

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)

Basic rules:

1 This questionnaire **has to match the live survey**

2 All changes to the live measure need to be tracked and archived in **one document**

3 **All CQ change requests** have to be submitted using this document

SRA: 1) marks up changes and submits the entire document to DOT

DOT: 1) archives change request on separate tab

2) implements change(s)

3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes

4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Questionnaire Skip Set Up Guidelines

Goals:

- Ensure all skip setup included in the questionnaire is consistent with skip logic rules
- Decrease down time due to skip corrections within submitted surveys

Basic Skip Rules:

"Other Please Specify" (OPS) Skip Rules:

Type 1 "Other Please Specify" Rules (Text box to the right of the answer choice "Other, please specify:") :

- 1 OPS questions must be set up as a radio-button or checkbox to have the text box appear next to the answer choice "Other, please specify:"
- 2 The open ended text box for "Other Please Specify" has it's own question ID and needs **full question text** included in questionnaire. (This will be used by clients, SRAs, etc, in the portal and comment cluster to differentiate between OPS questions within a measure)
- 3 The open ended text box has a character limit of 100. No exceptions! if more characters are needed, please request a Type 5 group.
- 4 In the special instructions column, indicate that this is a "OPS Group" for the PARENT and CHILD questions.

Type 5 "Other Please Specify" Rules (More than two questions within question group):

- 1 Open-ended boxes will not show up next to the answer choice "Other" in this type of skip logic. They will pop as separate questions that require additional question text. Please include full question text.
- 2 Radio-button, checkbox or drop-down CQs can have an "other please specify" in this type of skip set up but the text box will pop as a separate question.
- 3 In the special instructions column, indicate that this is a "Skip Logic Group" for the PARENT and CHILD questions.

Please refer to the Current Custom Qsts tab for examples (OPS Type 1 and OPS Type 5 are marked in the comment boxes)

General Skip Rules:

- 1 The parent question must come first, and child questions must immediately follow. Skip logic groups cannot be broken up by other questions that are not included within the skip.
- 2 A CQ can only have one parent question; a single question CANNOT be triggered by different questions.
- 3 Answers within one question can be set up so that different answer combinations trigger different questions, through the use of "answer groups".
- 4 A question can only be a part of ONE group type i.e. skip logic, matrix, or multiple lists
- 5 Horizontal scale questions CANNOT be parent CQs, but they can be child CQs. NOTE: By changing a horizontal scale question to a dropdown they can become parent questions.
- 6 Open End text questions cannot be a parent questions, but they can be child CQs.
- 7 Multi-select questions can be used in skip logic.

As a general tip for SRAs: The more complex the skip logic, the more difficult it is to keep the tabs and labels concise in SPRs. It is important to know when to just use filters versus creating skip logic.

Caution: Measures without enhanced/segmented reports might require intricate skip to gather necessary data for standard reports.

Model Instance Name:

Fill-in Measure Name

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

Date: Fill In Date

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the accuracy of information on this site. 2 Please rate the quality of information on this site. 3 Please rate the freshness of content on this site.	23 What is your overall satisfaction with this site? 24 How well does this site meet your expectations ? 25 How does this site compare to your idea of an ideal website ?	26 How likely are you to return to this site ? Recommend (1=Not Very Likely, 10=Very Likely) 27 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		
4 Please rate the usefulness of the features provided on this site. 5 Please rate the convenience of the features on this site. 6 Please rate the variety of features on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the visual appeal of this site. 8 Please rate the balance of graphics and text on this site. 9 Please rate the readability of the pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized . 11 Please rate the options available for navigating this site. 12 Please rate how well the site layout helps you find what you are looking for . 13 Please rate the number of clicks to get where you want on this site.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how quickly pages load on this site. 15 Please rate the consistency of speed from page to page on this site. 16 Please rate the ability to load pages without getting error messages on this site.		
Product Browsing (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the ability to sort products by criteria that are important to you on this 18 Please rate the ability to narrow choices to find the product(s) you are looking for 19 Please rate how well the features on the site help you find the product(s) you are		
Product Descriptions (1=Poor, 10=Excellent, Don't Know)		
20 Please rate the thoroughness of product descriptions on this site. 21 Please rate how understandable the product descriptions are on this site. 22 Please rate how well the product descriptions provide answers to your questions .		
Search (1=Poor, 10=Excellent, Don't Know)		
23 Please rate the relevance of search results on this site. 24 Please rate the organization of search results on this site. 25 Please rate how well the search results help you decide what to select . 26 Please rate how well the search feature helps you to narrow the results to find what		

