

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:
NOAA CO-OPS Tides and Currents

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

Partitioned (Y/N)? Y
FPI Included(Y/N)? 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.

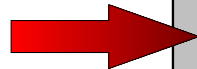
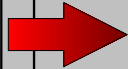
Date: 8.15.2013



NOAA CO-OPS Tides and Currents

Model questions utilize the ACSI methodology to determine scores and impacts

MQ Label		ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
		Site Information (1=Poor, 10=Excellent, Don't Know)				
1	Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.	16	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site ?
2	Site Information - Understandable	Please rate how understandable this site's information is.	17	Satisfaction - Expectations How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Site Information - Answers	Please rate how well the site's information provides answers to your questions .	18	Satisfaction - Ideal How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	20	Recommend How likely are you to recommend this site to someone else?
		Site Performance (1=Poor, 10=Excellent, Don't Know)				
4	Site Performance - Loading	Please rate how quickly pages load on this site.			21	Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely) How likely are you to use this site rather than seeking information from other channels (i.e. automated phone system, printed media, personal communication with CO-OPS staff)?
5	Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6	Site Performance - Completeness	Please rate how completely the page content loads on this site.				
		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 .				
		Look and Feel (1=Poor, 10=Excellent, Don't Know)				
10	Look and Feel - Appeal	Please rate the visual appeal of this site.				
11	Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
12	Look and Feel - Readability	Please rate the readability of the pages on this site.				
		Functionality (1=Poor, 10=Excellent, Don't Know)				
13	Functionality - Usefulness	Please rate the usefulness of the website tools (e.g. MyPORTS, Find an NOS station, etc.) provided on this site.				
14	Functionality - Convenient	Please rate the convenient placement of the website tools (e.g. MyPORTS, Find an NOS station, etc.) on this site.				
15	Functionality - Variety	Please rate the variety of website tools (e.g. MyPORTS, Find an NOS station, etc.) on this site.				



Model Instance Name: **red & strike-through:** DELETE
 NOAA CO-OPS Tides and Currents **underlined & italicized:** RE-ORDER
 MID: Existing Measure - Please fill in; New Measure - DOT will fill in **pink:** ADDITION
 Date: 8.12.2013 **blue + -->:** REWORDING

NOAA CO-OPS Tides and Currents 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
		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily or more than once a day		Radio button, one-up vertical	Single	Y		Visit Frequency
		Which of the following sectors do you represent?	Commercial Shipping Professional Pilot Recreational Boating Private Consultant/Engineer Academia K-12 Education Federal Government Military State and Local Government Utilities/Water Management Other, please specify:	A	Radio button, two-up vertical	Single	Y	OPS Group*	Sector
	A	(Note:OPS)			Text field, <100 char		N	OPS Group*	OE_Role
		What is your role in using the site?	Freight transport Professional Pilot Passenger transport Commercial fishing Law enforcement National defense Search and rescue Dredging Recreational boating/fishing Tourism Research / Education Coastal resource management Emergency manager/response Media (TV, Press, Social) Coastal resident Other, please specify:	B	Radio button, two-up vertical	Single	Y	OPS Group*	Primary Activity
	B	(Note:OPS)			Text field, <100 char		N	OPS Group*	OE_Primary Reason
		What is your primary geographic area of interest/operation?	East Coast Gulf Coast West Coast Alaska Hawaii Pacific Caribbean Great Lakes Other, please specify:	C	Radio button, two-up vertical	Single	Y	OPS Group*	Geographic Area
	C	(Note:OPS)			Text field, <100 char		N	OPS Group*	OE_Geographic
		What is your age?	Under 18 18-24 25-34 35-44 45-54 55-64 Age 65 or older		Radio button, one-up vertical	Single	N		Age
		By what means do you receive CO-OPS information? (select all that apply)	PORTS® Web pages CO-OPS Web pages other than PORTS® Web Services offered by CO-OPS Non-CO-OPS Web pages Automated phone system Personal communication with CO-OPS via phone, meetings or email Printed media (e.g. Tide and Tidal Current Tables) Private Vendor		Checkbox, one-up vertical	Multi		OPS Group*	Source of CO-OPS Info

