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

ERS Content + Search
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**		**Return** *(1=Very Unlikely, 10=Very Likely)*
1	**Content - Accuracy** — Please rate your perception of the **accuracy of information** on this site.	21	**Satisfaction - Overall** — What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	24	**Return** — How likely are you to **return to this site**?
2	**Content - Quality** — Please rate the **quality of information** on this site.	22	**Satisfaction -** — How well does this site **meet your expectations**?		**Recommend** *(1=Very Unlikely, 10=Very Likely)*
3	**Content - Freshness** — Please rate the **freshness of content** on this site.	23	**Satisfaction - Ideal** — How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	25	**Recommend** — How likely are you to **recommend this site to someone else**?
	Functionality (1=Poor, 10=Excellent, Don't Know)				
4	**Functionality - Usefulness** — Please rate the **usefulness of the features provided** on this site.				
5	**Functionality - Convenient** — Please rate the **convenience of the features** on this site.				
6	**Functionality - Variety** — Please rate the **variety of features** on this site.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
7	**Look and Feel - Appeal** — Please rate the **visual appeal** of this site.				
8	**Look and Feel - Balance** — Please rate the **balance of graphics and text** on this site.				
9	**Look and Feel - Readability** — Please rate the **readability of the pages** on this site.				
	Navigation *(1=Poor, 10=Excellent, Don't Know)*				
10	**Navigation - Organized** — Please rate **how well the site is organized**.				
11	**Navigation - Options** — Please rate the **options available for navigating** this site.				
12	**Navigation - Layout** — Please rate **how well the site layout helps you find what you are looking for**.				
13	**Navigation - Clicks** — Please rate the **number of clicks to get where you want** on this site.				
	Search *(1=Poor, 10=Excellent, Don't Know)*				
14	**Search - Results** — Please rate the **relevance of search results** on this site.				
15	**Search - Results** — Please rate the **organization of search results** on this site.				
16	**Search - Results** — Please rate how well the **search results help you decide what to select**.				
17	**Search - Feature Narrow** — Please rate how well the **search feature helps you to narrow the results** to find what you want.				

FORE**SEE**
RESULTS

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)*
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.

Functionality (1=Poor, 10=Excellent, Don't Know)
Please rate the **usefulness of the features provided** on this site.
Please rate the **convenience of the features** on this site.
Please rate the **variety of features** on this site.

Look and Feel (1=Poor, 10=Excellent, Don't Know)
Please rate the **visual appeal** of this site.

Please rate the **balance of graphics and text** on this site.
Please rate the **readability of the pages** on this site.

Navigation *(1=Poor, 10=Excellent, Don't Know)*
Please rate **how well the site is organized**.
Please rate the **options available for navigating** this site.
Please rate **how well the site layout helps you find what you are looking for.**
Please rate the **number of clicks to get where you want** on this site.

Site Performance *(1=Poor, 10=Excellent, Don't Know)*
Please rate how **quickly pages load** on this site.
Please rate the **consistency of speed from page to page** on this site.
Please rate the **ability to load pages without getting error messages** on this site.

Search *(1=Poor, 10=Excellent, Don't Know)*
Please rate the **relevance of search results** on this site.
Please rate the **organization of search results** on this site.
Please rate how well the **search results help you decide what to select**.
Please rate how well the **search feature helps you to narrow the results** to find what you want.

Satisfaction
What is your **overall satisfaction** with this site?
(1=Very Dissatisfied, 10=Very Satisfied)

How well does this site **meet your expectations**?
How does this site **compare to your idea of an ideal website**?
(1=Not Very Close, 10=Very Close)

Return *(1=Very Unlikely, 10=Very Likely)*
How likely are you to **return to this site**?

Recommend *(1=Very Unlikely, 10=Very Likely)*
How likely are you to **recommend this site to someone else**?

ERS
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.	23 What is your **overall satisfaction** with this site?	26 How likely are you to **return to this site**?
2 Please rate the **quality of information** on this site.	24 How well does this site **meet your expectations**?	**Recommend** *(1=Not Very Likely, 10=Very Likely)*
3 Please rate the **freshness of content** on this site.	25 How does this site **compare to your idea of an ideal website**?	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 ease of reading this site.
8 Please rate the clarity of site organization.
9 Please rate the clean layout of this site.

Navigation *(1=Poor, 10=Excellent, Don't Know)*
10 Please rate the degree to which the number of steps it took to get where you want is acceptable.
11 Please rate the ability to find information you want on this site.
12 Please rate the clarity of site map/directory.
13 Please rate the ease of navigation on this site.