Model Instance Name:

Fill-in Measure Name

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

Date: 3/1/2008

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Fill-in Measure Name 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
CQ0004444		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
CQ0004445		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	A	Radio button, one-up vertical	Single
CQ0004446	A	Please explain why you do not intend to register?			Text field, <100 char	Single
CQ0004447		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004448	A	Please specify your other primary reason.			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Green information Product application Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	C	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

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Fill-in Measure Name

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Date: 3/1/2008

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Fill-in Measure Name 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
CQ0004451		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	A	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004455	B	Since you could not find what you were looking for, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you not sure ?	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004457	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What other sources do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



Required Y/N	Special Instructions
Y	
Y	Randomize OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group



Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	

Model Instance Name:
Small Business Administration

MID: 1AVxgAh5cMdFooZoAd1oQQ==

Date: 7/21/2008

Small Business Administration MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Content Please rate your perception of the accuracy of information on this site. Please rate the quality of information on this site. Please rate the freshness of content on this site.</p> <p>Functionality Please rate the usefulness of the features provided on this site Please rate the convenience of the features on this site. Please rate the ability to accomplish what you wanted to on this site.</p> <p>Look and Feel Please rate the ease of reading this site. Please rate the clarity of site organization. Please rate the clean layout of this site.</p> <p>Navigation Please rate the degree to which the number of steps to get where you want is acceptable. Please rate the ability to find information you want on this site. Please rate the clarity of site map or directory. Please rate the ease of navigation on this site.</p> <p>Search Please rate the usefulness of search results on this site. Please rate how this site provides comprehensive search results. Please rate the organization of search results on this site. Please rate how the search feature helps you to narrow the results to find the information you want.</p> <p>Site Performance Please rate the speed of loading the page on this site. Please rate the consistency of speed on this site. Please rate the reliability of site performance on this site.</p> <p>Tasks and Transactions Please rate the ease of completing task(s) on this site. Please rate the degree of privacy in completing tasks on this site. Please rate the verification of task completion on this site. Please rate the availability of help with questions or problems on this site.</p>	<p>Satisfaction What is your overall satisfaction with this site? How well does this site meet your expectations? How does this site compare to your idea of an ideal website?</p>	<p>Return How likely are you to return to this site?</p> <p>Recommend How likely are you to recommend this site to someone else?</p> <p>Primary Resource How likely are you to use this site as your primary resource?</p>

Model Instance Name:

Small Business Administration

MID: 1AVxgAh5cMdFooZoAd1oQQ==

Date: 11/28/2011

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Small Business Administration CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
7199		Which best describes you or your organization?		Potential small business owner Small business (less than five years old) Established small business (greater than five years old) Medium or large business SBA resource partner (such as SCORE, SBDC and WBC) Trade or business organization Lending institution Student, academic or researcher Congress/Federal agency Media Other	B B B B A	Radio Button One Up
RJO00089	A	How else would you describe you or your organization?				Text area, no char limit
	B	Which of the following applies to your existing or potential business?		Minority Owned Small Business Native American Owned Small Business Senior (50+) Owned Small Business Veteran Owned Small Business Women Owned Small Business Young Entrepreneur Other None	C	Checkbox, one-up vertical
	C	Please specify your business type:				Text area, no char limit
7200		What is your primary reason for visiting this site today?		Starting a business Financing a business Managing a business Government contracting Disaster assistance SBA backed loans Expanding a Business Looking for a Grant SBA partner information SBA lender information Business laws & regulatory assistance		Radio Button One Up

