

## 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:

MyCareeratVA

MID: 8wFs9Q1Qc54oo1QM11MNZQ==

Partiti Y

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

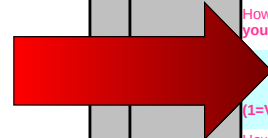
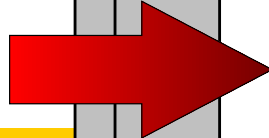
Date: 12/4/2012



MyCareeratVA

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return</b>
1 Navigation - Organized	Please rate how well the site is organized.	17 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Return	Return (1=Very Unlikely, 10=Very Likely)
2 Navigation - Options	Please rate the options available for navigating this site.	18 Satisfaction - Expectations	How well does this site meet your expectations?	21 Recommend	How likely are you to return to MyCareeratVA.va.gov? Recommend (1=Very Unlikely, 10=Very Likely)
3 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.	19 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	22 Primary Resource	How likely are you to recommend MyCareeratVA.va.gov to someone else? Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				How likely are you to use MyCareeratVA.va.gov as a primary resource for information about careers at the Department of Veterans Affairs?
	<b>Career Information (1=Poor, 10=Excellent, Don't Know)</b>				<b>Consult Supervisor</b>
5 Career Info - Understandable	Please rate how understandable career information is on MyCareeratVA.va.gov.				(1=Very Unlikely, 10=Very Likely)
6 Career Info - Detail	Please rate the level of detail of career information on MyCareeratVA.va.gov.				How likely are you to set up a career development discussion with your current supervisor after visiting MyCareeratVA.va.gov?
7 Career Info - Answers	Please rate how well the career information on MyCareeratVA.va.gov provided answers to your questions.				Sign-up for Course (1=Very Unlikely, 10=Very Likely)
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				How likely are you to sign up for a training course after visiting MyCareeratVA.va.gov?
8 Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.				Create Account (1=Very Unlikely, 10=Very Likely)
9 Functionality - Convenient	Please rate the convenient placement of the website tools on this site.				How likely are you to create an account on MyCareeratVA.va.gov?
10 Functionality - Variety	Please rate the variety of website tools on this site.				Share Information (1=Very Unlikely, 10=Very Likely)
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				How likely are you to share information that you learned on MyCareeratVA.va.gov with a colleague?
11 Look and Feel - Appeal	Please rate the visual appeal of this site.				Recommend Veterans Affairs (1=Very Unlikely, 10=Very Likely)
12 Look and Feel - Balance	Please rate the balance of graphics and text on this site.				How likely are you to promote the U.S. Department of Veterans Affairs as a great place to work?
13 Look and Feel - Readability	Please rate the readability of the pages on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
14 Site Performance - Loading	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.				



Model Instance Name:

MyCareeratVA

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

Partiti Y

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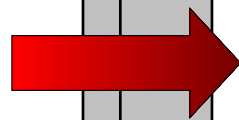
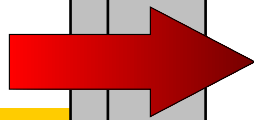
Date: 10/9/2012



**MyCareeratVA**

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (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)	Return	How likely are you to return to MyCareeratVA.va.gov?
Navigation - Navigation - Layout	Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to recommend MyCareeratVA.va.gov to someone else?
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.			Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use MyCareeratVA.va.gov as a primary resource for information about careers at the Department of Veterans Affairs?
	<b>Career Information (1=Poor, 10=Excellent, Don't Know)</b>				
Career Info - Understandable	Please rate how understandable career information is on MyCareeratVA.va.gov.				
Career Info - Detail	Please rate the level of detail of career information on MyCareeratVA.va.gov.				
Career Info - Answers	Please rate how well the career information on MyCareeratVA.va.gov provided answers to your questions.				
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				
Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.				
Functionality - Convenient	Please rate the convenient placement of the website tools on this site.				
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	<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.				
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 MyCareeratVA  
 MID: 8wFs9Q1Qc54oo1QM11MNZQ==  
 Date: 12/4/2012

