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)**

Basic rules:

1 This questionnaire **has to match the live survey**

2 All changes to the live measure need to be tracked and archived in **one document**

3 **All CQ change requests** have to be submitted using this document

SRA: 1) marks up changes and submits the entire document to DOT

DOT: 1) archives change request on separate tab
2) implements change(s)
3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes

4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Questionnaire Skip Set Up Guidelines

Goals:

- **Ensure all skip setup included in the questionnaire is consistent with skip logic rules**
- **Decrease down time due to skip corrections within submitted surveys**

Basic Skip Rules:

"Other Please Specify" (OPS) Skip Rules:

Type 1 "Other Please Specify" Rules (Text box to the right of the answer choice "Other, please specify:") :

1. OPS questions must be set up as a radio-button or checkbox to have the text box appear next to the answer choice "Other, please specify:"
2. The open ended text box for "Other Please Specify" has it's own question ID and needs ***full question text*** included in questionnaire. (This will be used by clients, SRAs, etc, in the portal and comment cluster to differentiate between OPS questions within a measure)
3. The open ended text box has a character limit of 100. No exceptions! if more characters are needed, please request a Type 5 group.
4. In the special instructions column, indicate that this is a "OPS Group" for the PARENT and CHILD questions.

Type 5 "Other Please Specify" Rules (More than two questions within question group):

1. Open-ended boxes will not show up next to the answer choice "Other" in this type of skip logic. They will pop as separate questions that require additional question text. Please include full question text.
2. Radio-button, checkbox or drop-down CQs can have an “other please specify” in this type of skip set up but the text box will pop as a separate question.
3. In the special instructions column, indicate that this is a "Skip Logic Group" for the PARENT and CHILD questions.

Please refer to the Current Custom Qsts tab for examples (OPS Type 1 and OPS Type 5 are marked in the comment boxes)

General Skip Rules:

1. The parent question must come first, and child questions must immediately follow. Skip logic groups cannot be broken up by other questions that are not included within the skip.
2. A CQ can only have one parent question; a single question CANNOT be triggered by different questions.
3. Answers within one question can be set up so that different answer combinations trigger different questions, through the use of "answer groups".
4. A question can only be a part of ONE group type i.e. skip logic, matrix, or multiple lists
5. Horizontal scale questions CANNOT be parent CQs, but they can be child CQs. NOTE: By changing a horizontal scale question to a dropdown they can become parent questions.
6. Open End text questions cannot be a parent questions, but they can be child CQs.
7. Multi-select questions can be used in skip logic.

As a general tip for SRAs: The more complex the skip logic, the more difficult it is to keep the tabs and labels concise in SPRs.
It is important to know when to just use filters versus creating skip logic.

Caution: **Measures without enhanced/segmented reports might require intricate skip to gather necessary data for standard reports.**

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** *(1=Poor, 10=Excellent)*		**Likelihood to Return** *(1=Not Very Likely, 10=Very Likely)*
1	Please rate the **accuracy of information** on this site.	23	What is your **overall satisfaction** with this site?	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**?		**Recommend** *(1=Not Very Likely, 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**?	27	How likely are you to **recommend this site to someone else**?
	Functionality (1=Poor, 10=Excellent, Don't Know)				**Primary Resource** *(1=Not Very Likely, 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

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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		Dropdown (Select-one)	Single
			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			
CQ0004445		Are you a **registered user** on this site?	I am registered		Radio button, one-up vertical	Single
			I am not registered, and do not intend to	A		
			I am not registered, but intend to register during my visit today			
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	B	Radio button, one-up vertical	Single
			Gathering information on a product or manufacturer specified in a design	C		
			Other (please specify)	A		
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		Checkbox, one-up vertical	Multi
			3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			
			Other			
CQ0004450	C	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD		Checkbox, one-up vertical	Multi
			Spec			
			3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			

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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)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Other			
CQ0004451		How were you primarily **seeking information** on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Browse by master format feature			
			Other (please specify)	A		
CQ0004452	A	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			
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		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			
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		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	F		
			Other			
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			
			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	