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Small Business Administration CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
				Counseling and training Agency news & events Business forms Business tools Finding local information Exporting information Online community Other	A	
RJO00090	A	Please describe your primary purpose for visiting the site today:				Text Field – limited to 100 characters
EDO08056		How frequently do you visit this site?	EDO08056A001 EDO08056A002 EDO08056A003 EDO08056A004 EDO08056A005 EDO08056A006	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
SVD00133 (SVD00133G5)		Did you find what you were looking for?		Yes Partially No	A, E B, E	Radio Button One Up
AKR1884	A	If you were partially able to find what you were looking for, please explain:				Text Area – no character limit
7201	B	If you were not able to find what you were looking for, please explain:				Text Area – no character limit
AKR1885	C	If you were not able to find what you were looking for, what do you plan to do next?		Nothing Call the SBA Answer Desk Return to the SBA site later and try again Try another website Send an email Call your local SBA office Other	D	Radio Button One Up Vertical
AKR1886	D	Please specify what you are going to do next:				Text area, no char limit
ACQwil0011534	E	How long did it take you to find your information?	ACQwil0011534A01 ACQwil0011534A02 ACQwil0011534A03 ACQwil0011534A04 ACQwil0011534A05	Less than 1 minute 1 - 5 minutes 5 -10 minutes 10 -15 minutes More than 15 minutes		Drop down, select one
7204		If SBA.gov helped your business , please explain how:				Text Area – no character limit
		What new tool, capability, or content would you like to see on the site? (open end)				Text Area – no character limit



Single or Multi	Required Y/N	Special Instructions
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
M	Y	Skip Logic Group
	N	Skip Logic Group
Single	Y	



Single or Multi	Required Y/N	Special Instructions
Single	N	
<i>Single</i>	<i>Y</i>	<i>Skip Logic Group</i>
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
<i>Single</i>	<i>Y</i>	Skip Logic Group
<i>Single</i>	<i>N</i>	
Single	Y	Skip Logic Group
Single	N	
Single	N	



Single or Multi	Required Y/N	Special Instructions
Single	Y	
Single	N	
Single	Y	
Single	N	

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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
EDO08056		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	A,B,C,D A,B,C,D A,B,C,D A,B,C,D A,B,C,D	Radio Button One Up	Single	Y
EDO08057	A	If you had visited the site before and noticed the recent redesign, please rate this change:	Positive Negative Neutral	E	Radio button, one-up vertical	Single	Y
EDO08058	E	Please tell us why it is negative:			Text area, no char limit		N
EDO08059	B	How would you rate the site navigation?	More user friendly. Less user friendly. About the same.	F	Radio button, one-up vertical	Single	Y
EDO08060	F	Please explain how it is less user friendly:			Text area, no char limit		N
EDO08061	G	How would you rate the site content?	Easier to understand. More difficult to understand. About the same.	G	Radio button, one-up vertical	Single	Y
EDO08062	G	Please explain how it is more difficult to understand:			Text area, no char limit		N
EDO08063	D	How would you rate the organization of the site?	Better organized – it's easier to find information. Not as well organized – it's harder to find information. Finding the information has the same level of difficulty it had before.	H	Radio button, one-up vertical	Single	Y
EDO08064	H	Please explain how it is harder to find information:			Text area, no char limit		N
7199		Which best describes you or your organization?	Potential small business owner Small business (less than five years old) Established small business (greater than five years old) Medium or large business SBA resource partner (such as SCORE, SBDC and WBC) Trade or business organization Lending institution Student, academic or researcher Congress/Federal agency Media Other	A	Radio Button One Up	Single	Y
RJO00089	A	Please specify your role:			Text Field – limited to 100 characters	Single	N
7200		What is your primary reason for visiting this site today?	Starting a business Financing a business		Radio Button One Up	Single	Y

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Small Business Administration 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
			Managing a business				
			Government contracting				
			Disaster assistance				
			SBA backed loans				
			Expanding a Business				
			Looking for a Grant				
			SBA partner information				
			SBA lender information				
			Business laws & regulatory assistance				

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 Small Business Administration
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 Date: 11/28/2011

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Small Business Administration 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
			Training Agency news & events Resource library Business forms Local SBA offices Other	A			
RJO00090	A	Please describe your primary purpose for visiting the site today:			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which section of the SBA.gov website did you primarily use this visit?	Starting & Managing a Business Loans & Grants Contracting Counseling & Training SBA Direct For Lenders Other	A B C	Radio Button One Up	Single	Y
AKR1876	C	Please specify which section of the SBA.gov website you primarily used this visit:			Text Field – limited to 100 characters	Single	N
EDO08069	A	What area within Loans & Grants is of the most interest to you?	Small Business Loans Grants Bonds Other Financial Assistance Other	D	Radio Button One Up Vertical	Single	Y
EDO08070	D	Please specify which area within Loans & Grants is of the most interest to you:			Text Field – limited to 100 characters	Single	N