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

**MyCareeratVA 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
CAS0057822		How many times have you visited MyCareer@VA in the last six months (before today)?	This is my first visit One time before today Between 2-5 times Between 6-10 times More than 10 times		Drop down, select one	Single	Y		Visit Freq
CAS0057823		What was your primary reason for visiting the site today?	Research how to advance my current career with the VA Look for a new job with the VA Look for an internship with the VA Use the career development resources Find information to help others advance their careers at VA Just browsing Other, please specify	A      B	Radio button, one-up vertical	Single	Y	skip logic	Primary Reason
CAS0057824	B	What specifically were you trying to accomplish on MyCareer@VA today?			Text area, no char limit				OE_Reason
CAS0057825	A	How likely are you to apply for a job with VA?	Very Likely Likely Neither likely nor unlikely Unlikely Very Unlikely		Radio button, one-up vertical	Single	Y	skip logic	ApplyForJob
CAS0057842		Are you a veteran?	Yes No		Drop down, select one	single	y	skip logic	Veteran
LNH2211		Which best describes your current role (not position title)? Please check all that apply.	Student/Intern Non-supervisory employee Supervisor/Manager Executive Other, please specify	A	Checkbox, two-up vertical	Multi	Y	Skip Logic	Role
LNH2212	A	Please describe your current role?			Text area, no char limit		N		Other Role
CAS0057843		Were you able to accomplish what you wanted to during your visit today?	Yes I need more time to explore No	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishment
CAS0057844	A	Why were you unable to accomplish what you wanted to today?			Text area, no char limit		N	Skip Logic Group	OE_Why unable
LNH2213		Where do you currently work?	Veterans Health Administration (VHA at VA) Veterans Benefits Administration (VBA at VA) National Cemetery Administration (NCA at VA) VA Central Office (VACO at VA)	Z, A, B, E, F, G, H, I Z, A, B, E, F, G, H, I Z, A, B, E, F, G, H, I Z, A, B, E, F, G, H, I	Radio button, one-up vertical	Single	Y	Skip Logic	Work At

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			The public/government sector (Non VA)	Z, A, E, F, G, H, I					
			The private sector	Z, A, E, F, G, H, I					
			The nonprofit sector	Z, A, E, F, G, H, I					
			I am not currently employed	D					
			Other, please specify	C					
CAS0057845	Z	How many total years of work experience do you have?	Less than 1 year 1-2 years 3-5 years 6-10 years 11 or more years		Radio button, one-up vertical	Single	Y	Skip Logic	TotalWork
LNH2214	A	How long have you been in your current position?	Less than 1 year 1-2 years 3-5 years 6-10 years 11 or more years Not currently employed		Radio button, one-up vertical	Single	Y	Skip Logic	Length of Occupation
CAS0057846	B	What pay plan best describes your situation?	Federal Wage System or equivalent GS 1-6 or equivalent GS 7-12 or equivalent GS 13-15 or equivalent Senior Executive Service (SES) or equivalent Department of VA nurses (VN) I work in the private sector (non-government) Prefer not to answer		Radio button, one-up vertical	S	Y	Skip Logic	Pay Situation
LNH2217	C	Where do you currently work?			Text area, no char limit		N		Other work
CAS0057847	E	I am given a real opportunity to improve my skills in my organization.	Strongly Agree Agree Neither agree nor disagree Disagree Strongly Disagree		Radio button, one-up vertical	S	Y	Skip Logic	SkillImprovement
CAS0057851	F	Considering everything, how satisfied are you with <b>your organization?</b>	Very Satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very Dissatisfied		Radio button, one-up vertical	S	Y	Skip Logic	OrgSatisfaction
CAS0057854	G	How satisfied are you with your opportunity to get a better job in your organization?	Very Satisfied		Radio button, one-up vertical	S	Y	Skip Logic	OrgAdvancement

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			Satisfied Neither satisfied nor dissatisfied Dissatisfied Very Dissatisfied						
CAS0057855	H	Considering everything, how satisfied are you with <b>your job</b> ?	Very Satisfied  Satisfied Neither satisfied nor dissatisfied Dissatisfied Very Dissatisfied		Radio button, one-up vertical	S	Y	Skip Logic	JobSatisfaction
CAS0057856	I	Are you considering leaving your organization in the next year, and if so, why?	No  Yes, to retire Yes, to take a job within the Federal Government Yes, to take a job outside the Federal Government Yes, other		Radio button, one-up vertical	S	Y	Skip Logic	LeavingJob
CAS0057857	D	Would you consider applying for a job with VA?	Yes  Maybe No		Radio button, one-up vertical	S	Y	Skip Logic	ApplytoVA
CAS0057858		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating this site Links often did not take me where I expected I had difficulty finding relevant information Labels are difficult to understand Too many links to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	M	Y	Skip	Navigation Exp
CAS0057783	A	Please describe the navigation difficulty you encountered today.			Text area, no char limit				OE_Nav Difficulty
CAS0057784		Did you use the Resume Builder - a tool designed to help you create and format a resume that meets Federal requirements - during your visit today?	Yes  No Don't remember/don't know what it is	A	Radio button, two-up vertical	single	Y	Skip	Job Finder
CAS0057785	A	How would you describe the Resume Builder?	Very useful  Useful Somewhat useful Not useful I do not understand the purpose of this tool	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Job Finder Experience
CAS0057786	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_ResumeBuilder
CAS0057787		Did you use the Job Finder - a job search tool where you can browse current openings within VA - during your visit today?	Yes  No Don't remember/don't know what it is	A	Radio button, two-up vertical	single	Y	Skip	Job Finder
CAS0057788	A	How would you describe the Job Finder?	Very useful  Useful Somewhat useful Not useful	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Job Finder Experience