Site Performance *(1=Poor, 10=Excellent, Don't Know)*
14 Please rate the speed of loading the page on this site.
15 Please rate the consistency of speed on this site.
16 Please rate the reliability of site performance on this site.

Search *(1=Poor, 10=Excellent, Don't Know)*
23 Please rate the usefulness of search results on this site.
24 Please rate how this site provides comprehensive search results.
25 Please rate the organization of search results on this site.
26 Please rate how the search feature helps you to narrow the results to find the information you want.

ERS Content 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		Drop down, select one	s	y
			More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
2823		Which **best describes you**?	Academic-Researcher		Radio button, one-up vertical	s	y
			Academic-University faculty				
			Academic-Extension service member				
			Academic-Teacher/educator				
			Academic-Other				
			Agribusiness representative				
			Consultant				

ERS Content 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
			Farmer				
			Foreign government				
			Media/journalist				
			Nonprofit organization representative				
			Private Citizen				
			Student-Graduate or professional degree seeking				
			Student-Undergraduate				
			Student-High school				
			Student-Elementary school				
			Trade association representative				
			U.S. Government				
			State or local government employee				
			Other, please specify:	A			
83	A	**If you selected "other"** to "which best describes you", please specify:			Text area, no char limit		n
2824		What is the **main reason for your visit to the ERS website** this session?	Check for economic forecasts or outlook info		Radio button, one-up vertical	s	y
			Find and read or print out an ERS report				
			Find background material for a news piece				
			Find background material for my own research				
			Find out how to contact an ERS expert				
			Learn about the agency and its programs				
			Look for employment opportunities				
			Seek specific data or data series				
			Other please specify -->Other	A			
~~3828~~	~~A~~	~~If you selected "other" to "what is the main reason for your visit to the ERS website", please specify~~			~~Text area, no char limit~~		~~n~~
EDO02592		What specific information are you looking for?			Text area, no char limit		N
EDO02593		Did you find the information you were seeking?	Yes		Radio button, one-up vertical		Y
			Not yet, still looking				
			No				
KFB08035		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site		Radio button, one-up vertical	s	y
			Could not navigate back to previous information				
			Would often feel lost, not know where I was				
			Links did not take me where I expected				
			Links/labels are difficult to understand				
			Too many links or navigational choices				
			Had technical difficulties (e.g. broken link)				
KFB08036		If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?	I did not encounter any difficulties		Radio button, one-up vertical	s	y
			Search results were helpful				
			Search results were not helpful				
			Returned too many results				
			Returned not enough results				

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

ERS Content 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
			Returned no results				
			Returned results that were too similar/redundant				
			Results were not relevant to my search				
			I did not use the search tool today.				
4672		**Do you encounter problems on our website** when you perform any of the following:	I did not encounter any problems		Radio button, one-up vertical	s	y
			Accessing links				
			Contacting specialists				
			Downloading data				
			Downloading pdf files				
			Printing pdf files				
			Other, please specify:	A			
4673	A	**If you selected "other"** for the above question, please specify			Text area, no char limit		n
2826		**How will you primarily use the information** you obtain from our site today?	Download data to conduct analysis		Radio button, one-up vertical	s	y
			Use information for a presentation				
			Get background material for a report				
			Prepare a teaching plan				
			Get facts/figures				
			Apply for a job				
			Find a subject matter specialist				
			Find out what's new at ERS				
			Sign-up for the email notification service				
			Download a new report				
			Find out about upcoming events				
			Write a term paper				
			Other				
KFB08033		Which of the following options would be most useful when accessing data?	Ability to customize data		Radio button, one-up vertical	s	y
			Ability to download data in Excel				
			Access data from a mobile device				
			Link to PowerPoint slides (top data and stats)				

FORES

R

Special Instructions
Skip Logic Group

Special Instructions

Skip Logic Group

Skip Logic Group

~~Skip Logic Group~~

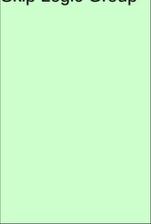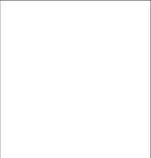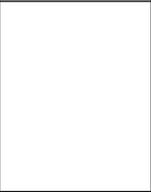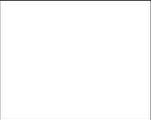**Special Instructions**

Skip Logic Group

Skip Logic Group

Randomize

Anchor Answer Choice

Skip Logic Group

ERS Content
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Date: 3/18/2010

ERS Content 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		Drop down, select one	s	y
			More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
2823		Which **best describes you**?	Academic-Researcher		Radio button, one-up vertical	s	y
			Academic-University faculty				
			Academic-Extension service member				
			Academic-Teacher/educator				
			Academic-Other				
			Agribusiness representative				
			Consultant				

