

## 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:  
EFTPS

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

Date: 5/30/2012



## 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 taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

### 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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

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 website.~~ If you would like to share further feedback, please leave a message at 202.874.3530 or e-mail [sbse.eftps@irs.gov](mailto:sbse.eftps@irs.gov).

## Examples

### Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer  
http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w

**FORESEE**

### Customer Satisfaction Survey

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: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site.

1=Poor												Excellent=10
1	2	3	4	5	6	7	8	9	10			Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Thank You Text Example

Football

Hockey

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?
<input type="radio"/> 1	<input type="radio"/> Boot cut
<input type="radio"/> 3	<input type="radio"/> Low rise
<input type="radio"/> 5	<input type="radio"/> Flare

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.

Copyright 2010 - all rights reserved

[ForeSee Results](#) [Privacy Policy](#) [Survey Support](#)

Internet | Protected Mode: On

'web site' has been corrected to now read 'website' in the text to the left

Model Instance Name:

EFTPS

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

Partitioned Y

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.

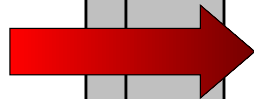
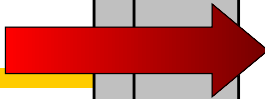
Date: 5/30/2012



EFTPS

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>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Likelihood to Contact Call Center (1=Very Unlikely, 10=Very Likely)</b>
Navigation - Organized	Please rate how well the site is organized.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Contact Call Center	How likely are you to call customer service support as a result of your visit today?
Navigation - Options	Please rate the options available for navigating this site.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website?	Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site.
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.			Use Site Via Mobile Device	Use Site Via Mobile Device (1=Very Unlikely, 10=Very Likely) How likely are you to access this site using a mobile device?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for paying your taxes?
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				
	<b>Plain Language (1=Poor, 10=Excellent, Don't Know)</b>				
Plain Language - Clear	Please rate the clarity of the wording on this site.				
Plain Language - Understandable	Please rate how well you understand the wording on this site.				
Plain Language - Concise	Please rate this site on its use of short, clear sentences.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
Look and Feel - Appeal	Please rate the visual appeal of this site.				
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
	<b>Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)</b>				
Tasks/ Transactions - Simplicity	Please rate the simplicity of the process for completing task(s) on this site.				
Tasks/ Transactions - Instructions	Please rate the clarity of instructions for completing task(s) on this site.				
Tasks/ Transactions - Verification	Please rate the verification of task completion on this site.				



5/30/2012

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

EFTPS CUSTOM QUESTION LIST

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?	This is my first visit		Radio button, one-up vertical	Single	Y		Visit Frequency
		Monthly						
		Weekly						
		Annually						
		Quarterly						
	What best describes your role in visiting the EFTPS site today?	Owner or employee of a business with 2-10 employees		Radio button, one-up vertical	Single	Y		Role
		Owner or employee of a business with 11-25 employees						
		Owner or employee of a business with 26 or more employees						
		Third party (tax professional, attorney, financial institution or other agent) making payments for 1-5 clients						
		Third party (tax professional, attorney, financial institution or other agent) making payments for 5-25 clients						
		Third party (tax professional, attorney, financial institution or other agent) making payments for 26 or more clients						
		Sole proprietor						
		Individual						

Holiday 2010 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B**

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		
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	Y		
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?	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						Y
			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)		Checkbox, one-up vertical	Multi	Y		
			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):	Z					



**Special Instructions**

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup **red & strike through**: DELETE  
**underlined & italicized**: RE-ORDER  
**pink**: ADDITION  
**blue + ->**: REWORDING

**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	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with <b>retailer.com</b> compared to 2010?	Didn't purchase anything from <b>retailer.com</b> last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) 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)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <b>retailer.com</b> today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on <b>retailer.com</b> today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <b>retailer.com</b> 's mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access <b>retailer.com</b> 's website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

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



Festive Season 2011 Custom Question Setup  
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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

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	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with <a href="#">retailer.co.uk</a> compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>Availability of merchandise</li> <li>Some personal economic circumstances this year</li> <li>Other (please specify)</li> </ul>		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>Products were not appealing (e.g. % off offers)</li> <li>Quality of merchandise</li> <li>Poor merchandise selection</li> <li>Website policy</li> <li>Too many to take time and spend less</li> <li>Online product prices</li> <li>Shipping costs</li> <li>Poor availability of merchandise</li> <li>Worse personal economic circumstances this year</li> <li>Other (please specify)</li> </ul>		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <a href="#">retailer.co.uk</a> today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on <a href="#">retailer.co.uk</a> today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <a href="#">retailer's name (here)</a> mobile website, or mobile shopping app while Christmas shopping this year?	Yes no		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	<ul style="list-style-type: none"> <li>To compare different products</li> <li>To look up price information about a product</li> <li>To look up product specifications</li> <li>To view product reviews</li> <li>To make a purchase</li> <li>To find a store location</li> <li>Another reason</li> </ul>		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	yes no, and I don't plan to no, but I might in the future Not sure		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)</li> <li>I made purchases online from my mobile device</li> <li>I used my mobile device to compare products or prices whilst shopping in person in a store</li> <li>I used retailer-developed mobile shopping apps</li> <li>None of the above</li> </ul>		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>accessed the store's website</li> <li>accessed a competitor's website</li> <li>accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK)</li> <li>accessed the store's mobile shopping app</li> <li>accessed a competitor's mobile shopping app</li> <li>None of the above</li> </ul>		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	<ul style="list-style-type: none"> <li>Research and buy online, have product delivered</li> <li>Research and buy online, pick up in store</li> <li>Research online, call to order</li> <li>Research catalogue buy online</li> <li>Research online, buy in store</li> <li>Research in store, buy online</li> <li>Research and buy in store</li> <li>None of the above</li> </ul>		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
						Exclusive Answer Choice		Anchor Answer Choice		

