

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](#)

Model Instance Name:

NIDCR English 2011

MID: ZR0gEIIr8tRYV8UB5IJs1g==

Date: 12/17/2010



| ELEMENTS (drivers of satisfaction) | CUSTOMER SATISFACTION | FUTURE BEHAVIORS |
|--|---|--|
| Content (1=Poor, 10=Excellent, Don't Know) | Satisfaction | Likelihood to Return (1=Very Unlikely, 10=Very Likely) |
| 1 Please rate the accuracy of information on this site. | 14 What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i> | 17 How likely are you to return to this site ? |
| 2 Please rate the quality of information on this site. | 15 How well does this site meet your expectations ? <i>(1= Falls Short, 10=Exceeds)</i> | Recommend (1=Very Unlikely, 10=Very Likely) |
| 3 Please rate the freshness of content on this site. | 16 How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i> | 18 How likely are you to recommend this site to someone else ? |
| Look and Feel (1=Poor, 10=Excellent, Don't Know) | | Primary Resource (1= Very Unlikely, 10=Very Likely) |
| 4 Please rate the visual appeal of this site. | | 19 How likely are you to use this site as your primary resource ? |
| 5 Please rate the balance of graphics and text on this site. | | |
| 6 Please rate the readability of the pages on this site. | | |
| Navigation (1=Poor, 10=Excellent, Don't Know) | | |
| 7 Please rate how well the site is organized . | | |
| 8 Please rate the options available for navigating this site. | | |
| 9 Please rate how well the site layout helps you find what you are looking for . | | |
| 10 Please rate the number of clicks to get where you want on this site. | | |
| Site Performance (1=Poor, 10=Excellent, Don't Know) | | |
| 11 Please rate how quickly pages load on this site. | | |
| 12 Please rate the consistency of speed from page to page on this site. | | |
| 13 Please rate the ability to load pages without getting error messages on this site. | | |
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Model Instance Name:
NIDCR English 2011
MID: ZR0gEIIR8tRYV8UB5lJs1g==
Date: 12/17/2010

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

NIDCR English 2011 CUSTOM QUESTION LIST

| CQID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi |
|---------|------------------|---|---|---------|-------------------------------|-----------------|
| SAC0834 | | How often do you visit the NIDCR website? | First time | | Radio button, one-up vertical | Single |



| Required Y/N | Special Instructions |
|-----------------|----------------------|
| Yes | |

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 | Return (1=Very Unlikely, 10=Very Likely) |
| 1 Please rate the accuracy of information on this site. | 23 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | 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 ? (1=Falls Short, 10=Exceeds) | Recommend (1=Very Unlikely, 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 ? (1=Not Very Close, 10=Very Close) | 27 How likely are you to recommend this site to someone else ? |
| Functionality (1=Poor, 10=Excellent, Don't Know) | | Primary Resource (1=Very Unlikely, 10=Very Likely) |
| 4 Please rate the usefulness of the features provided on this site. | | How likely are you to use this site as your primary resource for obtaining information from this organization ? |
| 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

red & strike-through: DELETE

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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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 Randomize Anchor Answer Choice |



| Required Y/N | Special Instructions |
|-----------------|----------------------|
| Y | Anchor Answer Choice |
| Y | OPS Group |
| N | OPS Group |
| Y | Skip Logic Group |
| Y | Skip Logic Group |
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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 |

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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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 |
|-------------------|------------------------|---|--|------------|-------------------------------|--------------------|
| 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 | |

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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

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) | Single or Multi |
|--|------------------|--|-----------------------|---|---------|---------------------------|-----------------|
| Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010 | | Do you expect to spend more or less online during the 2010 holiday season compared to 2009? | | A lot more | | | Single |
| | | | | Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE | | | |
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| Spend intention with this retailer | | Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009? | | A little more | R | | |
| | | | | I expect to spend about the same amount as last year | | | |
| | | | | A little less | S | | |
| | | | | A lot less | S | | |
| | | | | Not sure | | | |
| R | | Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply) | | Promotions (\$ or % off offers) | Z | Checkbox, one-up vertical | Multi |
| | | | | Quality of merchandise | | | |
| | | | | Merchandise selection | | | |
| | | | | Good return policy | | | |
| | | | | Online product prices | | | |
| | | | | Shipping costs | | | |
| | | | | Availability of merchandise | | | |
| | | | | Better personal economic circumstances this year | | | |
| | | | | Other (please specify): | | | |

| Required Y/N | Special Instructions |
|-----------------|----------------------|
| Y | |
| Y | Skip Logic Group |
| Y | Skip Logic Group |

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
 underlined & italicized: RE-ORDER
 pink: ADDITION
 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 |
|--|------------------------|--|---|---------|-------------------------|--------------------|-----------------|
| | | 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 | | Drop down, select one | Single | Y |
| 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 | | | | | | | |
| | | 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, MySpace, Twitter) Message directly from the company on a social network 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 | | Drop down, select one | Single | N |



Special Instructions

Rank Group

Adjust Template/Style Sheet
Randomize

Anchor Answer Choice
Anchor Answer Choice

Rank Group

Adjust Template/Style Sheet
Randomize



Special Instructions

Anchor Answer Choice

Anchor Answer Choice

Rank Group

Adjust Template/Style Sheet

Randomize

Anchor Answer Choice

Anchor Answer Choice