Model Instance Name:
Small Business Administration

MID: 1AVxgAh5cMdFooZoAd1oQQ==

Date: 7/21/2008

Small Business Administration MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content	**Satisfaction**	**Return**
Please rate **your perception of the accuracy of information** on this site.	What is your **overall satisfaction** with this site?	How likely are you to **return to this site**?
Please rate the **quality of information** on this site.	How well does this site **meet your expectations**?	**Recommend**
Please rate the **freshness of content** on this site.	How does this site **compare to your idea of an ideal website**?	How likely are you to **recommend this site** to someone else?
Functionality		**Primary Resource**
Please rate the **usefulness of the features** provided on this site		How likely are you to use this site as your **primary resource**?
Please rate the **convenience of the features** on this site.		
Please rate the **ability to accomplish** what you wanted to on this site.		
Look and Feel		
Please rate the **ease of reading** this site.		
Please rate the **clarity of site organization**.		
Please rate the **clean layout** of this site.		
Navigation		
Please rate the degree to which the **number of steps to get where you want** is acceptable.		
Please rate the **ability to find information** you want on this site.		
Please rate the **clarity of site map** or directory.		
Please rate the **ease of navigation** on this site.		
Search		
Please rate the **usefulness of search results** on this site.		
Please rate how this site **provides comprehensive search results**.		
Please rate the **organization of search results** on this site.		
Please rate how the **search feature helps you to narrow the results** to find the information you want.		
Site Performance		
Please rate the **speed of loading the page** on this site.		
Please rate the **consistency of speed** on this site.		
Please rate the **reliability of site performance** on this site.		
Tasks and Transactions		
Please rate the **ease of completing task(s)** on this site.		
Please rate the **degree of privacy in completing tasks** on this site.		
Please rate the **verification of task completion** on this site.		
Please rate the **availability of help with questions or problems** on this site.		

Model Instance Name:
Small Business Administration
MID: 1AVxgAh5cMdFooZoAd1oQQ==
Date: 11/28/2011

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Small Business Administration 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)
7199		Which **best describes** you or your organization?		Potential small business owner	**B**	Radio Button One Up
				Small business (less than five years old)	**B**	
				Established small business (greater than five years old)	**B**	
				Medium or large business	**B**	
				SBA resource partner (such as SCORE, SBDC and WBC)		
				Trade or business organization		
				Lending institution		
				Student, academic or researcher		
				Congress/Federal agency		
				Media		
				Other	**A**	
RJO00089	**A**	How else would you **describe you or your organization**?				Text area, no char limit
	B	Which of the following **applies to your existing or potential business**?		**Minority Owned Small Business**		Checkbox, one-up vertical
				Native American Owned Small Business		
				Senior (50+) Owned Small Business		
				Veteran Owned Small Business		
				Women Owned Small Business		
				Young Entrepreneur		
				Other	**C**	
				None		
	C	Please specify your **business type**:				Text area, no char limit
7200		What is your **primary reason** for visiting this site today?		Starting a business		Radio Button One Up
				Financing a business		
				Managing a business		
				Government contracting		
				Disaster assistance		
				~~SBA backed loans~~		
				Expanding a Business		
				Looking for a Grant		
				~~SBA partner information~~		
				~~SBA lender information~~		
				Business laws & regulatory assistance		

