

## 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](#)



## 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

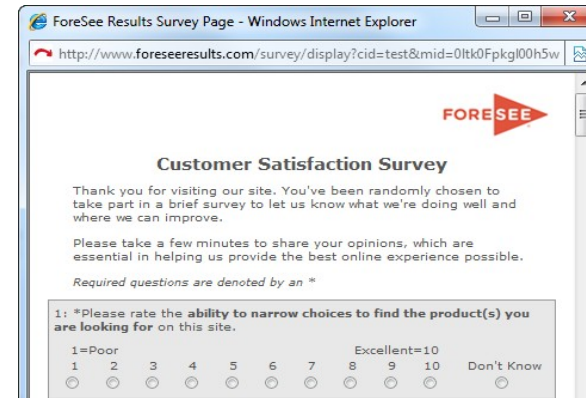
Based upon your most recent experience with PSC we ask that you please complete this brief survey to let us know what we're doing well and where we can improve.

### DEFAULT Thank You Text

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

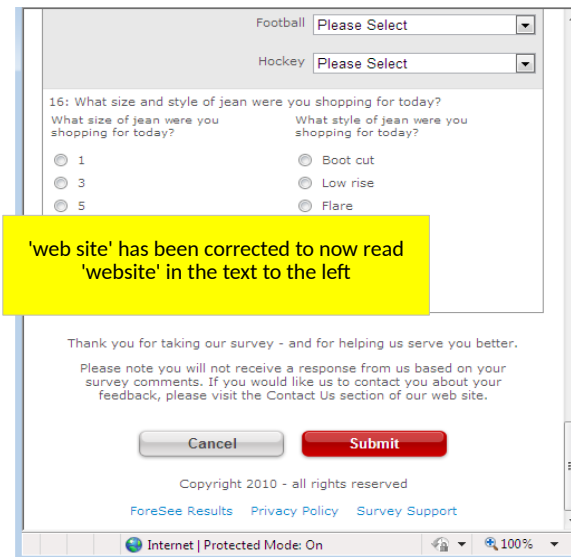
## Examples

### Welcome Text Example



The screenshot shows a web browser window displaying a survey page. The page title is "Customer Satisfaction Survey" and it features the FORESEE logo. The text on the page reads: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. Required questions are denoted by an \*". Below this is a question: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." The rating scale is a horizontal row of radio buttons numbered 1 through 10, with "1=Poor" on the left and "Excellent=10" on the right. A "Don't Know" option is also present.

### Thank You Text Example



The screenshot shows a survey page with a "Thank you" message. The message reads: "Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." Below the message are "Cancel" and "Submit" buttons. At the bottom, it says "Copyright 2010 - all rights reserved" and provides links for "ForeSee Results", "Privacy Policy", and "Survey Support". A yellow box highlights a correction: "'web site' has been corrected to now read 'website' in the text to the left".

