

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:
 USITC v3
 MID:
 Partitioned (Y/N)? YES - 2MQ
 FPI Included(Y/N)? NO
 Date: 9/25/2015



USITC v3

Model questions utilize the ACSI methodology to determine scores and impacts

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	19 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the next 60 days?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	17 Satisfaction -	How well does this site meet your expectations ?	20 Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	21 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from this organization ?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
4 Site Performance - Loading	Please rate how quickly pages load on this site.				
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well this site is organized .				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you need .				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				

Model Instance Name:
 USITC v3
 MID:
 Date: 9.25.15

USITC v3 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
LNH4003		How frequently do you visit this site?	First time Every 6 months or less About once a month About once a week Daily More than once a day		Drop down, select one	Single	Y		Visit Frequency
LNH4004		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Single	Y	Skip Logic Group*	Role

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	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
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RECOMMEND QUESTION

		How likely are you to recommend <ABC Company> to someone else?	1=Very Unlikely 2 3 4 5 6 7 8 9 10=Very Likely		Radio button, scale, no don't know	Single	Y		WordofMouthIndex- Recommend
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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

DISCOURAGE Q

		How likely are you to discourage others from doing business with <ABC Company>?	1=Very Unlikely 2 3 4 5 6 7 8 9 10=Very Likely						
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Contact Drew Bennett when adding this question to your clients survey. The following information is needed:
 Client Name
 Measure Name
 MID
 Question Live Date