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QID (Group ID)	Skip Logic Label	Question Text	Answer IDs *(DOT ONLY)*	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
				Counseling and training		
				Agency news & events		
				Business forms		
				Business tools		
				Finding local information		
				Exporting information		
				Online community		
				Other	**A**	
RJO00090	**A**	Please describe your **primary purpose for visiting** the site today:				Text Field – limited to 100 characters
EDO08056		*How **frequently** do you visit this site?*	*EDO08056A001*	*First time*		*Radio Button One Up*
			EDO08056A002	*More than once a day*		
			EDO08056A003	*Daily*		
			EDO08056A004	*About once a week*		
			EDO08056A005	*About once a month*		
			EDO08056A006	*Every 6 months or less*		
SVD00133 (SVD00133G5)		**Did you find** what you were looking for?		Yes		Radio Button One Up
				Partially	**A,E**	
				No	**B, E**	
AKR1884	**A**	If you were **partially able to find** what you were looking for, please explain:				Text Area – no character limit
7201	**B**	If you were **not able to find** what you were looking for, please explain:				Text Area – no character limit
~~AKR1885~~	~~**C**~~	~~If you were **not able to find** what you were looking for, what do you plan to do next?~~		~~Nothing~~		~~Radio Button One Up Vertical~~
				~~Call the SBA Answer Desk~~		
				~~Return to the SBA site later and try again~~		
				~~Try another website~~		
				~~Send an email~~		
				~~Call your local SBA office~~		
				~~Other~~	~~**D**~~	
~~AKR1886~~	~~**D**~~	~~Please specify what you are going to do next:~~				~~Text area, no char limit~~
ACQwil0011534	**E**	**How long did it take** you to find your information?	ACQwil0011534A01	Less than 1 minute		Drop down, select one
			ACQwil0011534A02	1 - 5 minutes		
			ACQwil0011534A03	5 -10 minutes		
			ACQwil0011534A04	10 -15 minutes		
			ACQwil0011534A05	More than 15 minutes		
7204		If **SBA.gov helped your business**, please explain how:				Text Area – no character limit
		What new **tool, capability, or content** would you like to see on the site? (open end)				Text Area – no character limit

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Small Business Administration 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)
AKR1875 (AKR1875G5)		Which **section of the SBA.gov website** did you primarily use this visit?		Starting & Managing a Business Loans & Grants Contracting ~~Counseling & Training~~ SBA Direct For Lenders **Learning Center** **Local Assistance Tool** **Business Plan Tool** **Size Standards Tool** **Events Calendar** **SBA Community Forums or Blogs** Other	 ~~A~~ ~~B~~ **C**	Radio Button One Up Vertical
AKR1876	**C**	Please specify which **section of the SBA.gov website you primarily used** this visit:				Text Field – limited to 100 characters
~~EDO08069~~	~~**A**~~	~~What area within **Loans & Grants** is of the most interest to you?~~	~~EDO08069A001~~ ~~EDO08069A002~~ ~~EDO08069A003~~ ~~EDO08069A004~~ ~~EDO08069A005~~	~~Small Business Loans~~ ~~Grants~~ ~~Bonds~~ ~~Other Financial Assistance~~ ~~Other~~	 ~~D~~	~~Radio Button One Up Vertical~~
~~EDO08070~~	~~**D**~~	~~Please specify which area within Loans & Grants is of the most interest to you:~~				~~Text Field – limited to 100 characters~~

Single or Multi	Required Y/N	Special Instructions
Single	Y	Skip Logic Grou
Single	N	Skip Logic Grou
M	Y	Skip Logic Grou
	N	Skip Logic Grou
Single	Y	

Single or Multi	Required Y/N	Special Instructions
Single	N	
Single	*Y*	*Skip Logic Grou*
Single	Y	Skip Logic Grou
Single	Y	Skip Logic Grou
Single	Y	Skip Logic Grou
~~Single~~	~~Y~~	Skip Logic Grou
~~Single~~	~~N~~	
Single	Y	Skip Logic Grou
Single	N	
Single	N	

Single or Multi	Required Y/N	Special Instructions
Single	Y	
Single	N	
~~Single~~	~~Y~~	
~~Single~~	~~N~~	