**Model Instance Name:**

DHHS-PSC Offline Support Services v2

MID: 4AFVdB88Aw1dk0QocxcEtw==

Partitioned (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: 8/6/2012



**DHHS-PSC Offline Support Services v2**

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>Representative (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Use Again (1=Very Unlikely, 10=Very Likely)</b>
<b>Representative - Professionalism</b>	Thinking about the representative who worked with you, please rate the following: Please rate the <b>professionalism</b> of the representative.	<b>Satisfaction - Overall</b>	What is your <b>overall satisfaction</b> with this service experience? (1=Very Dissatisfied, 10=Very Satisfied)	<b>Use Again</b>	How likely are you to use these services in the future?
<b>Representative - Knowledge</b>	Please rate the <b>knowledge</b> of the representative.	<b>Satisfaction - Expectations</b>	How well did this service experience <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
<b>Representative - Courtesy</b>	Please rate the <b>courtesy</b> of the representative.	<b>Satisfaction - Ideal</b>	How does this experience <b>compare to your idea of an ideal service experience</b> ? (1=Not Very Close, 10=Very Close)	<b>Recommend</b>	How likely are you to recommend this service provider to someone else?
	<b>Response Speed (1=Poor, 10=Excellent, Don't Know)</b>				
<b>Reponses - Time</b>	Thinking about the responsiveness of service delivery, please rate the following: <b>Length of time</b> it took to get the service delivered.				
<b>Response - Speed</b>	The <b>speed</b> with which the service was completed.				
<b>Response - Timeliness</b>	The <b>overall timeliness</b> of the service delivery process.				
	<b>Service Quality (1=Poor, 10=Excellent, Don't Know)</b>				
<b>Service - Completeness</b>	Thinking about the services received, please rate the following aspects of those services: The <b>completeness</b> of the services you received.				
<b>Service - reliability</b>	The <b>reliability</b> of the service delivery you received.				
<b>Service - Quality</b>	The <b>quality</b> of the services you received.				

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<b>Representative - Knowledge</b>	Please rate the <b>knowledge</b> of the representative.	<b>Satisfaction - Expectations</b>	How well did this service experience <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
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DHHS-PSC Offline Support Services v2 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
CAS0056633		Please select the service for which you would like to provide feedback today. Select from the below list to reveal the individual services.	Administrative	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Service Type
			Finance	B					
			Occupational Health	C					
			Acquisition	D					
			Real Estate and Logistics	E					
			Other, please specify	Z					
CAS0056641	A	Select the administrative service you are providing feedback on:	Customer Contact Center		Radio button, one-up vertical	single	Y		Administration Service
			Departmental Forms Management						
			Digital Conversion and Archiving of Documents						
			Driver Services						
			Freedom of Information Act (FOIA)						
			Graphic Arts						
			Mail Operations						
			Mail Screening						
			Payroll Liaison						
			Printing						
			Section 508 Compliance Testing and Remediation						
			Transit Subsidy Program Management						
			Travel Charge Card Services						
			Travel Management Company Services						
			Travel Program Management						
			Vehicle Leasing Services						
			Vehicle Rental Services						
CAS0056643	B	Select the financial service you are providing feedback on:	Accounting		Radio button, one-up vertical	single	Y		Financial Service
			Debt Collection						
			Financial Reporting						
			Grant Payments						
			Indirect Cost Negotiations						
CAS0056647	C	Select the occupational service you are providing feedback on:	Automated External Defibrillator		Radio button, one-up vertical	single	Y		Occupational Service
			Employee Assistance Program						
			Environmental Health						
			Health Clinics						
			Organizational Development and Leadership						
			Wellness and Fitness						
			Work/Life Programs						
			Workers Compensation Management						
CAS0056636	D	Select the acquisition service you are providing feedback on:	Negotiated Contracts and Simplified Acquisitions		Radio button, one-up vertical	single	Y		Acquisition Service
			Purchase Card Management						
CAS0056646	E	Select the logistics service you are providing feedback on:	Child Care Subsidy Program		Radio button, one-up vertical	single	Y		Logistics Service
			Employee Child Care Centers						
			Facilities Operations and Management						
			Federal Real Property Assistance Program						
			Labor and Moving						
			Medical Supply						
			Parking Services						
			Personal Property Services						
			Product Distribution						
			Property Disposal						
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			Purchase Card Management						
CAS0056646	E	Select the logistics service you are providing feedback on:	Child Care Subsidy Program		Radio button, one-up vertical	single	Y		Logistics Service
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			Work/Life Programs						
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			<u>Other, please specify</u>	Z					
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			<u>Employee Child Care Centers</u>						
			<u>Facilities Operations and Management</u>						
			<u>Federal Real Property Assistance Program</u>						
			<u>Labor and Moving</u>						
			<u>Medical Supply</u>						
			<u>Parking Services</u>						
			<u>Personal Property Services</u>						
			<u>Product Distribution</u>						
			<u>Property Disposal</u>						
			<u>Real Property Management</u>						
			<u>Real Property Strategy</u>						
			<u>Regional Services</u>						
			<u>Shredding</u>						
			<u>Storage</u>						