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CAS0057789	B	Why did you rate the tool as not useful?	I do not understand the purpose of this tool		Text area, no char limit	Single	N	Skip Logic Group	OE_JobFinder
LNH2218		Did you use the Career Mapping Tool - a tool that starts with your current job and then compares various career paths you could follow at VA - during your visit today?	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Map Tool
			No						
			Don't remember/don't know what it is						
LNH2219	A	How would you describe the Career Mapping tool?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Map Experience
			Useful						
			Somewhat useful						
			Not useful	B					
			I do not understand the purpose of this tool						
CAS0057790	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_CareerMap
LNH2220		Did you use the My Career Fit Tool - a short questionnaire that helps you to match your interests and preferences to jobs across VA - during your visit today?	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Fit Tool
			No						
			Don't remember/don't know what it is						
LNH2221	A	How would you describe the My Career Fit tool?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Fit Experience
			Useful						
			Somewhat useful						
			Not useful	B					
			I do not understand the purpose of this tool						
CAS0057791	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_CareerFit
LNH2222		Did you use the VA Career Guides - a tool that lets you explore information about occupations and job titles across VA - during your visit today?	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Career GuidesTool
			No						
			Don't remember/don't know what it is						
LNH2223	A	How would you describe your experience using the VA Career Guides?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career GuidesExperience
			Useful						
			Somewhat useful						
			Not useful	B					
			I do not understand the purpose of this tool						
CAS0057792	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_CareerGuide

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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
CAS0057793		Which tools, resources, or training program did you find most helpful?			Text area, no char limit	Single	N		OE_MostUseful
CAS0057794		What other tools, resources, or career development content would you find useful on the site?			Text area, no char limit	Single	N		OE_SuggestedContent
LNH2224		How did you learn about MyCareer@VA? (Select all that apply)	VA Main Website		Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Learn about Site
			Other online source (e.g. search engine, online article, social media)						
			E-mail communication (e.g. newsletter)						
			An event (e.g., presentation, training, conference)						
			Leadership (e.g., supervisor, facility director)						
			A learning and development supporter (e.g., training manager, designated learning officer, HR staff, mentor)						
			A colleague						
Other, please specify	A								
LNH2225	A	Please tell us how you learned about MyCareer@VA:			Text area, no char limit		N		OE_Learn about site
LNH2226		The most important thing that MyCareer@VA has helped me do or understand is? (select all that apply)	Get an overview of the types of careers VA offers and about working for VA in general		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Most Important
			Get detailed information about specific careers at VA						
			Find relevant job openings to apply to now						
			Map my long-term career path(s) and find relevant jobs for the future						
			Inform my Individual Development Plan (IDP) (e.g., identify relevant training and developmental experiences)						
			Nothing						
Other, please specify	A								
LNH2227	A	What else did MyCareer@VA help you do or understand?			Text area, no char limit		N		
LNH2228		Have you ever accessed MyCareer@VA website from a mobile device?	Yes	A	Radio button one up vertical	Single	N	Skip Logic	Mobile Access
			No						
LNH2229	A	What were you most interested in doing with your mobile device on MyCareer@VA?	Finding what job fits me best		Radio button one up vertical	Multi	N	Skip Logic	Mobile Reason
			Finding where I fit within VA						
			Mapping next steps in my career						
			Building a resume						
			Finding available jobs						
			Getting an internship						
Other, please specify	AA								
LNH2230	AA	Please describe what else you would like to do on MyCareer@VA from your mobile device.			Text area, no char limit		N	Skip Logic	OE_Mobile
LNH2231		If you could recommend <b>one improvement</b> to the MyCareeratVA website what would it be?			Text area, no char limit		N		OE_One Improvement

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LNH2210		How many times have you visited MyCareer@VA in the last six months?	0 1 2-5 6-10 11 or more		Radio button, one-up vertical	Single	Y		Visit Frequency
		How many times have you visited MyCareer@VA in the last six months (before today)?	This is my first visit One time before today Between 2-5 times Between 6-10 times More than 10 times		Drop down, select one	Single	Y		Visit Freq
		What was your primary reason for visiting the site today?	Research how to advance my current career with the VA Look for a new job with the VA Look for an internship with the VA Use the career development resources Find information to help others advance their careers at VA Just browsing Other, please specify	A B	Radio button, one-up vertical	Single	Y	skip logic	Primary Reason
	B	What specifically were you trying to accomplish on MyCareer@VA today?			Text area, no char limit				OE Reason
	A	How likely are you to apply for a job with VA?	Very Likely Likely Neither likely nor unlikely Unlikely Very Unlikely		Radio button, one-up vertical	Single	Y	skip logic	ApplyForJob
		Are you a veteran?	Yes No		Drop down, select one	single	y	skip logic	Veteran
LNH2211		Which best describes your current role (not position title)? Please check all that apply.	Veteran Student/Intern Non-supervisory employee Supervisor/Manager Executive Other, please specify	A	Checkbox, two-up vertical	Multi	Y	Skip Logic	Role
LNH2212	A	Please describe your current role?			Text area, no char limit		N		Other Role
		Were you able to accomplish what you wanted to during your visit today?	Yes I need more time to explore No	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishment
	A	Why were you unable to accomplish what you wanted to today?			Text area, no char limit		N	Skip Logic Group	OE_Why unable
LNH2213		Where do you currently work?	Veterans Health Administration (VHA at VA) Veterans Benefits Administration (VBA at VA) National Cemetery Administration (NCA at VA) VA Central Office (VACO at VA) The public/government sector (Non VA)	Z, A, B, E, F, G, Z, A, B, Z, A, B, E, F, G, Z, A, B, E, F, G, Z, A, E, F,	Radio button, one-up vertical	Single	Y	Skip Logic	Work At