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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
EDO08056		How **frequently** do you visit this site?	First time		Radio Button One Up	Single	Y
			More than once a day	~~A,B,C,D~~			
			Daily	~~A,B,C,D~~			
			About once a week	~~A,B,C,D~~			
			About once a month	~~A,B,C,D~~			
			Every 6 months or less	~~A,B,C,D~~			
~~EDO08057~~	~~A~~	~~If you had visited the site before and noticed the recent redesign, **please rate this change**:~~	~~Positive~~		~~Radio button, one-up vertical~~	~~Single~~	~~Y~~
			~~Negative~~	~~E~~			
			~~Neutral~~				
~~EDO08058~~	~~E~~	~~Please tell us **why it is negative**:~~			~~Text area, no char limit~~		~~N~~
~~EDO08059~~	~~B~~	~~How would you rate the **site navigation**?~~	~~More user friendly.~~		~~Radio button, one-up vertical~~	~~Single~~	~~Y~~
			~~Less user friendly.~~	~~F~~			
			~~About the same.~~				
~~EDO08060~~	~~F~~	~~Please explain how it is **less user friendly**:~~			~~Text area, no char limit~~		~~N~~
~~EDO08061~~	~~G~~	~~How would you rate the **site content**?~~	~~Easier to understand.~~		~~Radio button, one-up vertical~~	~~Single~~	~~Y~~
			~~More difficult to understand.~~	~~G~~			
			~~About the same.~~				
~~EDO08062~~	~~G~~	~~Please explain **how it is more difficult to understand**:~~			~~Text area, no char limit~~		~~N~~
~~EDO08063~~	~~D~~	~~How would you rate the **organization of the site**?~~	~~Better organized - it's easier to find information.~~		~~Radio button, one-up vertical~~	~~Single~~	~~Y~~
			~~Not as well organized - it's harder to find information.~~	~~H~~			
			~~Finding the information has the same level of difficulty it had before.~~				
~~EDO08064~~	~~H~~	~~Please explain how it is **harder to find information**:~~			~~Text area, no char limit~~		~~N~~
7199		Which **best describes** you or your organization?	Potential small business owner		Radio Button One Up	Single	Y
			Small business (less than five years old)				
			Established small business (greater than five years old)				
			Medium or large business				
			SBA resource partner (such as SCORE, SBDC and WBC)				
			Trade or business organization				
			Lending institution				
			Student, academic or researcher				
			Congress/Federal agency				
			Media				
			Other	**A**			
RJO00089	**A**	Please specify your role:			Text Field – limited to 100 characters	Single	N
7200		What is your **primary reason** for visiting this site today?	Starting a business		Radio Button One Up	Single	Y
			Financing a business				

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Small Business Administration 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
			Managing a business				
			Government contracting				
			Disaster assistance				
			SBA backed loans				
			Expanding a Business				
			Looking for a Grant				
			SBA partner information				
			SBA lender information				
			Business laws & regulatory assistance				

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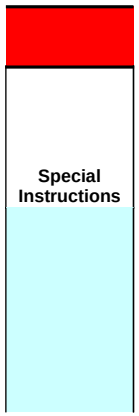
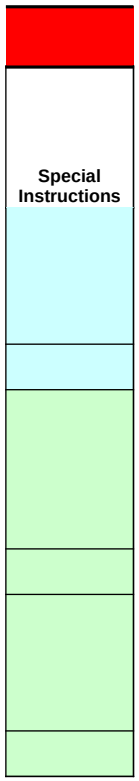
Small Business Administration CUSTOM QUESTION LIST

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
			Training				
			Agency news & events				
			~~Resource library~~				
			Business forms				
			Local SBA offices				
			Other	**A**			
RJO00090	**A**	Please describe your primary purpose for visiting the site today:			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which **section of the SBA.gov website** did you primarily use this visit?	Starting & Managing a Business		Radio Button One Up	Single	Y
			Loans & Grants	**A**			
			Contracting	**B**			
			Counseling & Training				
			SBA Direct				
			For Lenders				
			Other	**C**			
AKR1876	**C**	Please specify which **section of the SBA.gov website you primarily used** this visit:			Text Field – limited to 100 characters	Single	N
EDO08069	**A**	What area within **Loans & Grants** is of the most interest to you?	Small Business Loans		Radio Button One Up Vertical	Single	Y
			Grants				
			Bonds				
			Other Financial Assistance				
			Other	**D**			
EDO08070	**D**	Please specify which area within Loans & Grants is of the most interest to you:			Text Field – limited to 100 characters	Single	N

Special Instructions
Skip Logic Grou
~~Skip Logic Group~~
~~Skip Logic Group~~
~~Skip Logic Group~~
~~Skip Logic Group~~
~~Skip Logic Group~~
~~Skip Logic Group~~
~~Skip Logic Group~~
~~Skip Logic Group~~


Special
Instructions


Special
Instructions

Model Instance Name:
Small Business Administration
MID: 1AVxgAh5cMdFooZoAd1oQQ==
Date: 11/12/2010