Model Instance Name:  
 DHHS-PSC Offline Support Services v2  
 MID: 4AFVdB88Aw1dk0QocxcEtw==  
 Date: 3/1/2008

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DHHS-PSC Offline Support Services v2 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
		Please select the service for which you would like to provide feedback today. Select from the below list to reveal the individual services.	Acquisition		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Service Type
			Administrative	A					
			Finance	B					
			Logistics	C					
			Occupational Health	D					
			Other, please specify	E					
	A	Select the acquisition service you are providing feedback on:	Negotiated Contracts and Simplified Acquisitions		Radio button, one-up vertical	single	Y		Acquisition Service
			Purchase Card Management						
	B	Select the administrative service you are providing feedback on:	Driver Services		Radio button, one-up vertical	single	Y		Administration Service
			Transit Subsidy Program Management						
			Travel Charge Card Services						
			Travel Management Company Services						
			Travel Program Management						
			Vehicle Leasing Services						
			Vehicle Rental Services						
			Departmental Forms Management						
			Digital Conversion and Archiving of Documents						
			Graphic Arts						
			Printing						
			Section 508 Compliance Testing and Remediation						
			Mail Operations						
			Mail Screening						
			Customer Contact Center						
			Payroll Liaison						
			Freedom of Information Act (FOIA)						
	C	Select the financial service you are providing feedback on:	Indirect Cost Negotiations		Radio button, one-up vertical	single	Y		Financial Service
			Financial Reporting						
			Grant Payments						
			Accounting						
			Debt Collection						
	D	Select the occupational service you are providing feedback on:	Employee Assistance Program		Radio button, one-up vertical	single	Y		Occupational Service
			Organizational Development and Leadership						
			Work/Life Programs						

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DHHS-PSC Offline Support Services v2 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
			Automated External Defibrillator						
			Health Clinics						
			Workers Compensation Management						
			Environmental Health						
			Wellness and Fitness						
	E	Select the logistics service you are providing feedback on:	Facilities Operations and Management		Radio button, one-up vertical	single	Y		Logistics Service
			Parking Services						
			Real Property Strategy						
			Regional Services						
			Shredding						
			Labor and Moving						
			Medical Supply						
			Product Distribution						
			Property Disposal						
			Storage						
			Personal Property Services						
			Child Care Subsidy Program						
			Employee Child Care Centers						
			Federal Real Property Assistance Program						
			Real Property Management						
	Z	What product or service would you like to provide feedback on:			Text area, no char limit		N		OPS_Product/Service Type
CAS0056041		provide feedback today:	Accounting Services	A	Radio button, one-up vertical	Single	Y	Skip Logic Group <sup>†</sup>	Product/Service
			Acquisition Management Services	B					
			Behavioral Health Services	C					
			Clinical Health Services	D					
			Cost Allocation Services						
			Customer Care Services	E					
			Enterprise Support Services	F					
			Environmental, Health and Safety Services	G					
			Facilities Management Services	H					
			Financial Reporting Services						
			Freedom of Information Act Services						
			Grant Payment Services						
			Mail Services	I					
			Publishing Services	J					
			Real Property Management Services	K					
			Transportation Services	L					
			Warehouse and Logistics Services	M					
			Wellness and Health Promotion Services						
			Other, please specify	Z					
	Z	What product or service would you like to provide feedback on:			Text area, no char limit		N		OPS_Product/Service Type
CAS0056104		provide feedback today:							
CAS0056105	A	Select the accounting service you are providing feedback on:	Debt Collection		Radio button, one-up vertical	Single	Y		service
			Accounting						