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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
			The private sector	Z, A, E, F,					
			The nonprofit sector	Z, A, E, F,					
			I am not currently employed	D					
			Other, please specify	C					
	Z	How many total years of work experience do you have?	Less than 1 year 1-2 years 3-5 years 6-10 years 11 or more years		Radio button, one-up vertical	Single	Y	Skip Logic	TotalWork
LNH2214	A	How long have you been in your current position?	Less than 1 year 1-2 years 3-5 years 6-10 years 11 or more years Not currently employed		Radio button, one-up vertical	Single	Y	Skip Logic	Length of Occupation
LNH2215	B	What pay plan best describes your situation?	GS or equivalent WG or equivalent VN	BB	Radio button, one-up vertical	Single	Y	Skip Logic	Pay Level
LNH2216	BB	What GS level are you currently classified as?	GS 1-5 GS 6-10 GS 11-15 Prefer not to answer		Radio button, one-up vertical	Single	Y	Skip Logic	GS Level
	B	What pay plan best describes your situation?	Federal Wage System or equivalent GS 1-6 or equivalent GS 7-12 or equivalent GS 13-15 or equivalent Senior Executive Service (SES) or equivalent Department of VA nurses (VN) I work in the private sector (non-government) Prefer not to answer		Radio button, one-up vertical	S	Y	Skip Logic	Pay Situation
LNH2217	C	Where do you currently work?			Text area, no char limit		N		Other work
	E	I am given a real opportunity to improve my skills in my organization.	Strongly Agree Agree Neither agree nor disagree Disagree Strongly Disagree		Radio button, one-up vertical	S	Y	Skip Logic	SkillImprovement
	F	Considering everything, how satisfied are you with your organization?	Very Satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very Dissatisfied		Radio button, one-up vertical	S	Y	Skip Logic	OrgSatisfaction
	G	How satisfied are you with your opportunity to get a better job in your organization?	Very Satisfied		Radio button, one-up vertical	S	Y	Skip Logic	OrgAdvancement

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			Satisfied Neither satisfied nor dissatisfied Dissatisfied Very Dissatisfied						
	H	Considering everything, how satisfied are you with <b>your job</b> ?	Very Satisfied  Satisfied Neither satisfied nor dissatisfied Dissatisfied Very Dissatisfied		Radio button, one-up vertical	S	Y	Skip Logic	JobSatisfaction
	I	Are you considering leaving your organization in the next year, and if so, why?	No  Yes, to retire Yes, to take a job within the Federal Government Yes, to take a job outside the Federal Government Yes, other		Radio button, one-up vertical	S	Y	Skip Logic	LeavingJob
	D	Would you consider applying for a job with VA?	Yes  Maybe No		Radio button, one-up vertical	S	Y	Skip Logic	ApplytoVA
		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating this site Links often did not take me where I expected I had difficulty finding relevant information Labels are difficult to understand Too many links to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	M	Y	Skip	Navigation Exp
	A	Please describe the navigation difficulty you encountered today.			Text area, no char limit				OE_Nav Difficulty
		Did you use the Resume Builder - a tool designed to help you create and format a resume that meets Federal requirements - during your visit today?	Yes  No Don't remember/don't know what it is	A	Radio button, two-up vertical	single	Y	Skip	Job Finder
	A	How would you describe the Resume Builder?	Very useful  Useful Somewhat useful Not useful I do not understand the purpose of this tool	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Job Finder Experience
	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_ResumeBuilder
		Did you use the Job Finder - a job search tool where you can browse current openings within VA - during your visit today?	Yes  No Don't remember/don't know what it is	A	Radio button, two-up vertical	single	Y	Skip	Job Finder
	A	How would you describe the Job Finder?	Very useful  Useful Somewhat useful Not useful I do not understand the purpose of this tool	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Job Finder Experience
	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_JobFinder