**Special
Instructions**

Skip Logic Group

Skip Logic Group

Skip Logic Group

Skip Logic Group

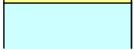
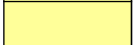
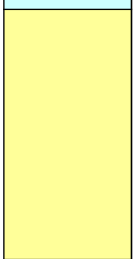
Skip Logic Group

Skip Logic Group

Skip Logic Group

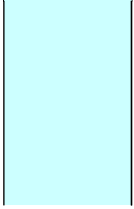
Skip Logic Group

Skip Logic Group





**Special
Instructions**



Model Instance Name:

Small Business Administration

MID: 1AVxgAh5cMdFooZoAd1oQQ==

Date: 11/12/2010

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Small Business Administration 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
235		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	A,B,C,D A,B,C,D A,B,C,D A,B,C,D A,B,C,D	Radio Button One Up	Single	Y
EDO08056		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	A,B,C,D A,B,C,D A,B,C,D A,B,C,D A,B,C,D	Radio Button One Up	Single	Y
EDO08057	A	If you had visited the site before and noticed the recent redesign, please rate this change:	Positive Negative Neutral	E	Radio button, one-up vertical	Single	Y
EDO08058	E	Please tell us why it is negative:			Text area, no char limit		N
EDO08059	B	How would you rate the site navigation?	More user friendly. Less user friendly. About the same.	F	Radio button, one-up vertical	Single	Y
EDO08060	F	Please explain how it is less user friendly:			Text area, no char limit		N
EDO08061	C	How would you rate the site content?	Easier to understand. More difficult to understand. About the same.	G	Radio button, one-up vertical	Single	Y
EDO08062	G	Please explain how it is more difficult to understand:			Text area, no char limit		N
EDO08063	D	How would you rate the organization of the site?	Better organized - it's easier to find information. Not as well organized - it's harder to find information. Finding the information has the same level of difficulty it had before.	H	Radio button, one-up vertical	Single	Y
EDO08064	H	Please explain how it is harder to find information:			Text area, no char limit		N
EDO08065		Did you utilize our new web tool, SBA Direct, which allows users to personalize their experience on SBA.gov?	Yes No	A,B,C	Radio Button One Up Vertical	Single	Y
EDO08066	A	Was the new tool useful in helping you to access the information that was most relevant to you?	Yes No		Radio Button One Up Vertical	Single	Y
EDO08067	B	Will you use SBA Direct as your primary means of navigating the site?	Yes		Radio Button One Up Vertical	Single	Y

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Small Business Administration

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Date: 11/12/2010

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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
			No Not Sure				
EDO08068	C	If you could make one change/improvement to the new SBA Direct tool , what would it be?			Text Area – no character limit	Single	N
7199		Which best describes you or your organization?	Potential small business owner Small business (less than five years old) Established small business (greater than five years old) Medium or large business SBA resource partner (such as SCORE, SBDC and WBC) Trade or business organization Lending institution Student, academic or researcher Congress/Federal agency Media Other, please specify :	A	Radio Button One Up	Single	Y
RJO00089	A	other best describes -->: Please specify your role:			Text Field – limited to 100 characters	Single	N
7200		What is your primary reason for visiting this site today?	Starting a business Financing a business Managing a business Government contracting Disaster assistance SBA backed loans Expanding a Business Looking for a Grant SBA partner information Business laws & regulatory assistance		Radio Button One Up	Single	Y

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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
			Training Agency news & events Resource library Business forms Local SBA offices Other, please specify :-	A			
RJO00090	A	other primary reason -->: Please describe your primary purpose for visiting the site today:			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which section of the SBA.gov website did you	Small Business Planner Services Starting & Managing a Business Loans & Grants Contracting Counseling & Training SBA Direct For Lenders Other Tools Local Resources Not sure	A B C	Radio Button One Up	Single	Y
SVD00176		Which category in the Small Business Planner section, do	Plan a business- Start a business- Manage a business- Getting Out Other, please specify :-		Radio Button One Up	Single	Y
AKR1876	C	Other: Small Business Planner category -->: Please specify which section of the SBA.gov website you primarily used this visit:			Text Field – limited to 100 characters	Single	N
SVD00177		Which category in the Services section, do you find most	Financial assistance Contracting opportunities Disaster assistance- Online training- Counseling / Assistance- Laws / Regulations- Special audiences- Compliance Other, please specify :-		Radio Button One Up	Single	Y
AKR1877		Other: Services category			Text Field – limited to 100 characters	Single	N
AKR1878		What area within Financial Assistance is of the most interest to you?	Basics Loan Eligibility SBA Loans Surety Bonds Equity Capital Special Purpose Loans Training- SBA Partner Topics		Radio Button One Up Vertical	Single	Y