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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
			Request Products Tsunami Storm Surge information HAB - Harmful Algal Blooms Google Earth / KML Files Other	X X X X X					
	X	Did this product or service meet your needs today?	Yes Partially No		Radio button, one-up vertical	Single	N	Skip Logic Group*	OE_Prods & Srvs
		How confident are you that the CO-OPS site will do a good job of providing products and services in the future?	1 = Not at all confident 2 3 4 5 6 7 8 9 10 = Very confident Don't Know		Radio button, scale, has don't know		Y		Confidence Prod & Srvs
		Were you able to find what you were looking for today?	Yes Partially No I wasn't looking for anything in particular / I'm just browsing	C C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Find
	C	Please tell us more about what you had trouble doing or finding today.					N	Skip Logic Group*	OE_Find
		How did you look for information on the site today? Please select all that apply.	Entered a keyword in the search box Clicked on links Used Advanced Search Clicked on Top Navigation Tabs Clicked on images/icons Other (please specify):	G,H I G,H I I J	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	How Look for Info
	J	What other way did you look for information?			Text area, no char limit		N	Skip Logic Group*	OE_How Look for Info
	G	What search terms did you use on the site today?			Text area, no char limit			Skip Logic Group*	Search Terms
	H	How could we make the search feature more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Search NIFA-Improvement
	I	Which of the following best describes your experience with the navigation on the CO-OPS site?	I had no difficulty browsing this site Too many links Too many navigational choices Categories of information did not make sense Some links did not take me where I expected I experienced broken links, error messages, or other technical problems I was able to navigate to the general area, but could not find the specific content I needed Other issues (please specify):	K	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Navigation Experience
	K	Please specify the other navigation issues you experienced			Text area, no char limit		N	Skip Logic Group*	OE_Navigation Experience
	H	How could we make the navigation experience more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Navigation Improvement
		Do you ever access the Internet using a mobile phone or tablet?	Yes No	B	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Access Mobile Internet
	B	Have you ever accessed ANY federal website using a mobile phone or tablet?	Yes No, but I plan to do so No, but I might in the future	C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Mobile Fed Site Usage

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NOAA CO-OPS Tides and Currents 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
			No, and I don't plan to do so						
	C	Have you ever accessed NOAA's CO-OPS site using a mobile phone or tablet?	Yes No, but I plan to do so No, but I might in the future No, and I don't plan to do so	Y, Z Z Z	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Mobile Site Usage
	Y	What was the main reason you last visited NOAA CO-OPS using a mobile phone or tablet?			Text area, no char limit	Single	N		Mobile Primary Reason
	Z	What resources/additional resources might you want to access from NOAA CO-OPS using a mobile phone or tablet?			Text area, no char limit	Single	N		Mobile Resources
		How did you first learn about the CO-OPS site?	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Posts on social networks (Facebook, Twitter) Message directly from CO-OPS on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Government website Non government website Familiarity with agency Email(s) from CO-OPS Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine Don't know/don't remember	A A	Radio button, two-up vertical	Single	Y	Skip Logic Group*	How First Learn
	A	From which government website did you learn about CO-OPS?	Other	B	Text field, <100 char		N	Skip Logic Group*	OE_How First Learn- Govt Site
	A	From which non government website did you learn about CO-OPS?			Text field, <100 char		N	Skip Logic Group*	OE_How First Learn- Non Govt Site
	B	Please specify the other way you first learned about the CO-OPS site.			Text field, <100 char		N	Skip Logic Group*	OE_How First Learn
		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising-Posts on social networks (Facebook, Twitter) Message directly from CO-OPS the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Government website Non government website Familiarity with agency Promotional Email(s) from CO-OPS 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	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1
		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising-Posts on social networks (Facebook, Twitter) Message directly from CO-OPS the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2

Minor SMV wording tweaks and answer changes confirmed as ok with LeAnn.
See color coded edits for reference. Remove as necessary for formatting.

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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
		(Add answer choice) (Add answer choice) (Rewording) (Rewording) (Remove answer choice)	Instant Message from a friend or colleague Government website Non government website Familiarity with agency Promotional-Email(s) from CO-OPS Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
		Rank 3 (Optional) (Rewording) (Rewording) (Add answer choice) (Add answer choice) (Rewording) (Rewording) (Remove answer choice)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising-Posts on social networks (Facebook, Twitter) Message directly from CO-OPS the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Government website Non government website Familiarity with agency Promotional-Email(s) from CO-OPS 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 Anchor Answer Choice Anchor Answer Choice	SV - Rank 3
		What additional products or services would you like to see offered on the CO-OPS site?			Text area, no char limit		N		OE_Site Additions

Social Value Questions Setup
 !-DO NOT MODIFY THE TEXT/ROWS IN GREEN!
 NOTE THAT NEW QUESTION WORDING UPDATED 8-9-2010

red & strike-through: DELETE
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 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 sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	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	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1
		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		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

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.

					Text area, no char limit		N		SV - Other Social Network
					Radio button, one-up vertical		N	OPS Group Randomize	SV - Social Network
			MySpace reddit StumbleUpon Twitter YouTube Other, please specify					Anchor Answer Choice	
	A	If you heard about this website from a social network, please specify the site.		A	Text field, <100 char		N	OPS Group	SV - Other Social Network

not Used In The Social Media Value Calculation.