#REF!  
 MyCareeratVA  
 MID: 8wFs9Q1Qc54oo1QM11MNZQ==  
 Date: 12/4/2012

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**MyCareeratVA 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
LNH2218		Did you use the Career Mapping Tool - a tool that starts with your current job and then compares various career paths you could follow at VA - during your visit today?	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Map Tool
			No						
			Don't remember/don't know what it is						
LNH2219	A	How would you describe the Career Mapping tool?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Map Experience
			Useful						
			Somewhat useful						
			Not useful	B					
			I do not understand the purpose of this tool						
	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_CareerMap
LNH2220		Did you use the My Career Fit Tool - a short questionnaire that helps you to match your interests and preferences to jobs across VA - during your visit today?	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Fit Tool
			No						
			Don't remember/don't know what it is						
LNH2221	A	How would you describe the My Career Fit tool?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career Fit Experience
			Useful						
			Somewhat useful						
			Not useful	B					
			I do not understand the purpose of this tool						
	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_CareerFit
LNH2222		Did you use the VA Career Guides - a tool that lets you explore information about occupations and job titles across VA - during your visit today?	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Career GuidesTool
			No						
			Don't remember/don't know what it is						
LNH2223	A	How would you describe your experience using the VA Career Guides?	Very useful		Radio button, one-up vertical	Single	Y	Skip Logic Group	Career GuidesExperience
			Useful						
			Somewhat useful						
			Not useful	B					
			I do not understand the purpose of this tool						
	B	Why did you rate the tool as not useful?			Text area, no char limit	Single	N	Skip Logic Group	OE_CareerGuide
		Which tools, resources, or training program did you find most helpful?			Text area, no char limit	Single	N		OE_MostUseful
		What other tools, resources, or career development content would you find useful on the site?			Text area, no char limit	Single	N		OE_SuggestedContent

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MID: 8wfS9Q1Qc54oo1QM11MNZQ==  
Date: 12/4/2012

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MyCareeratVA 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
LNH2224		How did you learn about MyCareer@VA? (Select all that apply)	<del>Online or email communications (e.g., VA website, online article, news letter or search engine)</del>		Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Learn about Site
			VA Main Website						
			Other online source (e.g. search engine, online article, social media)						
			E-mail communication (e.g. newsletter)						
			An event (e.g., presentation, training, conference)						
			Leadership (e.g., supervisor, facility director)						
			A learning and development supporter (e.g., training manager, designated learning officer, HR staff, mentor)						
A colleague									
		Other, please specify		A					
LNH2225	A	Please tell us how you learned about MyCareer@VA:			Text area, no char limit		N		OE_Learn about site
LNH2226		The most important thing that MyCareer@VA has helped me do or understand is? (select all that apply)	Get an overview of the types of careers VA offers and about working for VA in general		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Most Important
			Get detailed information about specific careers at VA						
			Find relevant job openings to apply to now						
			Map my long-term career path(s) and find relevant jobs for the future						
			Inform my Individual Development Plan (IDP) (e.g., identify relevant training and developmental experiences)						
			Nothing						
		Other, please specify		A					
LNH2227	A	What else did MyCareer@VA help you do or understand?			Text area, no char limit		N		
LNH2228		Have you ever accessed MyCareer@VA website from a mobile device?	Yes		Radio button one up vertical	Single	N	Skip Logic	Mobile Access
			No						
LNH2229	A	What were you most interested in doing with your mobile device on MyCareer@VA?	Finding what job fits me best		Radio button one up vertical	Multi	N	Skip Logic	Mobile Reason
			Finding where I fit within VA						
			Mapping next steps in my career						
			Building a resume						
			Finding available jobs						
			Getting an internship						
		Other, please specify		AA					
LNH2230	AA	Please describe what else you would like to do on MyCareer@VA from your mobile device.			Text area, no char limit		N	Skip Logic	OE_Mobile
LNH2231		If you could recommend one improvement to the MyCareeratVA website what would it be?			Text area, no char limit		N		OE_One Improvement

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**MyCareeratVA CUSTOM QUESTION LIST**

Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
	How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single	Y		Visit Frequency
	What best describes your role in visiting the site today?	Current VA employee Active military interested in pursuing a career with the VA upon discharge Veteran interested in pursuing a career with the VA Non veteran interested in pursuing a career with the VA Currently a supervisor within the VA looking for available resources for staff development Just browsing the site Other, please specify	A,B,C,D E, F G G  Z	radio button, one-up vertical	Single	Y	Could break down current employee by Entry, Mid, Senior, Supervisors and managers depending upon internal reporting needs. This would eliminate skip A and B	
ZZ	Other role:			Text area, no char limit	Single	N	Skip Logic Group	OE_Other Role
A	How long have you been employed by the VA?	Less than 1 year 1 - 2 years 3 - 5 years 6 - 10 years 11 - 15 years 16 - 20 year 21 - 25 years Over 25 years		Radio button, one-up vertical	Single	N		Years Employed
B	What GS level are you currently classified?	GS 1-5 GS 6-10 GS 11-15 Prefer not to answer			Single	N	Skip Logic Group	GS Level
C	Within what job family are you currently employed?	Acquisition Audiology and speech language pathology Blind rehabilitation Cemetery operations Claims Criminal investigator Dietetics Equal employment opportunity Finance and accounting Health systems administration Human resources Information technology Kinesiotherapy Loan guaranty Management analyst Medical supply Nursing Occupational therapy Pharmacy Physical therapy Physician assistant Psychology Public affairs and communications Radiology Recreation and creative arts therapy Social work Vocational rehabilitation/VR&E Don't know Other		Radio button, one-up vertical	Single	Y	Skip Logic Group	Job Family
CC	What other job family are you a part of?		CC	Text area, no char limit		N	Skip Logic Group	OE_Job Family
D	Are you interested in or considering changing job families?	Yes No Not Sure		Checkbox, one-up vertical	Single	N	Skip Logic Group	Change job Family
E	Are you also a veteran?	Yes No			Single	N	Skip Logic Group	Veteran Employee



