

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:

VA

MID: Qp5RQMEAMhZsgoRFNM1Exg==

Date: Fill In Date



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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

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.

bharati.hulbanni:
if STORES MEASURE:
do NOT use any
welcome text.

DEFAULT Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

bharati.hulbanni:
TY text can be used
for all measure types
(call center, web,
stores, mobile etc.)

ALTERNATE WEB Thank You Text

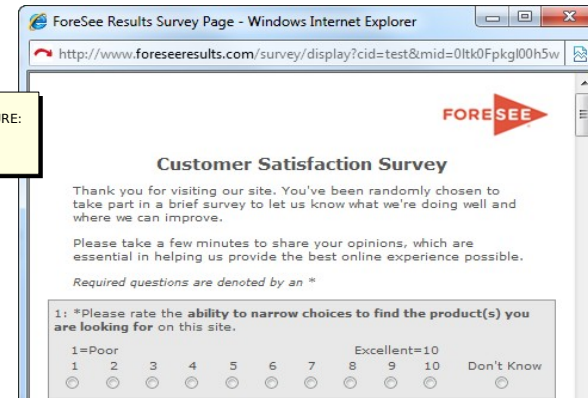
Thank you for taking our survey - and for helping us serve you better.

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.

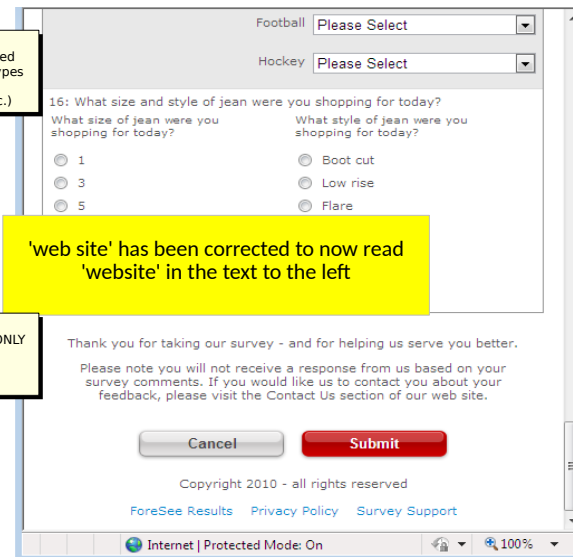
bharati.hulbanni:
Use this TY text ONLY
for WEB

Examples

Welcome Text Example



Thank You Text Example



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

Model Instance Name:

VA

MID: Qp5RQMEAMhZsgoRFNM1Exg==

Date: 1/16/2014



VA

Model questions utilize the ForeSee CXA methodology to determine scores and impacts

| MQ Label | ELEMENTS (drivers of satisfaction) | MQ Label | CUSTOMER SATISFACTION | MQ Label | FUTURE BEHAVIORS |
|----------|---|----------|--|----------|---|
| | <p>Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.</p> <p>Please rate the balance of graphics and text on this site. Please rate the readability of the pages on this site.</p> <p>Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized.</p> <p>Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for.</p> <p>Plain Language (1=Poor, 10=Excellent, Don't Know)</p> <p>Please rate the clarity of the wording on this site. Please rate how well you understand the wording on this site. Please rate this site on its use of short, clear sentences.</p> <p>Search (1=Poor, 10=Excellent, Don't Know) Please rate the relevance of search results on this site. Please rate the organization of search results on this site. Please rate how well the search results help you decide what to select. Please rate how well the search feature helps you to narrow the results to find what you want.</p> <p>Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site. Please rate how understandable this site's information is. Please rate how well the site's information provides answers to your questions.</p> <p>Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site. Please rate the consistency of speed from page to page on this site. Please rate the ability to load pages without getting error messages on this site.</p> | | <p>Satisfaction (1=Poor, 10=Excellent) What is your overall satisfaction with this site?</p> <p>How well does this site meet your expectations? How does this site compare to your idea of an ideal website?</p> | | <p>Follow on Social Media (1=Very Unlikely, 10=Very Likely) How likely are you to follow this company on social media such as Facebook or Twitter?</p> <p>Likelihood to Return (1=Not Very Likely, 10=Very Likely) How likely are you to return to this site within the next 60 days?</p> <p>Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from the U.S. Department of Veterans Affairs?</p> <p>Recommend (1=Not Very Likely, 10=Very Likely) How likely are you to recommend this site to someone else?</p> <p>Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely) How likely are you to use this site rather than seeking information from other channels such such as calling the agency helpline?</p> |