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DHHS-PSC Offline Support Services v2 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
CAS0056106	B	Select the acquisition management service you are providing feedback on:-	Negotiated Contracts and Simplified Acquisitions		Radio button, one-up-vertical	single	Y		Systems
			Purchase Card Management						
CAS0056107	G	Select the behavioral health service you are providing feedback on:-	Employee Assistance Program		Radio button, one-up-vertical	single	Y		Health Services
			Organizational Development and Leadership						
			Work/Life Programs						
CAS0056124	D	Select the clinical health service you are providing feedback on:-	Automated External Defibrillator		Radio button, one-up-vertical	single	Y		Services
			Health Clinics						
			Workers Compensation Management						
CAS0056125	E	Select the customer care service you are providing feedback on:-	Payroll Liaison		Radio button, one-up-vertical	single	Y		Services
			Customer Contact Center						
CAS0056126	F	Select the enterprise support service you are providing feedback on:-	Child Care Subsidy Program		Radio button, one-up-vertical	single	Y		Services
			Employee Child Care Centers						
			Personal Property						
			OSHA/Safety						
			Sustainability Program						
			Fleet						
			Personal Property Services						
			Federal Real Property Assistance Program						
CAS0056127	G	Select the environmental, health and safety service you are providing feedback on:-	Environmental Programs		Radio button, one-up-vertical	single	Y		Health
			Environmental Health						
CAS0056142	H	Select the facilities management service you are providing feedback on:-	Real Property Strategy		Radio button, one-up-vertical	single	Y		Management
			Facilities Operations and Management						
			Shredding						
			Parking Services						
			Regional Services						
CAS0056143	I	Select the mail Service you are providing feedback on:-	Mail		Radio button, one-up-vertical	single	Y		Mail Services
			Mail Operations						
			Mail Screening						
CAS0056144	J	Select the publishing service you are providing feedback on:-	Printing		Radio button, one-up-vertical	single	Y		Services
			Digital Conversion and Archiving of Documents						
			Graphic Arts						
			Section 508 Compliance Testing and Remediation						
			Departmental Forms Management						
			Printing						
CAS0056145	K	Select the real property management service you are providing feedback on:-	Real Property		Radio button, one-up-vertical	single	Y		Mgt Services
			Real Property Management						
CAS0056146	L	Select the transportation service you are providing feedback on:-	Travel Charge Card Services		Radio button, one-up-vertical	single	Y		Services
			Travel Management Company Services						
			Travel Program Management						
			Travel						
			Transit Subsidy Program Management						
			Driver Services						
			Vehicle Leasing Services						
			Vehicle Rental Services						
CAS0056147	M	Select the warehouse and logistics service you are providing feedback on:-	Labor and Moving		Radio button, one-up-vertical	single	Y		Services
			Product Distribution						

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DHHS-PSC Offline Support Services v2 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
			<del>Property Disposal</del>						
			<del>Storage</del>						
			<del>Medical Supply</del>						