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MyCareeratVA 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
F	When will you be discharged?	Less than 1 month 2-3 months 4-6 months 7-9 months 10 - 12 months Longer than 1 year N/A Other, please specify						Discharge Estimate
FF	I will be discharged:		FF	Text area, no char limit		N	Skip Logic Group	OE_Discharge
G	Are you currently employed?	Yes No			Single		Skip Logic Group	Vet Employment St
	What <b>best</b> describes your primary reason for visiting MyCareeratVA today? (Select all that apply)	VA Career planning and development Trying to find out what career track is right for me Search jobs within the VA Continuing education and learning Interested in relocating to another geographic location and maintaining employment within the VA Access my personal account Create resume and/or use the resume builder Interested in VA internship programs Other, please specify		Checkbox, one-up vertical	Multi	Y		Primary Reason
A	Please describe your primary reason for visiting the site today?		A	Text area, no char limit		N	Skip Logic Group	OE_Primary Reaso
	Did you use the Career Mapping Tool during your visit today?	Yes No Don't remember/don't know what it is	A,B C	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career Map Tool
A	Was this your first time using the Career Mapping Tool?	Yes No			single	N		Career Map use
AA	About how often have you used the Career Mapping Tool?	1 - 2 times 3 - 5 time More than 5 times	AA			N		Career Map Freque
B	How would you describe your experience using the Career Mapping tool?	Extremely easy to use Very easy to use Moderately easy to use Easy, but experienced some difficulty Difficult to use Extremely difficulty to use		Radio button, one-up vertical	Single	N	Skip Logic Group	Career Map Difficul
BB	What could be improved with the Career Mapping Tool to improve your experience?			Text area, no char limit		N		OE_Career Map In
C	Why didn't you use the Career Mapping Tool today?	Don't know what it is Didn't have time during this visit Just browsing the site I didn't understand how to use it Other			Single	N	Skip Logic Group	Career Map no use
	Did you use the Career Fit Tool during your visit today?	Yes No Don't remember/don't know what it is	A,B C	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career Fit Tool
A	Was this your first time using the Career Fit Tool?	Yes No			Single	N	Skip Logic Group	Career Fit use
AA	About how often have you used the Career Fit Tool?	1 - 2 times 3 - 5 time More than 5 times			Single	N		Career Fit Frequent
B	How would you describe your experience using the Career Fit tool?	Extremely easy to use Very easy to use Moderately easy to use Easy, but experienced some difficulty Difficult to use		Radio button, one-up vertical	Single	N	Skip Logic Group	Career Fit Difficulty

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MyCareeratVA 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
BB	What could be improved with the Career Fit Tool to improve your experience?	Extremely difficulty to use	BB	Text area, no char limit		N		OE_Career Fit Imp
C	Why didn't you use the Career Fit Tool today?	Don't know what it is Didn't have time during this visit Just browsing the site I didn't understand how to use it Other			Single	N	Skip Logic Group	Career Fit no use
	Did you use the Career Guides during your visit today?	Yes No	A,B C	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Career GuidesTool
A	Was this your first time using the Career Guides?	Don't remember/don't know what it is Yes No	AA		Single	N	Skip Logic Group	Career Guides use
AA	About how often have you used the Career Guides?	1 - 2 times 3 - 5 time More than 5 times			Single	N		Career Guides Freq
B	How would you describe your experience using the Career Guides?	Extremely easy to use Very easy to use Moderately easy to use Easy, but experienced some difficulty Difficult to use Extremely difficulty to use	BB BB BB	Radio button, one-up vertical	Single	N	Skip Logic Group	Career GuidesDiffic
BB	What could be improved with the Career Guides to improve your experience?			Text area, no char limit		N		OE_Career Guides
C	Why didn't you use the Career Guides today?	Don't know what they are Didn't have time during this visit Just browsing the site I didn't understand how to use them Other			Single	N	Skip Logic Group	Career Guides no U
	Did you interact with any of these other sections of the site during your visit today? (Select all that apply)	Resume builder Education and learning Video gallery Military to civilian Job finder Internship programs FAQ Resources for supervisors and other HR professionals Other		Checkbox, one-up vertical	Multi	Y		Other Sections
	Were you able to accomplish what you wanted to during your visit today?	Yes No Partially	A,B A,B	Checkbox, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishm
A	What specifically were you trying to accomplish today?			Text area, no char limit		N	Skip Logic Group	OE_What unable
B	Why were you unable to accomplish what you wanted to today?			Text area, no char limit		N	Skip Logic Group	OE_Why unable
	Thinking about the MyCareeratVA homepage did it make it clear where you needed to go to find what you were looking for today?	Yes No	A	Checkbox, one-up vertical	Single	Y N		Homepage clarity
A	What could have improved your ability to find what you were looking for from the homepage?			Text area, no char limit				OE_Improve Home
	How would you describe your navigation experience on the site today? (Select all that apply.)	I had no difficulty <i>navigating</i> this site Links often did not take me where I expected Had difficulty finding relevant <i>information</i> Labels are difficult to understand Too many navigational options to choose from Had technical difficulties (error messages, broken links, etc.)		Checkbox, one-up vertical	Multi	Y		Navigation Experie