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

Small Business Administration 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
~~235~~		~~How **frequently** do you visit this site?~~	~~First time~~		~~Radio Button One Up~~	~~Single~~	~~Y~~
			~~More than once a day~~	~~A,B,C,D~~			
			~~Daily~~	~~A,B,C,D~~			
			~~About once a week~~	~~A,B,C,D~~			
			~~About once a month~~	~~A,B,C,D~~			
			~~Every 6 months or less~~	~~A,B,C,D~~			
EDO08056		How **frequently** do you visit this site?	First time		Radio Button One Up	Single	Y
			More than once a day	A,B,C,D			
			Daily	A,B,C,D			
			About once a week	A,B,C,D			
			About once a month	A,B,C,D			
			Every 6 months or less	A,B,C,D			
EDO08057	**A**	If you had visited the site before and noticed the recent redesign, **please rate this change**:	Positive		Radio button, one-up vertical	Single	Y
			Negative	**E**			
			Neutral				
EDO08058	**E**	Please tell us **why it is negative**:			Text area, no char limit		N
EDO08059	**B**	How would you rate the **site navigation**?	More user friendly.		Radio button, one-up vertical	Single	Y
			Less user friendly.	**F**			
			About the same.				
EDO08060	**F**	Please explain how it is **less user friendly**:			Text area, no char limit		N
EDO08061	**C**	How would you rate the **site content**?	Easier to understand.		Radio button, one-up vertical	Single	Y
			More difficult to understand.	**G**			
			About the same.				
EDO08062	**G**	Please explain **how it is more difficult to understand**:			Text area, no char limit		N
EDO08063	**D**	How would you rate the **organization of the site**?	Better organized - it's easier to find information.		Radio button, one-up vertical	Single	Y
			Not as well organized - it's harder to find information.	**H**			
			Finding the information has the same level of difficulty it had before.				
EDO08064	**H**	Please explain how it is **harder to find information**:			Text area, no char limit		N
EDO08065		Did you **utilize our new web tool, SBA Direct**, which allows users to personalize their experience on SBA.gov?	Yes	**A,B,C**	Radio Button One Up Vertical	Single	Y
			No				
EDO08066	**A**	Was the new tool **useful in helping you to access the information that was most relevant to you**?	Yes		Radio Button One Up Vertical	Single	Y
			No				
EDO08067	**B**	Will you use SBA Direct as your **primary means of navigating the site**?	Yes		Radio Button One Up Vertical	Single	Y

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Small Business Administration
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Date: 11/12/2010

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blue + -->: REWORDING

Small Business Administration 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
			No				
			Not Sure				
EDO08068	**C**	If you could make one **change/improvement to the new SBA Direct tool**, what would it be?			Text Area – no character limit	Single	N
7199		Which **best describes** you or your organization?	Potential small business owner		Radio Button One Up	Single	Y
			Small business (less than five years old)				
			Established small business (greater than five years old)				
			Medium or large business				
			SBA resource partner (such as SCORE, SBDC and WBC)				
			Trade or business organization				
			Lending institution				
			Student, academic or researcher				
			Congress/Federal agency				
			Media				
			Other~~, please specify:~~	**A**			
RJO00089	**A**	~~other best describes~~ -->: Please specify your role:			Text Field – limited to 100 characters	Single	N
7200		What is your **primary reason** for visiting this site today?	Starting a business		Radio Button One Up	Single	Y
			Financing a business				
			Managing a business				
			Government contracting				
			Disaster assistance				
			SBA backed loans				
			Expanding a Business				
			Looking for a Grant				
			SBA partner information				
			Business laws & regulatory assistance				