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DHHS-PSC Offline Support Services v2 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
		Please select the product or service for which you would like to provide feedback today.	Accounting Services	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Product/Service Type
			Acquisition Management Services	B					
			Behavioral Health Services	C					
			Clinical Health Services	D					
			Cost Allocation Services						
			Customer Care Services	E					
			Enterprise Support Services	F					
			Environmental, Health and Safety Services	G					
			Facilities Management Services	H					
			Financial Reporting Services						
			Freedom of Information Act Services						
			Grant Payment Services						
			Mail Services	I					
			Publishing Services	J					
			Real Property Management Services	K					
			Transportation Services	L					
			Warehouse and Logistics Services	M					
			Wellness and Health Promotion Services						
			Other, please specify	Z					
	Z	What product or service would you like to provide feedback on:			Text area, no char limit		N		OPS_Product/Service Type
	A	Select the accounting service you are providing feedback on:	Debt Collection		Radio button, one-up vertical	Single	Y		Accounting service
			Accounting						
	B	Select the acquisition management service you are providing feedback on:	Negotiated Contracts and Simplified Acquisitions		Radio button, one-up vertical	single	Y		Acquisition Mgt Systems
			Purchase Card Management						
	C	Select the behavioral health service you are providing feedback on:	Employee Assistance Program		Radio button, one-up vertical	single	Y		Behavioral Health Services
			Organizational Development and Leadership Work/Life Programs						
	D	Select the clinical health service you are providing feedback on:	Automated External Defibrillator		Radio button, one-up vertical	single	Y		Clinical Health Services
			Health Clinics						
			Workers Compensation Management						
	E	Select the customer care service you are providing feedback on:	Payroll Liaison		Radio button, one-up vertical	single	Y		Customer Care Services
			Customer Contact Center						
	F	Select the enterprise support service you are providing feedback on:	Child Care Subsidy Program		Radio button, one-up vertical	single	Y		Enterprise Support Services
			Employee Child Care Centers						
			Personal Property						
			OSHA/Safety						
			Sustainability Program						
			Fleet						
			Personal Property Services						
			Federal Real Property Assistance Program						
	G	Select the environmental, health and safety service you are providing feedback on:	Environmental Programs		Radio button, one-up vertical	single	Y		Environmental Health
			Environmental Health						
	H	Select the facilities management service you are providing feedback on:	Real Property Strategy		Radio button, one-up vertical	single	Y		Facilities Management

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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
			Facilities Operations and Management						
			Shredding						
			Parking Services						
			Regional Services						
	I	Select the mail Service you are providing feedback on:	Mail		Radio button, one-up vertical	single	Y		Mail Services
			Mail Operations						
			Mail Screening						
	J	Select the publishing service you are providing feedback on:	Printing		Radio button, one-up vertical	single	Y		Publishing Services
			Digital Conversion and Archiving of Documents						
			Graphic Arts						
			Section 508 Compliance Testing and Remediation						
			Departmental Forms Management						
			Printing						
	K	Select the real property management service you are providing feedback on:	Real Property		Radio button, one-up vertical	single	Y		Real Property Mgt Services
			Real Property Management						
	L	Select the transportation service you are providing feedback on:	Travel Charge Card Services		Radio button, one-up vertical	single	Y		Transportation Services
			Travel Management Company Services						
			Travel Program Management						
			Travel						
			Transit Subsidy Program Management						
			Driver Services						
			Vehicle Leasing Services						
			Vehicle Rental Services						
	M	Select the warehouse and logistics service you are providing feedback on:	Labor and Moving		Radio button, one-up vertical	single	Y		Warehouse and Logistic Services
			Product Distribution						
			Property Disposal						
			Storage						
			Medical Supply						
CJ13615		Please select the product or service for which you would like to provide feedback today:	Acquisition Services	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Product/Service Type
			Commissioned Corps Support Services	B					
			Customer Contact Centers	C					
			Financial Services	D					
			Freedom of Information Act Services	E					
			Logistics Services	F					
			Occupational Health Services	G					
			Property Management Services	H					
			Regional Support Services	I					
			Transportation, Travel, and Telework Services	J					

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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
			<del>Visual Media Services</del>	<del>K</del>					
			<del>Administrative Offices</del>	<del>L</del>					
			<del>Other, please specify</del>	<del>Z</del>					
<del>CJ13616</del>	<del>Z</del>	<del>What product or service would you like to provide feedback on:</del>			<del>Text area, no char limit</del>		<del>N</del>		<del>OE_Product/Service Type</del>

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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
CJ3615		Please select the product or service for which you would like to provide feedback today.	Acquisition Services	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Product/Service Type
			Commissioned Corps Support Services	B					
			Customer Contact Centers	C					
			Financial Services	D					
			Freedom of Information Act Services						
			Logistics Services	F					
			Occupational Health Services	G					
			Property Management Services	H					
			Regional Support Services						
			Transportation, Travel, and Telework Services	J					
			Visual Media Services	K					
			Administrative Offices	L					
			Other, please specify	Z					
CJ3616	Z	What product or service would you like to provide feedback on:			Text area, no char limit		N		OE_Product/Service Type

