

## 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:  
BEA Satisfaction Survey (NEW)

MID: YIAooMRsZMcI4dMFdAtppg==

Date: Nov. 10, 2009 (Date Updated to New Format)

**BEA Customer Satisfaction Survey**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b> (1=Very Dissatisfied, Very Satisfied=10)	<b>Likelihood to Return</b> (1=Very Unlikely, 10=Very Likely)
1 Please rate the <b>accuracy of information</b> on this site.	23 What is your <b>overall satisfaction</b> with this site?	26 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.		
3 Please rate the <b>freshness of content</b> on this site.	<b>Satisfaction</b> (1= Falls Short, Exceeds=10)	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
	24 How well does this site <b>meet your expectations</b> ?	27 How likely are you to <b>recommend this site to someone else</b> ?
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b> (1=Not Very Close, Very Close=10)	<b>Primary Resource</b> (1=Very Unlikely, 10=Very Likely)
Please rate the <b>visual appeal</b> of this site.	25 How does this site <b>compare to your idea of an ideal website</b> ?	How likely are you to use this site as your <b>primary resource for obtaining information</b> from this agency?
Please rate the <b>balance of graphics and text</b> on this site.		
Please rate the <b>readability of the pages</b> on this site.		
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		
4 Please rate <b>how well the site is organized</b> .		
5 Please rate the <b>options available for navigating</b> this site.		
6 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
Please rate the <b>number of clicks to get where you want</b> on this site.		
7 <b>Online Transparency</b> (1=Poor, 10=Excellent, Don't Know)		
8 Please rate how <b>thoroughly</b> this website <b>discloses information</b> about what this agency is doing.		
9		
Please rate how <b>quickly agency information is made available</b> on this website.		
10 Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this website.		
<b>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)		
11 Please rate how <b>quickly pages load</b> on this site.		
12 Please rate the <b>consistency of speed from page to page</b> on this site.		
13 Please rate the <b>ability to load pages without getting error messages</b> on this site.		



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Date: 1/31/2011

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

BEA Satisfaction Survey (NEW) 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
CMB081		Which category <b>best describes your role?</b>	Congressional Members, Staff, and Offices Economists and /Statisticians Educators Federal Departments and Agencies General Public International Statistical Agencies News Media State and Local Government Officials Students Trade or Policy Association Representative Other, please specify:	A B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
	B	Please specify your role:	Other	B	Text area, no char limit		N	Skip Logic Group	OE_Role
CMB082	A	If you are a student, what is your current level of education?	High School College (Undergraduate) Graduate (Master's) Graduate (Doctoral) Does not apply Other		Radio button, one-up vertical	Single	N	Skip Logic Group	Education
CMB083		What type of information were you primarily looking for on the BEA website today?	News releases Interactive data tables Survey of Current Business GDP Job growth/loss Personal income International / Trade Contact information for BEA Career information at BEA General information on the U.S. economy Other, please specify:	A	Radio button, one-up vertical	Single	Y	OPS Group	Information
	A	Please specify what other type of information you were primarily looking for:	Other		Text area, no char limit		N	OPS Group	OE_Other information
CMB084		Did you use an interactive table today?	Yes No Not sure	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Interactive Table
CMB085	A	Please rate your satisfaction with the navigation of those tables:	1 = Very Dissatisfied 2 3 4 5 6 7 8 9 Very Satisfied = 10		Radio button, one-up vertical	Single	Y	Skip Logic Group	Satisfaction w Table
EDO0587		Did you find what you were looking for today?	Yes No	A	Radio button, one-up vertical		Y	Skip Logic Group	Find looking for
CMB086	A	Please specify what were you looking for today:			Text area, no char limit		N	Skip Logic Group	OE_Find looking for
CMB087		How frequently do you visit the BEA website?	First time Daily Once a week Once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	OPS Group	Frequency

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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	Special Instructions	CQ Label
CMB088		How did you first learn about the BEA.gov website?	Government website/link Friend/Colleague Exhibit/Conference Search Engine (such as Yahoo, Google, MSN, etc.) Offline publication Professor/College course Just browsing Other Don't recall		Radio button, two-up vertical	Single	Y	OPS Group	Learn
		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature/tool Top navigation bar Left navigation bar Links in the center of the page Quick links Site map Other (please specify):	A,Z	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How look for
	C	Other way I looked for information:			Text area, no char limit		N	Skip Logic Group	OE_How look for
	A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	D		Multiple	Y	Skip Logic Group	Search experience
	D	Other search issue:			Text Area – no character limit		N	Skip Logic Group	OE_Search experience
	Z	How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group	OE_Search improve
	B	How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	F	Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Navigation experience
	F	Other navigation difficulty:	Open-ended		Text Area – no character limit		N	Skip Logic Group	OE_Navigation experience
	Y	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation improve
CMB089		What is your gender?	Male Female Prefer not to answer		Radio button, one-up vertical	single	Y	OPS Group	Gender
CMB090		How satisfied are you with the overall quality of BEA products and services?	1 = Very Dissatisfied 2 3 4 5 6 7 8		Radio button, scale, has don't know	Single	Y	OPS Group	Quality

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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	Special Instructions	CQ Label
			9 Very Satisfied = 10 Don't know						
CMB091		How satisfied are you with the <b>courtesy and responsiveness of BEA staff?</b>	1 = Very Dissatisfied 2 3 4 5 6 7 8 9 Very Satisfied = 10 Don't know		Radio button, scale, has don't know	Single	Y	OPS Group	Courtesy
CMB092		Please give us <b>specific ways in which we could improve our products and services</b> , including our website:			Text area, no char limit		N	OPS Group	Improvements