Model Instance Name:
Small Business Administration
MID: 1AVxgAh5cMdFooZoAd1oQQ==
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Small Business Administration 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
			Training				
			Agency news & events				
			Resource library				
			Business forms				
			Local SBA offices				
			Other~~, please specify:~~	A			
RJO00090	A	~~other primary reason~~ -->: Please describe your primary purpose for visiting the site today:			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which **section of the SBA.gov website** did you	~~Small Business Planner~~		Radio Button One Up	Single	Y
			~~Services~~				
			Starting & Managing a Business				
			Loans & Grants	A			
			Contracting	B			
			Counseling & Training				
			SBA Direct				
			For Lenders				
			Other	C			
			~~Tools~~				
			~~Local Resources~~				
			~~Not sure~~				
SVD00176		~~Which category in the **Small Business Planner** section, do~~	~~Plan a business~~		Radio Button One Up	Single	Y
			~~Start a business~~				
			~~Manage a business~~				
			~~Getting Out~~				
			~~Other, please specify:~~				
AKR1876	C	~~Other: Small Business Planner category~~ -->: Please specify which **section of the SBA.gov website you primarily used** this visit:			Text Field – limited to 100 characters	Single	N
SVD00177		~~Which category in the **Services** section, do you find most~~	~~Financial assistance~~		Radio Button One Up	Single	Y
			~~Contracting opportunities~~				
			~~Disaster assistance~~				
			~~Online training~~				
			~~Counseling / Assistance~~				
			~~Laws / Regulations~~				
			~~Special audiences~~				
			~~Compliance~~				
			~~Other, please specify:~~				
AKR1877		~~Other: Services category~~			Text Field – limited to 100 characters	Single	N
AKR1878		~~What area within **Financial Assistance** is of the most interest to you?~~	~~Basics~~		Radio Button One Up Vertical	Single	Y
			~~Loan Eligibility~~				
			~~SBA Loans~~				
			~~Surety Bonds~~				
			~~Equity Capital~~				
			~~Special Purpose Loans~~				
			~~Training~~				
			~~SBA Partner Topics~~				

Model Instance Name:
Small Business Administration
MID: 1AVxgAh5cMdFooZoAd1oQQ==
Date: 11/12/2010

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Small Business Administration 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
			~~7(a) Loan Programs~~ Other~~, please specify:~~				
AKR1879		~~Other: Financial Assistance area~~			Text Field – limited to 100 characters	Single	N
EDO08069	**A**	What area within **Loans & Grants** is of the most interest to you?	Small Business Loans Grants Bonds Other Financial Assistance Other	 **D**	Radio Button One Up Vertical	Single	Y
EDO08070	**D**	Please specify which area within Loans & Grants is of the most interest to you:			Text Field – limited to 100 characters	Single	N

Special Instructions
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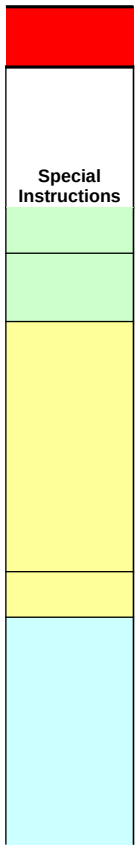
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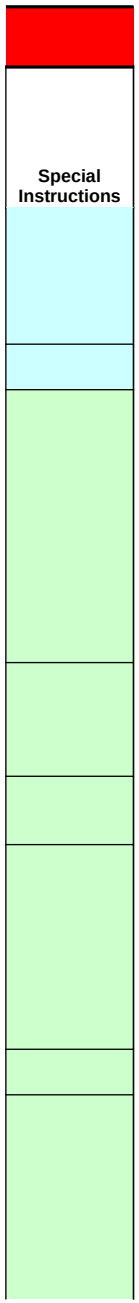
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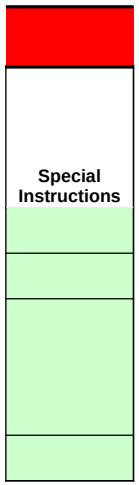
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Model Instance Name:
Small Business Administration
MID: 1AVxgAh5cMdFooZoAd1oQQ==
Date: 9/14/2009

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blue + -->: REWORDING

Small Business Administration 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
235		How **frequently** do you visit this site?	First time		Radio Button One Up Vertical	Single	Y
			More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
7199		Which **best describes** you or your organization?	Potential small business owner		Radio Button One Up Vertical	Single	Y
			Small business (less than five years old)				
			Established small business (greater than five years old)				
			Medium or large business				
			SBA resource partner (such as SCORE, SBDC and WBC)				
			Trade or business organization				
			Lending institution				
			Student, academic or researcher				
			Congress/Federal agency				
			Media				
			Other, please specify:	**A**			
RJO00089	**A**	other best describes			Text Field – limited to 100 characters	Single	N
7200		What is your **primary reason** for visiting this site today?	Starting a business		Radio Button One Up Vertical	Single	Y
			Financing a business				
			Managing a business				
			Government contracting				
			Disaster assistance				
			SBA backed loans				
			Expanding a Business				
			Looking for a Grant				
			SBA partner information				
			Business laws & regulatory assistance				

