot cut
3   Low rise
5   Flare

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

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.

Cancel   Submit

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ForeSee Results   Privacy Policy   Survey Support

Internet | Protected Mode: On   100%

Model Instance Name:
AHRQ e-mail
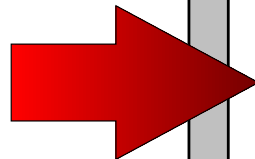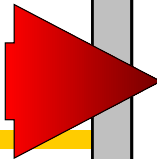
MID: 8UVhEIc4JJA9txYxggBxUQ==

ParIN

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.

Dat 1/6/2012

FORESEE

Model questions utilize the ACSI methodology to determine scores and impacts		
ELEMENTS (drivers of satisfaction)	**CUSTOMER SATISFACTION**	**FUTURE BEHAVIORS**

Look and Feel (1=Poor, 10=Excellent, Don't Know)

1 Please rate the **visual appeal** of this e-mail.

2 Please rate the **balance of graphics and text** in this e-mail.

3 Please rate the **readability** of this e-mail.

Email Content (1=Poor, 10=Excellent, Don't Know)

4 Please rate the **accuracy of information** in this e-mail.

5 Please rate the **quality of information** in this e-mail.

6 Please rate the degree to which the information provided in this e-mail **addresses your interests.**

Plain Language (1=Poor, 10=Excellent, Don't Know)

7 Please rate the **clarity of the wording** in this e-mail.

8 Please rate how **well you understand the wording** of this e-mail.

9 Please rate this e-mail on its **use of short, clear sentences.**

Subscription (1=Poor, 10=Excellent, Don't Know)

10 Please rate how **often** the e-mails are **delivered.**

11 Please rate the **options** for choosing **which e-mail subscriptions** you receive.

12 Please rate the **options** for controlling how **frequently e-mails are delivered.**

Satisfaction

13 What is your **overall satisfaction** with AHRQ e-mail? *(1=Very Dissatisfied, 10=Very Satisfied)*

14 How well does AHRQ e-mail **meet your expectations**? *(1=Falls Short, 10=Exceeds)*

15 How do AHRQ e-mails **compare to your idea of an ideal e-mail**? *(1=Not Very Close, 10=Very Close)*

Visit website (1=Very Unlikely, 10=Very Likely)

16 How likely are you to **visit the AHRQ website** as a result of receiving this e-mail?

Recommend (1=Very Unlikely, 10=Very Likely)

17 How likely are you to **recommend** the AHRQ e-mail subscription service to others?

Forward Email (1=Very Unlikely, 10=Very Likely)

18 How likely are you to **forward this e-mail** to someone else?

Future Email Behavior (1=Very Unlikely, 10=Very Likely)

19 How likely are you to **open future e-mails from AHRQ**?

Model Instance Name						
Model Instance Name						
AHRQ e-mail						
MID: 8UVhEIc4JJA9txYxggBxUQ==						
Date: 1/6/2012						

AHRQ e-mail CUSTOM QUESTION LIST						
Question #	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
SAC7098		Did the **subject line** of the e-mail include:	Too much information		Radio button, one-up vertical	Single
			Not enough information			

Required Y/N	Special Instructions
	Randomize

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

red & strike-through: DELETE
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
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
			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				
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?					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
Skip Logic Group

| | | | AHRQ e-mail CUSTOM QUESTION LIST | | | |

Question #	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
SAC7098		Did the **subject line** of the e-mail include:	Too much information		Radio button, one-up vertical	Single
			Not enough information			

Required Y/N	Special Instructions
	Randomize

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

AHRQ e-mail CUSTOM QUESTION LIST

Question #	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Did the **subject line** of the e-mail include:	Too much information		Ra...	Single
			Not enough information			

Sally.Collins: these 3 CQs were not added as group

	Required Y/N	Special Instructions
		Randomize