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DHHS-PSC Offline Support Services v2 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
CJI3615		Please select the product or service for which you would like to provide feedback today.	Acquisition Services	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Commissioned Corps Support Services	B				
			Customer Contact Centers	C				
			Financial Services	D				
			Freedom of Information Act Services					
			Logistics Services	F				
			Occupational Health Services	G				
			Property Management Services	H				
			Regional Support Services					
			Transportation, Travel, and Telework Services	J				
			Visual Media Services	K				
			Administrative Offices	L				
			Other, please specify	Z				
CJI3616	Z	What product or service would you like to provide feedback on:			Text area, no char limit		N	



**CQ Label**  
Product/Service  
Type

OE\_Product/  
Service Type



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DHHS-PSC Offline Support Services v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
CJI3615		Please select the product or service for which you would like to provide feedback today.	CJI3615A01	Acquisition Services	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*
			CJI3615A02	Commissioned Corps Support Services	B				
			CJI3615A03	Customer Contact Centers	C				
			CJI3615A04	Financial Services	D				
			CJI3615A05	Information Management Services REWORD _ Freedom of Information Act Services					
			CJI3615A06	Logistics Services	F				
			CJI3615A07	Occupational Health Services	G				
			CJI3615A08	Property Management Services	H				
			CJI3615A09	Regional Support Services					
			CJI3615A10	Transportation, Travel, and Telework Services	J				
			CJI3615A11	Visual Media Services	K				
			CJI3615A12	Administrative Offices	L				
			CJI3615A13	Other, please specify	Z				
CJI3616	Z	What product or service would you like to provide feedback on:				Text area, no char limit		N	

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<b>CQ Label</b>
Product/Service Type
OE_Product/ Service Type

Model Instance Name:  
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QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		Please select the product or service for which you would like to provide feedback today.		Acquisition Services	A	Radio button, one-up vertical	Single	Y
				Commissioned Corps Support Services	B			
				Customer Contact Centers	C			
				Financial Services	D			
				Information Management Services	E			
				Logistics Services	F			
				Occupational Health Services	G			
				Property Management Services	H			
				Regional Support Services	I			
				Transportation, Travel, and Telework Services	J			
				Visual Media Services	K			
				Administrative Offices	L			
				Other, please specify	Z			
	Z	What product or service would you like to provide feedback on:				Text area, no char limit		N

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Special Instructions	CQ Label
Skip Logic Group*	Product/Service Type
	OE_Product/ Service Type

Model Instance Name:  
DHHS-PSC Offline Support Services v2

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

Partitioned (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

**DHHS-PSC Offline Support Services v2**

*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>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1	Content - Accuracy Please rate the accuracy of information on this site.	23	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26	Return 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)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
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 Please rate the usefulness of the features provided on this site.			Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
5	Functionality - Convenient Please rate the convenience of the features on this site.				How likely are you to use this site as your primary resource for obtaining information from this organization?
6	Functionality - Variety Please rate the variety of features on this site.				
7	Look and Feel - Appeal 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 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 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 Please rate the ability to sort products by criteria that are important to you on this site.				
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 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 (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				

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**DHHS-PSC Offline Support Services v2 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 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)	Single
CQ0004445		Are you a registered user on this site?	I am registered I am not registered, and do not intend to <del>I am not registered, but intend to register during my visit today</del>	A	Radio button, one-up vertical	Single
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 Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
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 3D models Product application <i>Green information</i> Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
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	Multi

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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
CQ0004451		How were you primarily <b>seeking information</b> on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to <b>find what you were looking for</b> today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	A	Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004455	B	Since you could not find what you were looking for, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you <b>not sure</b> ?	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004457	D	Since you were not sure, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What <b>other sources</b> do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