Model Instance Name:
Small Business Administration
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Date: 9/14/2009

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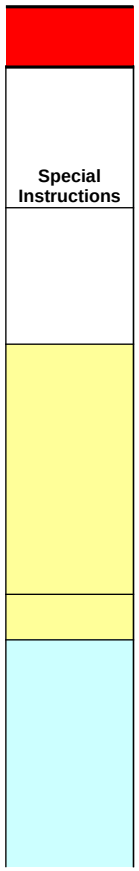
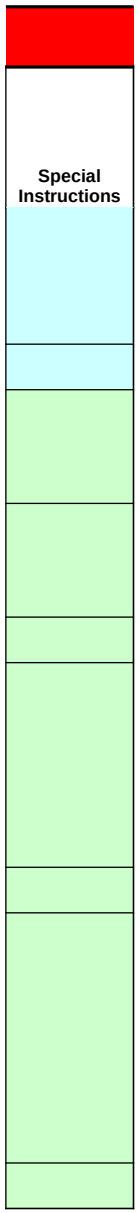
Small Business Administration CUSTOM QUESTION LIST

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
			Training				
			Agency news & events				
			Resource library				
			Business forms				
			Local SBA offices				
			Other, please specify:	**A**			
RJO00090	**A**	other primary reason			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which **section of the SBA.gov website** did you primarily use this visit?	Small Business Planner	**A**	Radio Button One Up Vertical	Single	Y
			Services	**C**			
			Tools	**I**			
			Local Resources	**K**			
			Not sure				
SVD00176	**A**	Which category in the **Small Business Planner** section, do you find most useful?	Plan a business		Radio Button One Up Vertical	Single	Y
			Start a business				
			Manage a business				
			Getting Out				
			Other, please specify:	**B**			
AKR1876	**B**	Other: Small Business Planner category			Text Field – limited to 100 characters	Single	N
SVD00177	**C**	Which category in the **Services** section, do you find most useful?	Financial assistance	**E**	Radio Button One Up Vertical	Single	Y
			Contracting opportunities	**G**			
			Disaster assistance				
			Online training				
			Counseling / Assistance				
			Laws / Regulations				
			Special audiences				
			Compliance				
			Other, please specify:	**D**			
AKR1877	**D**	Other: Services category			Text Field – limited to 100 characters	Single	N
AKR1878	**E**	What area within **Financial Assistance** is of the most interest to you?	Basics		Radio Button One Up Vertical	Single	Y
			Grants				
			Loan Eligibility				
			SBA Loans				
			Surety Bonds				
			Equity Capital				
			Special Purpose Loans				
			Training				
			SBA Partner Topics				
			7(a) Loan Programs				
			Other, please specify:	**F**			
AKR1879	**F**	Other: Financial Assistance area			Text Field – limited to 100 characters	Single	N


Special
Instructions


Special
Instructions

Model Instance Name:
Small Business Administration
MID: 1AVxgAh5cMdFooZoAd1oQQ==
Date: 7/21/2008

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

Small Business Administration 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
235		How **frequently** do you visit this site?	First time		Radio Button One Up Vertical	Single	Y
			More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
7199		Which **best describes** you or your organization?	Potential small business owner		Radio Button One Up Vertical	Single	Y
			Small business (less than five years old)				
			Established small business (greater than five years old)				
			Medium or large business				
			SBA resource partner (such as SCORE, SBDC and WBC)				
			Trade or business organization				
			Lending institution				
			Student, academic or researcher				
			Congress/Federal agency				
			Media				
			Other, please specify:	**A**			
RJO00089	**A**	other best describes			Text Field – limited to 100 characters	Single	N
7200		What is your **primary reason** for visiting this site today?	Starting a business		Radio Button One Up Vertical	Single	Y
			Financing a business				
			Managing a business				
			Government contracting				
			Disaster assistance				
			SBA backed loans				
			Expanding a Business				
			Looking for a Grant				
			SBA partner information				
			Business laws & regulatory assistance				

