Client Name:	
Measure Name:	**IIP English**

Version of Code:	***Please fill in***
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)*
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Model Instance Name:
IIP English

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

Date: 8/29/2013

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 before using any of the text.

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.

bharati.hulbanni: if STORES MEASURE: do NOT use any welcome text.

DEFAULT Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

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

ALTERNATE WEB Thank You Text

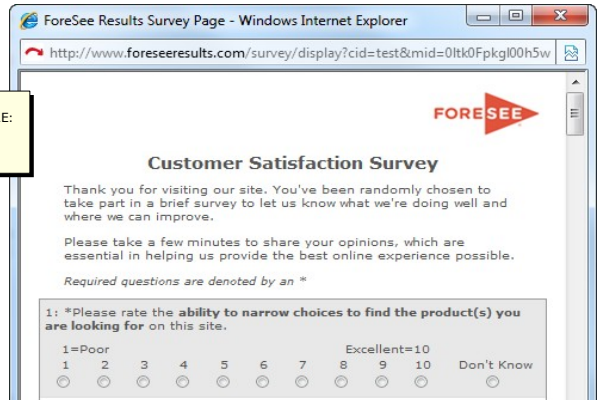
Thank you for taking our survey - and for helping us serve you better.

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 website.

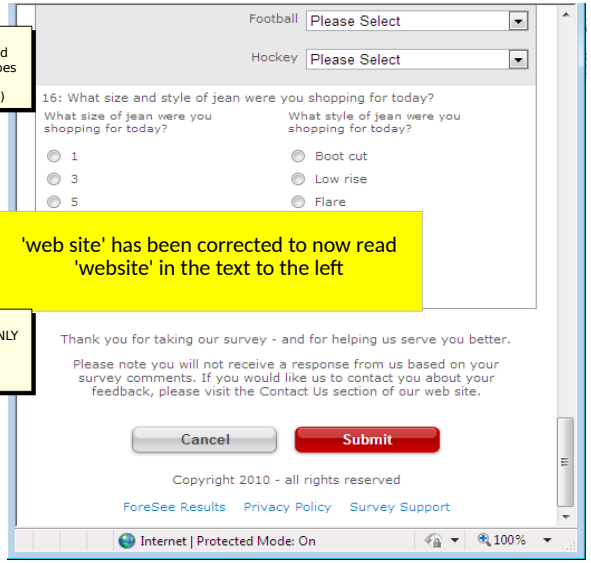
bharati.hulbanni: Use this TY text ONLY for WEB

Examples

Welcome Text Example

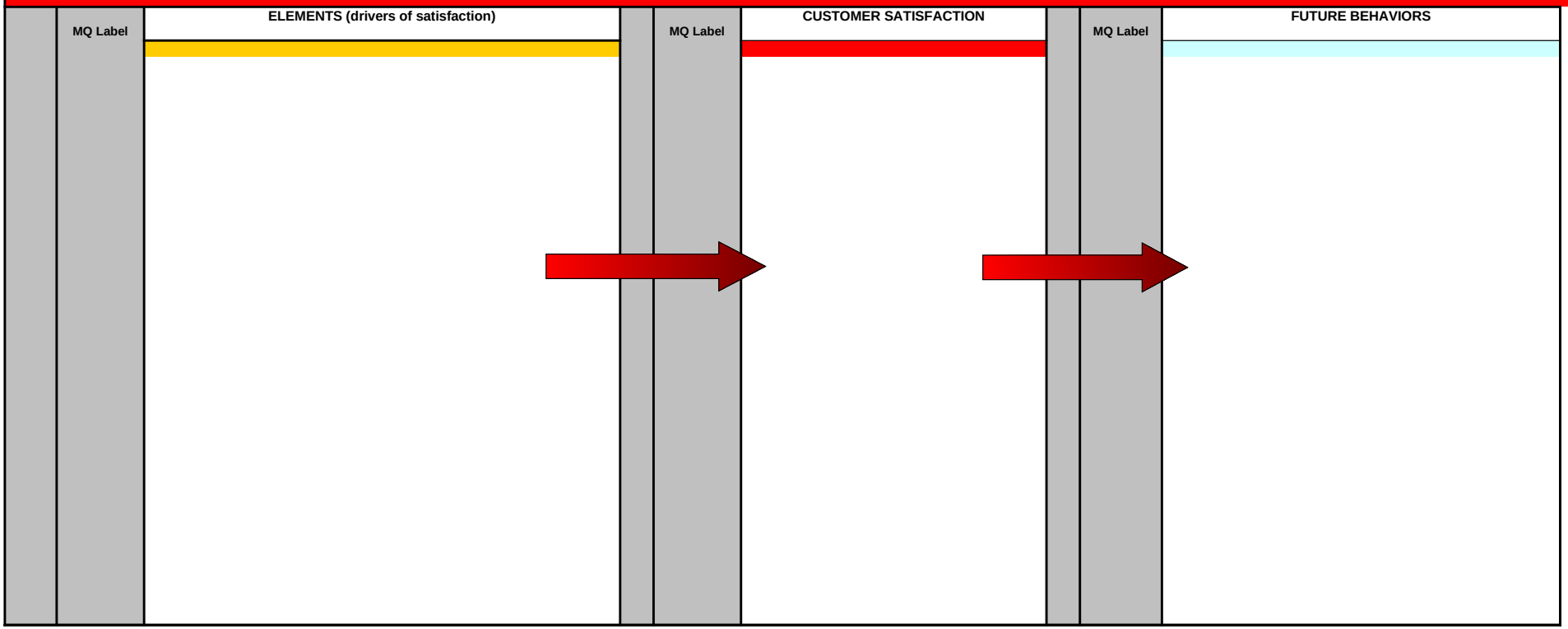


Thank You Text Example



Model Instance Name:
IIP English
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Partitioned (Y/N)?
FPI Included(Y/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: 8/29/2013

IIP English
Model questions utilize the ACSI methodology to determine scores and impacts



#REF!
IIP English
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 8/29/2013

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

IIP English CUSTOM QUESTION LIST

QID	FPI Y?	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
			Innovation Generation content is useful to me.	Strongly disagree Disagree Neither agree or disagree Agree Strongly agree		Radio button, one-up vertical	Single	Y		Content
			The Innovation Generation community is a good place to learn about starting a business.	Strongly disagree Disagree Neither agree or disagree Agree Strongly agree		Radio button, one-up vertical	Single	Y		Good Place to Learn
			I would recommend the Innovation Generation to others.	Strongly disagree		Radio button, one-up vertical	Single	Y		Recommend