Model Instance Name:
VA
MID: Qp5RQMEAMhZsgoRFNM1Exg==
Date: 1/16/2014

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

VA 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 |
|---------------|------------------|---|--|----------------------------------|------------------------------|-----------------|--------------|----------------------|-----------------|
| ACQhar0019537 | | How often do you visit the Veterans Affairs website (www.va.gov)? | First time More than once a day Daily About once a week About once a month Every 6 months or less | A, B A,B A,B A,B A,B | Radio Button One Up Vertical | Single | Y | Skip Logic | Visit Frequency |

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|---------------|------------------|---|--|----------------------------------|------------------------------|-----------------|--------------|----------------------|-----------------|
| ACQhar0019537 | | How often do you visit the Veterans Affairs website (www.va.gov)? | First time More than once a day Daily About once a week About once a month Every 6 months or less | A, B A,B A,B A,B A,B | Radio Button One Up Vertical | Single | Y | Skip Logic | Visit Frequency |

Model Instance Name:
VA

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

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

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

Model Instance Name:

VA

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

Date: 3/1/2008

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blue + -->: REWORDING

VA 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 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 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 <u>Green information</u> 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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VA 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 seeking information 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 find what you were looking for today? | Yes No Not sure | A,B C,D | Radio button, one-up vertical |
| CQ0004454 | | A | Why were you not able to find 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, what do you plan to do next? | 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 not sure? | 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, what do you plan to do next? | 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 other sources 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 | |

Model Instance Name:

VA

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

Date: 3/1/2008

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VA 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 registered user on this site? | I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today | A | Radio button, one-up vertical |
| CQ0004446 | | A | Please explain why you do not intend to register? | | | Text field, <100 char |
| 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 | 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 possible inclusion in a design ? | 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 possible inclusion in a design ? | CAD Spec 3D models Green information Product application Manufacturer's contacts Cost | | Checkbox, one-up vertical |

Model Instance Name:

VA

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

Date: 3/1/2008

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VA 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) |
|-------------------|-----------|------------------------|---|--|------------|-------------------------------|
| CQ0004451 | | | How were you primarily seeking information 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 find what you were looking for today? | Yes No Not sure | A,B C,D | Radio button, one-up vertical |
| CQ0004454 | | A | Why were you not able to find 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, what do you plan to do next? | 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 not sure? | 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, what do you plan to do next? | 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 other sources 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:

VA

MID: Qp5RQMEAMhZsgoRFNM1Exg==

Date: 3/1/2008

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pink: ADDITION

blue + -->: REWORDING

VA 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 |

Model Instance Name:

VA

MID: Qp5RQMEAMhZsgoRFNM1Exg==

Date: 3/1/2008

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pink: ADDITION

blue + -->: REWORDING

VA 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 region 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 describe your experience 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 | | | | | | |
| | | Please provide any other phrases you would use to describe your experience with this website. | Other, please specify | A | Text area, no char limit | | No | Anchor Answer Choice Skip Logic Group | OE_CME Phrase |
| | | In the following section, please consider the personal meaning of with this brand's website. | | | | Single | N | | CME - Meaning |
| | | In the space below, please describe HOW YOU USE the 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 describe the most MEMORABLE MOMENT 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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 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 | Required Y/N | Special Instructions | CQ Label |
|-----|------------------|---------------|--|---------|-------------------------|-----------------|--------------|----------------------|----------|
|-----|------------------|---------------|--|---------|-------------------------|-----------------|--------------|----------------------|----------|

RECOMMEND QUESTION

| | | | | | | | | | |
|--|--|---|---|--|--|--|--|--|-----------|
| | | How likely are you to recommend <ABC Company> to someone else? | 1=Very Unlikely 10=Very Likely | | | | | | Recommend |
|--|--|---|---|--|--|--|--|--|-----------|

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 discourage others from doing business with <ABC Company>? | 1=Very Unlikely 10=Very Likely | | | | | | Discourage |
|--|--|--|---|--|--|--|--|--|------------|