#REF!  
 EFTPS  
 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

EFTPS 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
		What country do you live in?	Afghanistan Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin		Drop down, select one	Single	Y		COUNTRY

#REF!  
 EFTPS  
 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

EFTPS CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		What <b>region</b> do you live in?	Asia		Drop down, select one	Single



Required Y/N	Special Instructions
Y	

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	Special Instructions	CQ Label
		Which of the following phrases would you use to <b>describe your experience</b> with this website? (Select all that apply)	Provides enjoyment		Checkbox, one-up vertical	Multi	No	Skip Logic Group  Randomize	CME - Phrase
			Makes me happier						
			Inspires my life						
			Challenges my thinking						
			Part of my routine						
			Visited daily						
			Helps me make better decisions						
			Improves my life						
			Makes me a better person						
			Makes me closer to my community						
			Provides viewpoints from others						
			Gives opportunity to comment						
			Lets me interact with others						
			Provides a social outlet for me						
		Other, please specify						Anchor Answer Choice	
	A	Please provide any other phrases you would use to describe your experience with this website.			Text area, no char limit		No	Skip Logic Group	OE_CME Phrase
		In the following section, please consider the <b>personal meaning</b> of with this brand's website.				Single	N		CME - Meaning
		In the space below, please <b>describe the MEANING</b> of this please <b>describe the MEANING</b> of this			Text area, no char limit				
		In the space below, please <b>describe HOW YOU USE</b> the information you get, or the experience you have, with this website.				Single	N		CME - Use
		In the space below, please <b>describe the most MEMORABLE MOMENT</b> you have had with this website.			Text area, no char limit		N		CME - Memorable

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 the CQ LABELS

deneen.davis:  
 DO NOT USE. THESE QUESTIONS WERE FROM PHASE I

Social Media

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

FOR MORE INFO ON RULES: [https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20\(Internal%20Use%20Only\)/Social%20Value%20Materials/Social%20Value%20Questions\\_TIP%20SHEET.docx](https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20(Internal%20Use%20Only)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx)

To help clients distinguish which Social Media sites respondents are hearing about them on either include the follow-up open-ended question or the close ended question (below with a blue background). Please feel free to eliminate/add any of the answer choices in the close ended question to meet your clients request.

QUESTION LIST						
Questions (characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Find on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
UPDATES (4/16): - New answer choice added: Online Pinboard (Pinterest) - 'MySpace' removed from: Advertising on social networks (Facebook, Twitter)						
TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
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, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) 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	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
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, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) 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	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Questions Below Are Optional, They Are Not Used In The Social Media Value Calculation.

	If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				N	SV - Other Social Network	
	If you heard about this website from a social network, please select which social network it was.	Delicious Digg Facebook Google+ Groupm LinkedIn LivingSocial MySpace reddit StumbleUpon Twitter YouTube Other, please specify	Text area, no char limit Radio button, one-up vertical		N	OPS Group Randomize Anchor Answer Choice	SV - Social Network
A	If you heard about this website from a social network, please specify the site.		Text field, <100 char		N	OPS Group	SV - Other Social Network

Model Instance Name:

Fill-in Measure Name

MID:

Date: 11/1/2011

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	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How likely are you to discourage others from business with this company?	Single	Y		WordofMouthIndex

Please use the following guidelines:  
 - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME  
 - DO NOT change the CQ LABELS

Contact Gail Applin and Drew Bennett when adding this question to your clients survey. The following information is needed:  
 Client Name  
 Measure Name  
 MID  
 Question Live Date

10 = Very Likely

### PUBLIC SECTOR OPTIONS

		How likely are you to discourage others from doing business with this agency/association/organization?	Radio button, scale, no don't know	Single	Y	WordofMouthIndex
		How likely are you to discourage others from interacting with this association/agency/organization?	Radio button, scale, no don't know	Single	Y	WordofMouthIndex

1 = Very Unlikely

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10 = Very Likely

1 = Very Unlikely

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10 = Very Likely