ERS Content
MID:HflZmPU8k3FlgVuASOK4HA==
Date: 3/18/2010

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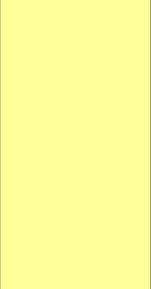blue + -->: REWORDING

ERS Content 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
			Farmer				
			Foreign government				
			Media/journalist				
			Nonprofit organization representative				
			Private Citizen				
			Student-Graduate or professional degree seeking				
			Student-Undergraduate				
			Student-High school				
			Student-Elementary school				
			Trade association representative				
			U.S. Government				
			State or local government employee				
			Other, please specify:	A			
83	A	**If you selected "other"** to "which best describes you", please specify:			Text area, no char limit		n
2824		What is the **main reason for your visit to the ERS website** this session?	Check for economic forecasts or outlook info		Radio button, one-up vertical	s	y
			Find and read or print out an ERS report				
			Find background material for a news piece				
			Find background material for my own research				
			Find out how to contact an ERS expert				
			Learn about the agency and its programs				
			Look for employment opportunities				
			Seek specific data or data series				
			Other please specify **-->Other**	A			
~~3828~~	~~A~~	~~If you selected "other" to "what is the main reason for your visit to the ERS website", please specify~~			~~Text area, no char limit~~		~~n~~
EDO02592		**What specific information are you looking for?**			**Text area, no char limit**		**N**
EDO02593		**Did you find the information you were seeking?**	**Yes**		**Radio button, one-up vertical**		**Y**
			Not yet, still looking				
			No				
KFB08035		*Please describe your experience with navigation on this site today.*	*I had no difficulty browsing on this site*		*Radio button, one-up vertical*	*s*	*y*
			Could not navigate back to previous information				
			Would often feel lost, not know where I was				
			Links did not take me where I expected				
			Links/labels are difficult to understand				
			Too many links or navigational choices				
			Had technical difficulties (e.g. broken link)				
KFB08036		*If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?*	*I did not encounter any difficulties*		*Radio button, one-up vertical*	*s*	*y*

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

ERS Content 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
			Search results were helpful				
			Search results were not helpful				
			Returned too many results				
			Returned not enough results				
			Returned no results				
			Returned results that were too similar/redundant				
			Results were not relevant to my search				
4672		**Do you encounter problems on our website** *when you perform any of the following:*	*I did not encounter any problems*		*Radio button, one-up vertical*	*s*	*y*
			Accessing links				
			Contacting specialists				
			Downloading data				
			Downloading pdf files				
			Printing pdf files				
			Other, please specify:	*A*			
4673	A	**If you selected "other"** *for the above question, please specify*			*Text area, no char limit*		*n*
2826		**How will you primarily use the information** *you obtain from our site today?*	*Download data to conduct analysis*		*Radio button, one-up vertical*	*s*	*y*
			Use information for a presentation				
			Get background material for a report				
			Prepare a teaching plan				
			Get facts/figures				
			Apply for a job				
			Find a subject matter specialist				
			Find out what's new at ERS				
			Sign-up for the email notification service				
			Download a new report				
			Find out about upcoming events				
			Write a term paper				
			Other				
KFB08033		Which of the following options would be most useful when accessing data?	Ability to customize data		Radio button, one-up vertical	s	y
			Ability to download data in Excel				
			Access data from a mobile device				
			Link to PowerPoint slides (top data and stats)				

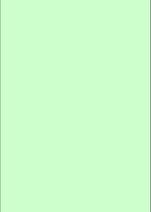**Special Instructions**

Skip Logic Group
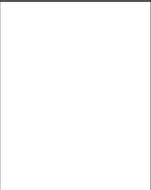
FORES

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Special Instructions

Skip Logic Group

Skip Logic Group

Skip Logic Group

Special Instructions

Skip Logic Group

Skip Logic Group

Randomize

Anchor Answer Choice

Skip Logic Group

ERS Content
MID:HflZmPU8k3FlgVuASOK4HA==
Date:March 13/18/2010

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underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

			ERS Content 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
C235		How **frequently** do you visit this site?	First time		Drop down, select one	s	y
			More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
C2823		Which best describes you?	Academic-Researcher		Radio button, one-up vertical	s	y
			Academic-University faculty				
			Academic-Extension service member				
			Academic-Teacher/educator				
			Academic-Other				
			Agribusiness representative				
			Consultant				

