

## 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 [Foreign Language Survey Instructions](#)





Model Instance Name:  
USITC v2

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

Partitioned (Y/N)? YES  
FPI Included(Y/N)? NO

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.

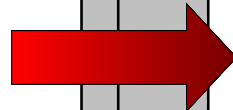
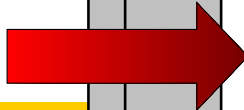
Date: 3/12/2013



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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>USITC Information (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
USITC Information - Thoroughness	Please rate the <b>thoroughness of information</b> you viewed on this site today.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to <b>return to this site</b> in the next 60 days?
USITC Information - Answers	Please rate how <b>understandable the information</b> you viewed today was. Please rate how well the <b>information viewed today provided answers</b> to your questions.	Satisfaction - Satisfaction - Ideal	How well does this site <b>meet your expectations</b> ? How does this site <b>compare to your idea of an ideal website</b> ?	Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site</b> to someone else?
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
Navigation - Organized	Please rate how well the site is <b>organized</b> .			Primary Resource	How likely are you to use this site as your <b>primary resource for obtaining information</b> from this organization?
Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				
	<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>				
Online Transparency - Disclose	Please rate how <b>thoroughly this site discloses information about what this agency is doing</b> .				
Online Transparency - Quick	Please rate how <b>quickly this agency's information is made available</b> on this site.				
Online Transparency - Access	Please rate how well information about this <b>agency's actions can be accessed by the public</b> on this site.				



#REF!  
 USITC v2  
 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

**USITC v2 CUSTOM QUESTION LIST**

QID	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
		How frequently do you visit this site?	First time		Drop down, select one	Single	Y		Visit Frequency
			More than once a day						
			Daily						
			About once a week						
			About once a month						
			Every 6 months or less						
		Which of the following best describes your <b>role</b> ?	U.S. Government		Radio button, two-up vertical	Single	Y	Skip Logic Group*	Role
			Foreign Government						
			Law Firm						
			Academic Researcher						
			Importer						