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MyCareeratVA 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
		Could not navigate back to previous information						
		I had a navigation difficulty not listed above:						
	The navigation difficulty I experienced today was:	<i>Open-ended</i>		Text area, no char limit		N		OE_Nav Difficulty
	Did you create a new account or log in to your previously established account today?	Yes	A	Checkbox, one-up vertical		N	Skip Logic Group*	Login
		No	B					
A	Did you encounter any difficulties with your account	Yes	C	Checkbox, one-up vertical		N	Skip Logic Group*	Login Difficulties
		No						
C	Please tell us what difficulties you encountered today with your account:			Text area, no char limit		N	Skip Logic Group*	OE_Login Difficultie
B	Why have you not created a personal account? (Select all that apply)	Don't know what it is		Checkbox, one-up vertical		N	Skip Logic Group*	No Account
		Plan to on my next visit						
		Could not complete the set up today						
		Do not need an account						
		Other						
	How did you learn about MyCareeratVA? (Select all that apply)	Media advertisement		Checkbox, one-up vertical	Multi			Learn about Site
		From the VA website						
		Veterans Employment Materials						
		Sponsored Job Fair						
		Placement/Transition Center						
		Search engine (Google, Bing, Yahoo, etc.)						
		Family member or friend						
		Co-worker or Supervisor						
		Other, please specify	A					
A	Please tell us how you learned about MyCareeratVA:							OE_Learn about sit
	Have you ever accessed MyCareeratVA website from a mobile device?	Yes	A	Radio button one up vertical	Single	N	Skip Logic	Mobile Access
		No						
A	Were you successful in viewing content from this site on your mobile device?	Yes						Mobile View
		No						
	If you could recommend one improvement to the MyCareeratVA website what would it be?							OE_One Improvem

Might want to remove this question set if we are able to capture login and no log in with a CPP. We could than add the follow up questions if we see a significant difference in satisfaction among these visitors.

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 Date: 3/1/2008

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**MyCareeratVA 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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 MyCareeratVA  
 MID: Existing Measure - Please fill in; New Measure - DOT will fill in  
 Date: 3/1/2008

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**MyCareeratVA 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	

**Holiday 2012 Custom Question Setup**  
**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW**

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**CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Do you expect to spend more or less online during the 2012 holiday season compared to 2011?	A lot more A little more I expect to spend about the same amount as last year.		Drop down, select one	Single
		Do you expect to spend more or less online season with <b>retailer.com</b> compared to 2011?			select one	Single
	A	Why do you expect to spend <b>more online</b> this holiday season? (please select all that apply)	Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify):	C	one-up vertical	Multi
	B	Other reason to spend more online: Why do you expect to spend <b>less online with retailer.com</b> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy I'm trying to save more and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify):	C	Text area, no char limit Checkbox, one-up vertical	Multi
	C	Other reason to spend less online: Please tell us what you <b>did on retailer.com</b> today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later		Text area, no char limit Radio button, one-up vertical	Single

Please use the following guidelines:  
 - DO NOT MODIFY THE WORDING of the ANSWER CHOICES  
 - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES  
 - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization  
 - DO NOT change the CQ LABELS  
 - You may change your company name in the question which is highlighted in BLUE

Holiday 2012 Custom Question Setup

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YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			I was browsing today to purchase at one of the store locations			
			I was browsing today to see what you have			
			Other (please specify):	A		
	A	What else did you do on <i>retailer.com</i> today?			Text area, no char limit	
		Did you access ( <i>insert retailer's name here</i> ) mobile website, or mobile shopping app while holiday shopping this year?	Yes	A	Radio button, one-up vertical	Single
			No			
	A	Why did you do so? (Please select all that apply.)	To compare different products		Checkbox, one-up vertical	Single
			To look up price information about a product			
			To look up product specifications			
			To view product reviews			
			To make a purchase			
			To find a store location			
			Another reason:	B	Text area, no char limit	
	B	Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single
			No, and I don't plan to			
			No, but I might in the future			
			Not sure			
		Which of the following ways did you use your mobile device this holiday season? (Please select all that apply.)	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	A	Checkbox, one-up vertical	Multi
			I made purchases online from my mobile device	A		
			I used my mobile device to compare products or prices while I'm shopping in person in a store	A		
			I used retailer-developed mobile shopping apps	A		
			None of these			
	A	How did you use your mobile device while in retail stores this holiday season? (Please select all that apply.)	I accessed the store's website		Checkbox, one-up vertical	Multi
			I accessed a competitor's website			
			I accessed a shopping comparison website (Shopzilla.com, Shopping.com)			
			I accessed the store's mobile shopping app			
			I accessed a competitor's mobile shopping app			
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered		Radio button, one-up vertical	Single