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 Randomize Anchor Answer Choice





Required Y/N	Special Instructions
Y	Anchor Answer Choice
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
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Model Instance Name:

DHHS-PSC Offline Support Services v2

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

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

DHHS-PSC Offline Support Services v2 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 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)	Single
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	Single
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 Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
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 3D models Green information Product application Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
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	Multi

Model Instance Name:

DHHS-PSC Offline Support Services v2

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

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

DHHS-PSC Offline Support Services v2 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
CQ0004451		How were you primarily <b>seeking information</b> on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to <b>find what you were looking for</b> today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	A	Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004455	B	Since you could not find what you were looking for, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you <b>not sure</b> ?	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004457	D	Since you were not sure, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What <b>other sources</b> do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



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	

Holiday 2010 Custom Question Setup

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

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

**CUSTOM QUESTION LIST**

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y	
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE					Y
			A little more	R				
			I expect to spend about the same amount as last year					
			A little less	S				
			A lot less	S				
			Not sure					
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y	
			Quality of merchandise					
			Merchandise selection					
			Good return policy					
			Online product prices					
			Shipping costs					
			Availability of merchandise					
			Better personal economic circumstances this year					
			Other (please specify):	Z				



**Special Instructions**

Skip Logic Group

Skip Logic Group

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

**CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with <b>retailer.com</b> compared to 2010?	Didn't purchase anything from <b>retailer.com</b> last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <b>retailer.com</b> today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on <b>retailer.com</b> today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <b>retailer.com</b> 's mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access <b>retailer.com</b> 's website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

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



Festive Season 2011 Custom Question Setup  
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW  
 red & strike through: DELETE  
 underlined & blue: RE-ORDER  
 blue: ADDITION  
 blue + -> REWORDING

CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with <a href="#">retailer.co.uk</a> compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	Availability of merchandise Better personal economic circumstances this year Other (please specify)		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	Merchandise were not appealing (i.e. % off offers) Quality of merchandise Poor merchandise selection Delivery policy Too many to take time and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <a href="#">retailer.co.uk</a> today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on <a href="#">retailer.co.uk</a> today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <a href="#">retailer's name (here)</a> mobile website, or mobile shopping app while Christmas shopping this year?	Yes no To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)			Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Multi	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	yes no, and I don't plan to No, but I might in the future Not sure		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	used my mobile device to access the internet to research products (compare product details, look up prices, find store locations, etc.) made purchases online from my mobile device used my mobile device to compare products or prices whilst shopping in person in a store used retailer-developed mobile shopping apps None of the above		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		Checkboxes, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
						Exclusive Answer Choice		Anchor Answer Choice		

Model Instance Name:  
 DHHS-PSC Offline Support Services v2  
 MID: 4AFVdB88Aw1dk0QocxcEtw==  
 Date: 3/1/2008

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

DHHS-PSC Offline Support Services v2 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:  
 DHHS-PSC Offline Support Services v2  
 MID: 4AFVdB88Aw1dk0QocxcEtw==  
 Date: 3/1/2008

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DHHS-PSC Offline Support Services v2 CUSTOM QUESTION LIST

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



Required Y/N	Special Instructions
Y	

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



CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		Which of the following phrases would you use to <b>describe your experience</b> with this website? (Select all that apply)	Provides enjoyment		Checkbox, one-up vertical	Multi	No	Skip Logic Group  Randomize	CME - Phrase
			Makes me happier						
			Inspires my life						
			Challenges my thinking						
			Part of my routine						
			Visited daily						
			Helps me make better decisions						
			Improves my life						
			Makes me a better person						
			Makes me closer to my community						
			Provides viewpoints from others						
			Gives opportunity to comment						
			Lets me interact with others						
			Provides a social outlet for me						
		Keeps me informed							
		Enables discussions with others							
		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+ 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.		A 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