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

Client Name:	
Measure Name:	
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 WIII FILL THIS IN)
Please Select a Language				
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Model Instance Name: NIDCR English 2011

Date: 12/28/2010

MID: ZR0gEllR8tRYV8UB5lJs1g==



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 Examples taking the survey for. Feel free to modify the standard Welcome text shown in the box below. Welcome Text Example Ø ForeSee Results Survey Page - Windows Internet Explorer http://www.foreseeresults.com/survey/display?cid=test&unid=Is0lo1EJV9ss9YwB5IBE 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. FORESEE Please take a few minutes to share your opinions, which are essential in helping us provide the best online **Customer Satisfaction Survey** experience possible. 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. Required questions are denoted by an * 1:*What is your overall satisfaction with this survey? 1=Very Dissatisfied Very Satisfied=10 1 2 3 4 5 6 7 8 9 10 ○ Thank You Text Example Thank You Text Football Please Select -Thank you for taking our survey - and for helping us serve you better. Hockey Please Select • 16: What size and style of jean were you shopping for today? What size of jean were you shopping for today? What style of jean were you shopping for today? 0 1 Boot cut 03 Contraction Low rise 5 Flare 07 Relaxed fit 0 9 Slim cut 0 11 0 13 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 web site. Cancel Submit Copyright 2010 - all rights reserved ForeSee Results Privacy Policy Survey Support Internet | Protected Mode: On 🖓 🔻 🔍 100% 🔻

Model Instance Name: NIDCR English 2011

MID: ZR0gEIIR8tRYV8UB5IJs1g==



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)
Please rate the accuracy of information on this site.	14 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	17 How likely are you to return to this site?
Please rate the quality of information on this site.	15 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
Please rate the freshness of content on this site.	16 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	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)
Please rate the visual appeal of this site.		19 How likely are you to use this site as your primary resource?
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 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.		
	-	

NIDCR Engli	Model Instance Name: red & strike through: DELETE NIDCR English 2011 underlined & italicized: RE-ORDER MID: ZR0gEllR8tRYV8UB5IJs1g== pink: ADDITION Date: 12/17/2010						
	NIDCR English 2011 CUSTOM QUESTION LIST						
CQID SAC0834	Skip Logic Label	Question Text How often do you visit the NIDCR website?	Answer Choices (limited to 50 characters) First time	Skip to	Type (select from list) Radio button, one-up vertical	Single or Multi Single	

Required Y/N	Special Instructions
Yes	•

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

Date: Fill In Date

Model ques ELEMENTS (drivers of satisfaction)	tions utilize the ACSI methodology to determine scores and imp 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.		obtaining mormation nom this organization:
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)		
DPlease 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.		
Product Browsing (1=Poor, 10=Excellent, Don't Know)		
Please rate the ability to sort products by criteria that are important to you on this		
Please rate the ability to narrow choices to find the product(s) you are looking for		
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)		
Please rate the thoroughness of product descriptions on this site.		
Please rate how understandable the product descriptions are on this site.		
Please rate how well the product descriptions provide answers to your questions.		
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		

Fill-in Measure Name

MID: Existing Measure - Please fill in; New Measure - DOT will fill in Date: 3/1/2008 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

Fill-in Measure Name CUSTOM QUESTION LIST

QID CQ0004444	Skip Logic Label	Question Text How frequently do you visit this site?	Answer Choices (limited to 50 characters) 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	Skip to	Type (select from list) Dropdown (Select-one)	Single or Multi 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	Α	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	Α	Other primary reason			Text area, no char limit	Single
CQ0004449	В		Spec		Checkbox, one-up vertical	Multi
			3D models	_		
			Product application			
			Green information			
			Manufacturer's contacts			
			Cost	_		
CQ0004450		What type of information were you looking for when researching products for the possible inclusion in a design ?	Other CAD		Checkbox, one-up vertical	Multi
			Spec 3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			

Fill-in Measure Name

MID: Existing Measure - Please fill in; New Measure - DOT will fill in Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: 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
CQ0004451		How were you primarily seeking information on sweets.com?	Search by keyword feature			Single
00004401					Radio button, one-up vertical	Cirigie
			Browse by master format feature			
			Other (please specify)	Α		
CQ0004452	Α	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
			No	A,B		-
			Not sure	C,D		
CQ0004454	Α	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for		Radio button, one-up vertical	Single
			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			
CQ0004455	В	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		Drop down, select one	Single
			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		
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	С	Why were you not sure?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			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			
CQ0004457	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one	Single
			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		
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		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
	1		Manufacturers websites			