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

			ERS Content 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
			Farmer				
			Foreign government				
			Media/journalist				
			Nonprofit organization representative				
			Private Citizen				
			Student-Graduate or professional degree seeking				
			Student-Undergraduate				
			Student-High school				
			Student-Elementary school				
			Trade association representative				
			U.S. Government				
			State or local government employee				
			Other, please specify:	A			
C83	A	If you selected "other" to "which best describes you", please specify:			Text area, no char limit		n
C2824		What is the main reason for your visit to the ERS website this session?	Check for economic forecasts or outlook info		Radio button, one-up vertical	s	y
			Find and read or print out an ERS report				
			Find background material for a news piece				
			Find background material for my own research				
			Find out how to contact an ERS expert				
			Learn about the agency and its programs				
			Look for employment opportunities				
			Seek specific data or data series				
			Other, please specify:	A			
C3828	A	If you selected "other" to "what is the main reason for your visit to the ERS website", please specify			Text area, no char limit		n
C2826		How will you primarily use the information you obtain from our site today?	Download data to conduct analysis		Radio button, one-up vertical	s	y
			Use information for a presentation				
			Get background material for a report				
			Prepare a teaching plan				
			Get facts/figures				
			Apply for a job				
			Find a subject matter specialist				
			Find out what's new at ERS				
			Sign-up for the email notification service				
			Download a new report				
			Find out about upcoming events				
			Write a term paper				
			Other				
		Which of the following options would be most useful when accessing data?	**Ability to customize data**		Radio button, one-up vertical	s	y
			Ability to download data in Excel				
			Access data from a mobile device				

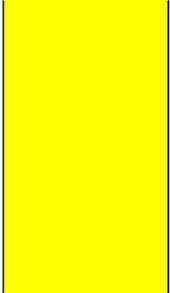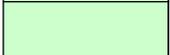|		**ERS Content CUSTOM QUESTION LIST**					
QID (Group ID)	**Skip Logic Label**	**Question Text**	**Answer Choices (limited to 50 characters)**	**Skip to**	**Type (select from list)**	**Single or Multi**	**Required Y/N**
			Link to PowerPoint slides (top data and stats)				

Special Instructions

Skip Logic Group

Special Instructions
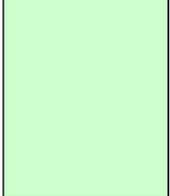
Skip Logic Group

Randomize
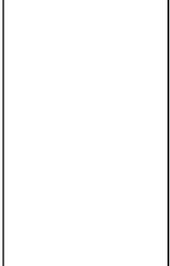
Anchor Answer Choi
Skip Logic Group

**Special
Instructions**
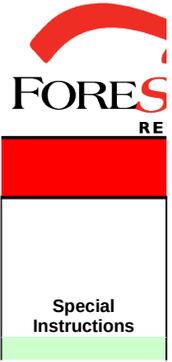
ERS Custom Questions

Question Text	Answer Choices (limited to 50 characters)
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
Which best describes you?	Academic-Researcher
	Academic-University faculty
	Academic-Extension service member
	Academic-Teacher/educator
	Academic-Other
	Agribusiness representative
	Consultant
	Farmer
	Foreign government
	Media/journalist
	Nonprofit organization representative
	Private Citizen
	Student-Graduate or professional degree seeking
	Student-Undergraduate
	Student-High school
	Student-Elementary school
	Trade association representative
	U.S. Government
	State or local government employee
	Other, plese specify:
If you selected "other" to "which best describes you", please specify:	
What is the main reason for your visit to the ERS website this session?	Check for economic forecasts or outlook info
	Find and read or print out an ERS report

ERS Custom Questions	
Question Text	**Answer Choices** **(limited to 50 characters)**
	Find background material for a news piece
	Find background material for my own research
	Find out how to contact an ERS expert
	Learn about the agency and its programs
	Look for employment opportunities
	Seek specific data or data series
	Other, please specify:
If you selected "other" to "what is the main reason for your visit to the ERS website", please specify	
How will you primarily use the information you obtain from our site today?	Download data to conduct analysis
	Use information for a presentation
	Get background material for a report
	Prepare a teaching plan
	Get facts/figures
	Apply for a job
	Find a subject matter specialist
	Find out what's new at ERS
	Sign-up for the email notification service
	Download a new report
	Find out about upcoming events
	Write a term paper
	Other
What is the main type of data you would like to see on our website?	Commodity data
	Congressional District-level data
	Country data
	County-level data
	Diet and health data
	Environmental data
	Financial data
	Food safety data
	General economic data about the U.S. agricultural sector
	Macroeconomic data
	National U.S. data
	Resource data
	Rural-related data
	State-level data
	Time-series data
	Trade data
	Other, plese specify:
If you selected "other" to "what kind of data would you like to see", please specify:	
Do you encounter problems on our website when you perform any of the following:	I did not encounter any problems
	Accessing links
	Contacting specialists