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blue + -->: REWORDING

Small Business Administration 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
			7(a) Loan Programs				
			Other, please specify:				
AKR1879		Other: Financial Assistance area			Text Field – limited to 100 characters	Single	N
EDO08069	A	What area within Loans & Grants is of the most interest to you?	Small Business Loans Grants Bonds Other Financial Assistance Other		Radio Button One Up Vertical	Single	Y
EDO08070	D	Please specify which area within Loans & Grants is of the most interest to you:		D	Text Field – limited to 100 characters	Single	N



**Special
Instructions**

~~Skip Logic Group~~

Skip Logic Group

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Group

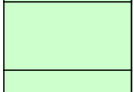
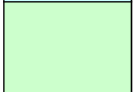
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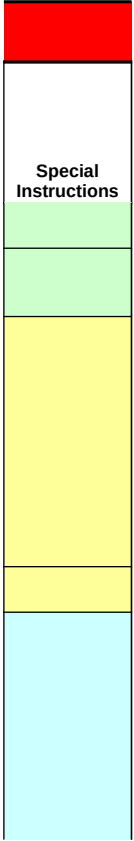
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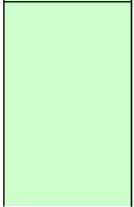
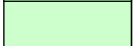
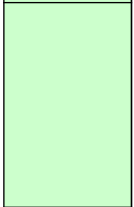
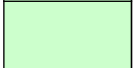
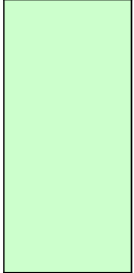
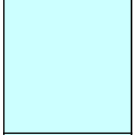
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**Special
Instructions**



Special Instructions

Model Instance Name:

Small Business Administration

MID: 1AVxgAh5cMdFooZoAd1oQQ==

Date: 9/14/2009

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Small Business Administration 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
235		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
7199		Which best describes you or your organization?	Potential small business owner Small business (less than five years old) Established small business (greater than five years old) Medium or large business SBA resource partner (such as SCORE, SBDC and WBC) Trade or business organization Lending institution Student, academic or researcher Congress/Federal agency Media Other, please specify:	A	Radio Button One Up Vertical	Single	Y
RJO00089	A	other best describes			Text Field – limited to 100 characters	Single	N
7200		What is your primary reason for visiting this site today?	Starting a business Financing a business Managing a business Government contracting Disaster assistance SBA backed loans Expanding a Business Looking for a Grant SBA partner information Business laws & regulatory assistance		Radio Button One Up Vertical	Single	Y

Model Instance Name:

Small Business Administration

MID: 1AVxgAh5cMdFooZoAd1oQQ==

Date: 9/14/2009

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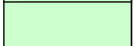
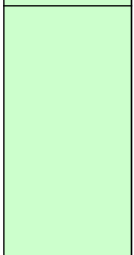
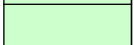
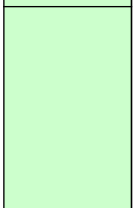
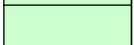
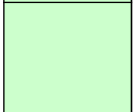
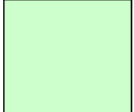
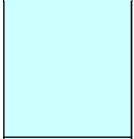
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Small Business Administration CUSTOM QUESTION LIST

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
			Training Agency news & events Resource library Business forms Local SBA offices Other, please specify:	A			
RJO00090	A	other primary reason			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which section of the SBA.gov website did you primarily use this visit?	Small Business Planner Services Tools Local Resources Not sure	A C I K	Radio Button One Up Vertical	Single	Y
SVD00176	A	Which category in the Small Business Planner section, do you find most useful?	Plan a business Start a business Manage a business Getting Out Other, please specify:	B	Radio Button One Up Vertical	Single	Y
AKR1876	B	Other: Small Business Planner category			Text Field – limited to 100 characters	Single	N
SVD00177	C	Which category in the Services section, do you find most useful?	Financial assistance Contracting opportunities Disaster assistance Online training Counseling / Assistance Laws / Regulations Special audiences Compliance Other, please specify:	E G D	Radio Button One Up Vertical	Single	Y
AKR1877	D	Other: Services category			Text Field – limited to 100 characters	Single	N
AKR1878	E	What area within Financial Assistance is of the most interest to you?	Basics Grants Loan Eligibility SBA Loans Surety Bonds Equity Capital Special Purpose Loans Training SBA Partner Topics 7(a) Loan Programs Other, please specify:	F	Radio Button One Up Vertical	Single	Y
AKR1879	F	Other: Financial Assistance area			Text Field – limited to 100 characters	Single	N