Required Y/N Y	Special Instructions
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
	Anchol Answer Choice

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
N Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	

Fill-in Measure Name

MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 3/1/2008

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Fill-in Measure Name CUSTOM QUESTION LIST

QID (Group ID) CQ0004444	Skip Logic Label		Answer Choices (limited to 50 characters) Daily Two to three times per week About once a month Every few months	Skip to	Type (select from list) Dropdown (Select-one)	Single or Multi Single
			Every 6 months or less often This is my first time visiting this site	-		
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	А	Radio button, one-up vertical	Single
CQ0004446	Α	Please explain why you do not intend to register?	an not registered, but intend to register during my visit today		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	В		Spec 3D models Green information Product application Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	с	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

Fill-in Measure Name

MID: Existing Measure - Please fill in; New Measure - DOT will fill in Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: 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 o Multi
CQ0004451		How were you primarily seeking information on sweets.com?	Search by keyword feature			Single
			Browse by master format feature		Radio button, one-up vertical	
			Other (please specify)	А		
CQ0004452	Α	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
			No	A,B		
			Not sure	C,D		
CQ0004454	A	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for		Radio button, one-up vertical	Single
			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	4		
CQ0004455	В	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		Drop down, select one	Single
			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	E		
			Other			
Q0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
Q0004456	С	Why were you not sure?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			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			
Q0004457	D	Since you were not sure, what do you plan to do next?	Other Continue looking for the information at this site			Single
			Call Sweets.com customer service		Drop down, select one	
			E-mail Sweets.com customer service			
			Return to this site later and try again			
			Conduct a new internet search			
			Visit other building product sites	F		
			Other			
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
Q0004460		What other sources do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
	1		Manufacturers websites			

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

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

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

CUSTOM QUESTION LIST

QID (Group ID) Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010	Skip Logic Label	Question Text Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	Ple: - D0 - D0 - D0 - D0 - D0 - D0 - D0	Answer Choices (limited to 50 characters) A lot more O NOT MODIFY THE WORDING of the ANSWER O NOT ADD ANSWER CHOICES OR DELETE ANSV O NOT CHANGE ORDER OF ANSWER CHOICES, if anged, please request randomization O NOT change the CQ LABELS ou may change your company name in the quest	VER CHO you wo	DICES uld like answer cho	
Spend intention with		Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?					
this retailer							
this retailer				A little more	R		
this retailer				I expect to spend about the same amount as last year			
this retailer				l expect to spend about the same amount as last year A little less	S		
this retailer				I expect to spend about the same amount as last year A little less A lot less			
this retailer	R	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)		l expect to spend about the same amount as last year A little less	S S	Checkbox, one-up vertical	Multi
this retailer	R			I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)	S S	Checkbox, one-up vertical	Multi
this retailer	R			I expect to spend about the same amount as last year A little less A lot less Not sure	S S	Checkbox, one-up vertical	Multi
this retailer	R			I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers) Quality of merchandise	S S	Checkbox, one-up vertical	Multi
this retailer	R			I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers) Quality of merchandise Merchandise selection	S S	Checkbox, one-up vertical	Multi
this retailer	R			I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy	S S	Checkbox, one-up vertical	Multi
this retailer	R			I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices	S S	Checkbox, one-up vertical	Multi
this retailer	R			I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs	S S	Checkbox, one-up vertical	Multi



R	tequired Y/N	Special Instructions
	Y	
	Y	Skip Logic Group
	Y	Skip Logic Group

Social Value Questions Setup

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
			Please - DO I - DO I - DO I order - DO I perso	Message or recommendation from a friend on a social network e use the following guidelines: NOT MODIFY THE WORDING of the ANSWER CHOICES NOT ADD ANSWER CHOICES OR DELETE ANSWER CHO NOT CHANGE ORDER OF ANSWER CHOICES IN GREEN, o changed, please request randomization NOT ADD/DELETE more than 2 ANSWER CHOICES IN P in NOT change the CQ LABELS	ICES IN G if you wo	REEN ould like answer choice		Y
		Rank 2 (Optional)		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

Social Value Questions Setup

I~DO NOT MODIFY THE TEXT/ROWS IN GREEN~! NOTE THAT NEW QUESTION WORDING UPDATED 8-9-2010 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Don't know	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Other	_			
		Rank 3 (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 Don't know Other		Drop down, select one	Single	N
		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)					N
					Text area, no char limit		



Adjust Template/Style Randomize	Sheet

Special Instructions

Rank Group

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