

## 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:  
FILL IN MEASURE NAME

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

Partitioned (Y/N)? N  
FPI Included(Y/N)? N

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: 1/27/2014



FILL IN MEASURE NAME

Model questions utilize the ForeSee CXA 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>Use Web Channel Over Others (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)	Use Web Channel Over Others	How likely are you to use this site rather than seeking information from other channels (e.g., telephone)?
Navigation - Options	Please rate the options available for navigating this site.	Satisfaction - Expectations	How well does this site meet your expectations? (1= Falls Short, 10=Exceeds)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely)
Navigation - Layout	Please rate how well the site layout helps you find what you need.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)		How likely are you to recommend this site to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>			Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Loading	Please rate how quickly pages load on this site.				How likely are you to return to this site?
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	<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>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
Site Information - Understandable	Please rate how understandable this site's information is.				
Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

1/27/2014

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

FILL IN MEASURE NAME 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 the USDA Food and Nutrition Service website?	This is my first visit Every few months or less often Monthly Weekly Daily/more than once a day		Drop down, select one	Single	Y		FNS_Visit Frequency

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FILL IN MEASURE NAME 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 the Summer Food Service Program pages?	This is my first visit Every few months or less often Monthly Weekly Daily/more than once a day		Drop down, select one	Single	Y		SFSP_Visit Frequency

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Partitioned (Y/N)?  
 FPI Included(Y/N)?

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: Fill In Date

**FILL IN MEASURE NAME**  
 Model questions utilize the ForeSee CXA methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
1	<b>Content (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>accuracy of information</b> on this site.	23	<b>Satisfaction - Overall</b> What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26	<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to this site</b> ?
2	Please rate the <b>quality of information</b> on this site.	24	<b>Satisfaction - Expectations</b> How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3	Please rate the <b>freshness of content</b> on this site.	25	<b>Satisfaction - Ideal</b> How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	27	<b>Recommend</b> How likely are you to <b>recommend this site to someone else</b> ?
4	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>usefulness of the features provided</b> on this site.			Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b> ?
5	Please rate the <b>convenience of the features</b> on this site.				
6	Please rate the <b>variety of features</b> on this site.				
7	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>visual appeal</b> of this site.				
8	Please rate the <b>balance of graphics and text</b> on this site.				
9	Please rate the <b>readability of the pages</b> on this site.				
10	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate how well the site is <b>organized</b> .				
11	Please rate the <b>options available for navigating</b> this site.				
12	Please rate how well the site layout <b>helps you find what you are looking for</b> .				
13	Please rate the <b>number of clicks to get where you want</b> on this site.				
14	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>quickly pages load</b> on this site.				
15	Please rate the <b>consistency of speed from page to page</b> on this site.				
16	Please rate the <b>ability to load pages without getting error messages</b> on this site.				
17	<b>Product Browsing (1=Poor, 10=Excellent, Don't Know)</b> Please rate the ability to <b>sort products by criteria that are important to you</b> on this				
18	Please rate the <b>ability to narrow choices to find the product(s) you are looking for</b>				
19	Please rate how well the <b>features on the site help you find the product(s) you are</b>				
20	<b>Product Descriptions (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>thoroughness of product descriptions</b> on this site.				
21	Please rate how <b>understandable the product descriptions are</b> on this site.				
22	Please rate how well the <b>product descriptions provide answers to your questions</b> .				
23	<b>Search (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>relevance of search results</b> on this site.				
24	Please rate the <b>organization of search results</b> on this site.				
25	Please rate how well the <b>search results help you decide what to select</b> .				
26	Please rate how well the <b>search feature helps you to narrow the results to find what</b>				

Model Instance Name:

FILL IN MEASURE NAME

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Date: 3/1/2008

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pink: ADDITION

blue + --> REWORDING

FILL IN MEASURE NAME CUSTOM QUESTION LIST

QID	FPI Y?	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
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)
CQ0004445			Are you a registered user on this site?	I am registered I am not registered, and do not intend to <del>I am not registered, but intend to register during my visit today</del>	A	Radio button, one-up vertical
CQ0004446		A	Please explain why you do not intend to register.			Text area, no char limit
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
CQ0004448		A	Other primary reason			Text area, no char limit
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
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



