

## Cognitive Interview Protocol for Satisfaction Construct

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1. Normally, when you say, “I am satisfied with something,” what do you actually mean? (follow up with WHY)
2. If “you are NOT satisfied with something,” what do you actually mean? (follow up with WHY)
3. After you complete a survey, what would make you to say “I am satisfied with completing this survey?” (follow up with WHY)
4. Based on today’s experience, list THREE things that make you feel satisfied with completing this survey?
5. After you complete a survey, what would make you to say “I am dissatisfied with completing this survey?” (follow up with WHY)
6. Based on today’s experience, list THREE things that make you feel dissatisfied with completing this survey?