Model Instance Name:
Small Business Administration
MID: 1AVxgAh5cMdFooZoAd1oQQ==
Date: 7/21/2008

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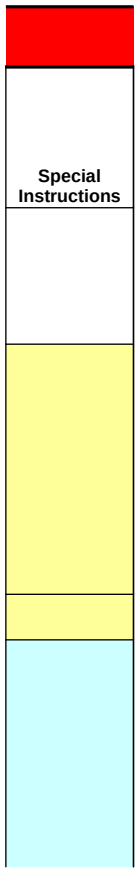
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

Small Business Administration 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
			Training				
			Agency news & events				
			Resource library				
			Business forms				
			Local SBA offices				
			Other, please specify:	**A**			
RJO00090	**A**	other primary reason			Text Field – limited to 100 characters	Single	N
AKR1875 (AKR1875G5)		Which **section of the SBA.gov website** did you primarily use this visit?	Small Business Planner	**A**	Radio Button One Up Vertical	Single	Y
			Services	**C**			
			Tools	**I**			
			Local Resources	**K**			
			Not sure				
SVD00176	**A**	Which category in the **Small Business Planner** section, do you find most useful?	Plan a business		Radio Button One Up Vertical	Single	Y
			Start a business				
			Manage a business				
			Getting Out				
			Other, please specify:	**B**			
AKR1876	**B**	Other: Small Business Planner category			Text Field – limited to 100 characters	Single	N
SVD00177	**C**	Which category in the **Services** section, do you find most useful?	Financial assistance	**E**	Radio Button One Up Vertical	Single	Y
			Contracting opportunities	**G**			
			Disaster assistance				
			Online training				
			Counseling / Assistance				
			Laws / Regulations				
			Special audiences				
			Compliance				
			Other, please specify:	**D**			
AKR1877	**D**	Other: Services category			Text Field – limited to 100 characters	Single	N
AKR1878	**E**	What area within **Financial Assistance** is of the most interest to you?	Basics		Radio Button One Up Vertical	Single	Y
			Grants				
			Loan Eligibility				
			SBA Loans				
			Surety Bonds				
			Equity Capital				
			Special Purpose Loans				
			Training				
			SBA Partner Topics				
			7(a) Loan Programs				
			Other, please specify:	**F**			
AKR1879	**F**	Other: Financial Assistance area			Text Field – limited to 100 characters	Single	N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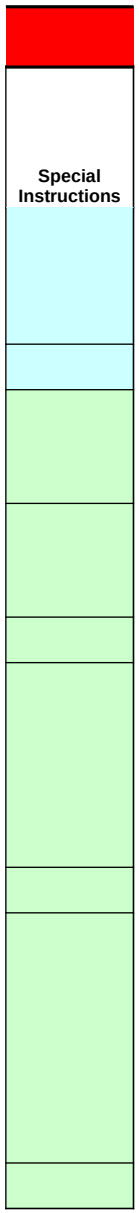
Instructions


Special
Instructions

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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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		Dropdown (Select-one)	Single
			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			
CQ0004445		Are you a **registered user** on this site?	I am registered		Radio button, one-up vertical	Single
			I am not registered, and do not intend to	A		
			~~I am not registered, but intend to register during my visit today~~			
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	B	Radio button, one-up vertical	Single
			Gathering information on a product or manufacturer specified in a design	C		
			Other (please specify)	A		
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		Checkbox, one-up vertical	Multi
			3D models			
			Product application			
			Green information			
			Manufacturer's contacts			
			Cost			
			Other			
CQ0004450	C	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD		Checkbox, one-up vertical	Multi
			Spec			
			3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			

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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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
			Other			
CQ0004451		How were you primarily **seeking information** on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Browse by master format feature			
			Other (please specify)	A		
CQ0004452	A	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			
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		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			
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		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	F		
			Other			
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			
			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	