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FILL IN MEASURE NAME CUSTOM QUESTION LIST

QID	FPI Y?	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
CQ0004451			How were you primarily <b>seeking information</b> on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical
CQ0004452		A	Other reason seeking information			Text field, <100 char
CQ0004453			Were you able to <b>find what you were looking for</b> today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical
CQ0004454		A	Why were you <b>not able to find</b> 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
CQ0004455		B	Since you could not find what you were looking for, <b>what do you plan to do next?</b>	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
CQ0004458		E	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004456		C	Why were you <b>not sure?</b>	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
CQ0004457		D	Since you were not sure, <b>what do you plan to do next?</b>	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
CQ0004459		F	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004460			What <b>other sources</b> 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



Single or Multi	Required Y/N	Special Instructions
Single	Y	
Single	Y	Randomize OPS Group
Single	N	OPS Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	Skip Logic Group
Multi	Y	Skip Logic Group Randomize Anchor Answer Choice



Single or Multi	Required Y/N	Special Instructions
Single	Y	Anchor Answer Choice
Single	Y	OPS Group
Single	N	OPS Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	

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FILL IN MEASURE NAME CUSTOM QUESTION LIST

QID (Group ID)	FPI Y?	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
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)
CQ0004445			Are you a <b>registered user</b> 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
CQ0004446		A	Please explain why you do not intend to register?			Text field, <100 char
CQ0004447			What best describes your <b>primary reason</b> 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
CQ0004448		A	Please specify your other primary reason.			Text area, no char limit
CQ0004449		B	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?	Spec 3D models Green information Product application Manufacturer's contacts Cost Other		Checkbox, one-up vertical
CQ0004450		C	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical

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QID (Group ID)	FPI Y?	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
CQ0004451			How were you primarily <b>seeking information</b> on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical
CQ0004452		A	Other reason seeking information			Text field, <100 char
CQ0004453			Were you able to <b>find what you were looking for</b> today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical
CQ0004454		A	Why were you <b>not able to find</b> 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
CQ0004455		B	Since you could not find what you were looking for, <b>what do you plan to do next?</b>	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
CQ0004458		E	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004456		C	Why were you <b>not sure?</b>	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
CQ0004457		D	Since you were not sure, <b>what do you plan to do next?</b>	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
CQ0004459		F	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004460			What <b>other sources</b> 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



Single or Multi	Required Y/N	Special Instructions
Single	Y	
Single	Y	Randomize OPS Group
Single	N	OPS Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	Skip Logic Group
Multi	Y	Skip Logic Group



Single or Multi	Required Y/N	Special Instructions
Single	Y	OPS Group
Single	N	OPS Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	

Model Instance Name:

*FILL IN MEASURE NAME*

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Date: 3/1/2008

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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	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



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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
		What <b>region</b> do you live in?	Asia		Drop down, select one	Single



Required Y/N	Special Instructions
Y	

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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	A	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						
		Please provide any other phrases you would use to describe your experience with this website.	Other, please specify		Text area, no char limit		No	Skip Logic Group	OE_CME Phrase
	A							Anchor Answer Choice	
		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 information you get, or the experience you have, with this website.			Text area, no char limit	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	Single	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

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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	Required Y/N	Special Instructions	CQ Label
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## RECOMMEND QUESTION

		How likely are you to <b>recommend</b> <ABC Company> to someone else?	1=Very Unlikely         10=Very Likely						Recommend
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Please follow these guidelines: (as of 9/2013)

- Do not change the WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME
- the questions for WoMI measurement should be measured on the brand/company level NOT SITE level
- DO NOT change the CQ LABELS
- DO NOT change the anchors
- Recommend/Discourage questions can be MQs or CQs
- Recommend/Discourage questions must be required
- Words 'recommend' and 'discourage' should be bolded
- We do have public sector options for WoMI question wording but for most public sector clients, the WoMI measurement doesn't make sense. Please see Bharati before implementing

More comprehensive talking points and explanations of WoMI will be available shortly.

## DISCOURAGE QUESTION

		How likely are you to <b>discourage</b> others from doing business with <ABC Company>?	1=Very Unlikely         10=Very Likely						Discourage
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