**Special
Instructions**



Model Instance Name:
 Small Business Administration
 MID: 1AVxgAh5cMdFooZoAd1oQQ==
 Date: 7/21/2008

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 pink: ADDITION
 blue + -->: REWORDING

Small Business Administration 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
235		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
7199		Which best describes you or your organization?	Potential small business owner Small business (less than five years old) Established small business (greater than five years old) Medium or large business SBA resource partner (such as SCORE, SBDC and WBC) Trade or business organization Lending institution Student, academic or researcher Congress/Federal agency Media Other, please specify:	A	Radio Button One Up Vertical	Single	Y
RJO00089	A	other best describes			Text Field – limited to 100 characters	Single	N
7200		What is your primary reason for visiting this site today?	Starting a business Financing a business Managing a business Government contracting Disaster assistance SBA backed loans Expanding a Business Looking for a Grant SBA partner information Business laws & regulatory assistance		Radio Button One Up Vertical	Single	Y

Model Instance Name:

Small Business Administration

MID: 1AVxgAh5cMdFooZoAd1oQQ==

Date: 7/21/2008

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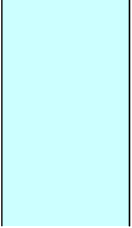
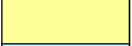
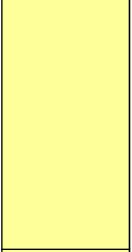
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Small Business Administration CUSTOM QUESTION LIST

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
			Training Agency news & events Resource library Business forms Local SBA offices Other, please specify:	A			
RJO00090	A	other primary reason			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which section of the SBA.gov website did you primarily use this visit?	Small Business Planner Services Tools Local Resources Not sure	A C I K	Radio Button One Up Vertical	Single	Y
SVD00176	A	Which category in the Small Business Planner section, do you find most useful?	Plan a business Start a business Manage a business Getting Out Other, please specify:	B	Radio Button One Up Vertical	Single	Y
AKR1876	B	Other: Small Business Planner category			Text Field – limited to 100 characters	Single	N
SVD00177	C	Which category in the Services section, do you find most useful?	Financial assistance Contracting opportunities Disaster assistance Online training Counseling / Assistance Laws / Regulations Special audiences Compliance Other, please specify:	E G D	Radio Button One Up Vertical	Single	Y
AKR1877	D	Other: Services category			Text Field – limited to 100 characters	Single	N
AKR1878	E	What area within Financial Assistance is of the most interest to you?	Basics Grants Loan Eligibility SBA Loans Surety Bonds Equity Capital Special Purpose Loans Training SBA Partner Topics 7(a) Loan Programs Other, please specify:	F	Radio Button One Up Vertical	Single	Y
AKR1879	F	Other: Financial Assistance area			Text Field – limited to 100 characters	Single	N

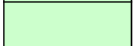
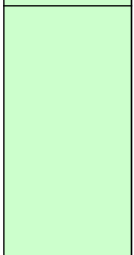
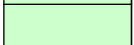
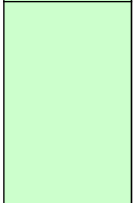
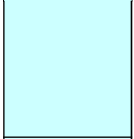


**Special
Instructions**





**Special
Instructions**



Model Instance Name:

Fill-in Measure Name

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

Date: 3/1/2008

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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	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
CQ0004445		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	A	Radio button, one-up vertical	Single
CQ0004446	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004447		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004448	A	Other primary reason			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Product application <i>Green information</i> Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	C	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

Model Instance Name:

Fill-in Measure Name

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

Date: 3/1/2008

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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	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004451		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	A	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004455	B	Since you could not find what you were looking for, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you not sure ?	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004457	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What other sources do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



Required Y/N	Special Instructions
Y	
Y	Randomize OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group



Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	