Holiday 2012 Custom Question Setup

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Research and <b>buy online, pick up in store</b> Research in a <b>catalog</b> and call <b>to order</b> Research <b>online, call</b> to order Research in a <b>catalog</b> and <b>buy online</b> Research <b>online, buy in store</b> Research in <b>store, buy online</b> Research and <b>buy in store</b> None of these			Exclusive Ans



Required Y/N	Special Instructions	CQ Label
Y		H2012-Spend general
Y	Skip Logic Group	H2012-Spend retailer
Y	Skip Logic Group  Randomize  Anchor Answer Choice	H2012-Spend more
Y		H2012-Spend more other
Y	Skip Logic Group  Randomize  Anchor Answer Choice	H2012-Spend less
Y		H2012-Spend less other
Y	OPS Group	H2012-task accomp



Required Y/N	Special Instructions	CQ Label
	Anchor Answer Choice	
	OPS Group	H2012-task accomp other
Y	Skip Logic Group	H2012-access mobile
Y	Skip Logic Group	H2012-why access mobile
	Randomize	
	Anchor Answer Choice	H2012-access other
Y	Skip Logic Group	H2012-why access other
Y		H2012-mobile any
Y	Skip Logic Group	H2012-mobile use
	Exclusive Answer Choice	
Y	Skip Logic Group	H2012-mobile use store
Y	Randomize	H2012-shop preference



Required Y/N	Special Instructions	CQ Label
wer Choice	Anchor Answer Choice	

Festive Season 2012 Custom Question Setup

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

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Do you expect to spend more or less online during the 2012 festive season compared to 2011?	A lot more		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		Checkbox, one-up vertical	Multi	No	Skip Logic Group Randomize	CME - Phrase
			Makes me happier						
			Inspires my life						
			Challenges my thinking						
			Part of my routine						
			Visited daily						
			Helps me make better decisions						
			Improves my life						
			Makes me a better person						
			Makes me closer to my community						
			Provides viewpoints from others						
			Gives opportunity to comment						
			Lets me interact with others						
			Provides a social outlet for me						
		Other, please specify	A					Anchor Answer Choice	
	A	Please provide any other phrases you would use to describe your experience with this website.			Text area, no char limit		No	Skip Logic Group	OE_CME Phrase
		In the following section, please consider the <b>personal meaning</b> of with this brand's website.				Single	N		CME - Meaning
		In the space below, please <b>describe the MEANING</b> of this 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+ Groupon LinkedIn LivingSocial MySpace reddit StumbleUpon Twitter YouTube Other, please specify	Text area, no char limit Radio button, one-up vertical		N	OPS Group Randomize Anchor Answer Choice	SV - Social Network
A	If you heard about this website from a social network, please specify the site.		Text field, <100 char		N	OPS Group	SV - Other Social Network



Model Instance Name:  
 Fill-in Measure Name  
 MID:  
 Date: 11/1/2011

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



Fill-in Measure Name CUSTOM QUESTION LIST

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

Please use the following guidelines:  
 - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME  
 - DO NOT change the CQ LABELS  
 Contact Gail Applin and Drew Bennett when adding this question to your clients survey. The following information is needed:  
 Client Name  
 Measure Name  
 MID  
 Question Live Date

10 = Very Likely

**PUBLIC SECTOR OPTIONS**

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

1 = Very Unlikely

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

10 = Very Likely

1 = Very Unlikely

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

10 = Very Likely

Consider Keeping				
	Were you able to accomplish what you wanted to during your visit today?		Yes	
			No	A,B
			Partially	A,B
A	What specifically were you trying to accomplish today?			
B	Why were you unable to accomplish what you wanted to today?			
	Thinking about the MyCareeratVA homepage did it make it clear where you needed to go to find what you were looking for today?		Yes	
			No	A
A	What could have improved your ability to find what you were looking for from the homepage?			

How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing
	Links often did not take me where I needed to go
	Had difficulty finding relevant information
	Links/labels are difficult to understand
	Too many links/navigational options
	Had technical difficulties (error messages, etc.)
	Could not navigate back to previous page
	I had a navigation difficulty not listed
Other navigation difficulty:	Open-ended

Checkbox, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishment
Text area, no char limit		N	Skip Logic Group	OE_What unable
Text area, no char limit		N	Skip Logic Group	OE_Why unable
Checkbox, one-up vertical	Single	Y		Homepage clarity
		N		
Text area, no char limit				OE_Improve Homepage

viewing on this site  
 the I expected  
 information/products  
 stand  
 options to choose from  
 messages, broken links, etc.)  
 your information  
 listed above: