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**Visual Design Effects on
Item Nonresponse to a Question About Work Satisfaction
That Precedes the Q-12 Agree-Disagree Items ***

**By
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The Problem

The Gallup Organization has developed a series of 13 questions to gauge employee satisfaction with the workplace. The questions consist of an overall satisfaction item, followed by twelve agree-disagree statements regarding various aspects of the workplace. The twelve questions are referred to as the “Q-12” and are administered both in interviewer-assisted formats and self-administered formats. In converting the questions to a self-administered mode for a paper administration, there have been several different designs used, depending on the preferences of the client. Through these various designs, it has been observed that item nonresponse to the overall satisfaction question is often higher than the next question, which is the first of the 12 agree-disagree questions (see Figure 1 for the question wording). In some cases, nonresponse to the satisfaction item has exceeded 25%, while nonresponse to the Q-12 agree/disagree items that follow it is seldom more than 1 or 2%.

In order to increase item response rates to the overall satisfaction item, some have suggested that this item be moved so that it follows the Q-12 items. This might reduce item nonresponse to the satisfaction question, but it could also have a substantial impact on the way respondents answer the satisfaction item. The survey literature suggests that by placing a general question after a series of specific questions, respondents are more likely to be thinking about how they replied to the specific items when they answer the general question. It is considered a better measure of work satisfaction to ask it prior to the specific items.

This paper reviews various self-administered formats that have been used to ask this series of 13 questions in the prescribed order and their resulting item nonresponse rates. Reported here are the item nonresponse rates for the satisfaction item and the first of the Q-12 items that follows it for 11 different design formats that have been used in recent Gallup employee surveys. In addition, recommendations are made for reducing the item nonresponse to the same level as exists for the Q-12 items and for gaining a better understanding of why different formats provide quite different results.

The Issue from a Questionnaire Design Perspective

Self administered questionnaires are written in two distinct languages –the **word language** that respondents are expected to read, and the **graphical language** as defined by visual qualities such as font size variations, the use of bold type, figure/ground configurations, and the consistent use of symbols. These graphical elements are features of the questionnaire page that may influence how respondents move their eyes and that add meaning in other ways to the printed words. Typically, the questionnaire designer attempts to manipulate the graphical language of a questionnaire in a way that will increase the likelihood that respondents will read, comprehend, and provide answers to questions in the same manner.

Respondents are guided in their interpretation of both words and graphical language by **culture**. By culture we mean such things as the learning that goes on through life that leads a person to interpret words and symbols in certain ways. For example, this “\$” symbol encourages us to move our eyes to the right. Other symbols or phrases such as “1” or “A” or “START HERE” typically suggest the location of where one is to begin a task. In addition, we typically read pages from the upper left to the lower right. The reasoning behind the use of these symbols and their connections to culturally-based expectations in surveys is provided in several publications

* This paper is based upon work supported by the Gallup Organization and Washington State University. Don A. Dillman is a Gallup Senior Scientist and Professor at Washington State University. Scot Caldwell is a Scan Systems Supervisor and Mary Gansemer is Graphics Designer for the Gallup Organization in Lincoln, Nebraska. We wish to express our appreciation to Darby Miller Steiger for her comments on a draft of this paper.

(see, for example, Jenkins and Dillman, 1997; Jenkins and Dillman, In Press; and Dillman, 2000).

The 13 Gallup questions have been formatted in various ways for self-administration, depending on the preferences of the client and project managers. The satisfaction question is meant to stand alone so that it is answered independently of the Q-12 items. In some of the questionnaire formats, the satisfaction item has been physically separated from the 12 items; in others, it is numbered in a different fashion from the 12 items, which are numbered from 1-12. A review and theoretical interpretation of the formats used in previous questionnaires suggests a number of reasons for the difference in item nonresponse rates between the satisfaction and agree-disagree items. This activity also suggests a number of potential solutions.

As shown in Figure 1, a common visual format for asking the complete set of items, the satisfaction and agree/disagree questions are visually similar to one another. Both use similarly labeled 5-point scales. It is not immediately obvious to the reader who quickly scans the items (also known as pre-attentive processing) that one question uses a satisfaction scale while the other uses an agree-disagree scale. When viewed quickly, the first item may give the outward appearance, based on previous cultural experiences, of being an “example”, or practice item, for the items that follow. Therefore, the respondent concludes that the first item does not need to be answered without fully reading and comprehending its nature.

One approach to lowering item nonresponse might be to make the first item look less like a practice item. That might be accomplished through placing it in a different format, e.g., not using a similar looking set of horizontal categories or not letting the item stand alone as a singular example. A variety of visual manipulations, including the traditional tools of font size, brightness, contrast, and location changes, can be used in conjunction with one another in ways that might influence how respondents attempt to process and respond to these questions. One might also use word manipulations, i.e., change the wording of the question to direct attention towards key differences. We would expect, for example, that the greater the number of words in the questions, the more likely one is to rely on the graphical language to decide whether the questions differ. And, the simpler the wording, the more likely it is that the respondent will process all the words to determine whether the question is only an example or should be answered.

Because the Q-12 is frequently administered to employees of various organizations it has provided many opportunities for users to present this series of items in different ways that might influence item nonresponse rates. During a one-year period, from mid-1999 to mid-2000, at least 11 different formats have been used for presentation of these items (Figure 2). These efforts include labeling the first question as step one (Formats A to C) and using a box to draw visual attention to the initial step (Formats A and B). These manipulations are designed to rely on the cultural guidance implied by identifying and numbering steps in the order they are to be done.

Since the 12 agree/disagree questions are always asked in the same order, it could be beneficial to data analysts and interpreters of Q-12 results to number these items as 1 through 12. To retain this numbering scheme the satisfaction item has sometimes been numbered “0” (Formats D – F). These formats depend upon the use of brightness of the reverse print blocks containing numbers and the lines that connect these blocks to counter the cultural tendency to start with the item labeled “1”.

Formats F to I use fewer words, the likely effect of which is to encourage a more complete reading of the words that are on the page. A consequence of this format is that if the words are read in a normal sequence the respondent can only obtain the knowledge that a different scale is used after reading the item to which it pertains.

Format J uses a visual method of distinguishing between the satisfaction and agree-disagree items. It places the satisfaction scale into a vertical format, while the agree-disagree items remain in a horizontal format. Thus, the items exhibit a substantial visual contrast. Format K groups a second item with the initial satisfaction question so that it does no longer has the quality of appearing to be an example of how to fill out the remaining questions. A further visual distinction is made by omitting the Don't Know answer choices from the satisfaction items.

By examining the item nonresponse rates for questionnaires that have used these varying visual and word formats we hope to gain insight into the causes of nonresponse to the satisfaction question. In addition we hope to identify important issues for further research.

The Data and Methods

A total of 17 self-administered questionnaires have used 11 distinguishable visual layouts for asking employee satisfaction, followed by the 12 agree-disagree items. The surveys were administered to employees of different organizations throughout the world in 1999 and 2000. All surveys were implemented by the Gallup Organization, and the results processed by their scanning operations in Lincoln, Nebraska. Preliminary examination of the data showed that the item nonresponse for all of the Q-12 items that followed the satisfaction question was similar. Therefore we have limited our comparisons to the difference between nonresponse to the satisfaction question and the first of the Q-12 items that followed it.

None of these surveys were conducted using an experimental design. Thus, the comparisons are across formats as well as groups of employees. In addition, it can be seen from Figure 2 that the variations across forms often included more than one visual and/or word element. Consequently, the findings from this research can only be suggestive, as opposed to conclusive. However, because of the number of questionnaires and different questionnaire designs, patterns in item nonresponse rates can at least be detected for future experimentation.

Item Nonresponse for Eleven Questionnaire Formats

Figure 2 reveals that item nonresponse to the work satisfaction question for these 17 questionnaires ranged from 1% to 26%, and varies widely across formats. By way of contrast, item nonresponse for the first of the Q-12 items that immediately followed ranges from 0% to only 2%. Thus, we conclude that the different formats examined here make virtually no difference in whether people answer the agree/disagree items, but do make a huge difference with regard to whether the satisfaction question gets answered.

Satisfaction question item nonresponse rates reported in Figure 2 tend to fall into three groupings. The rates for Formats A-C are generally quite high. Formats A and B, the Step 1, Step 2 boxed formats, had item nonresponse rates of 23.3 and 23.5%. The unboxed Step 1, Step 2 format, which was used for four questionnaires, had nonresponse rates of 19.2, 19.0, 7.7 and 8.5%.

Formats D – H exhibited intermediate response rates, which with one exception were between 5.3% and 7.9%. None of these formats used either the Step 1, Step 2 labels. These formats include separate explanations for how to respond to each type of question in two of the formats, but eliminates it for the others. In addition, with one exception, this format identifies the initial satisfaction question as “0” in order to label the first of the standard Q-12 items as 1.

Finally, the remaining three formats, I-K, have low item nonresponse rates of 2.7%, 1.5% and 0.7%. Each of these formats differs substantially from the others. The first of these formats eliminates from the stem of the questions any mention of the points on the scale. Thus the wording is greatly simplified. Format J lists the categories for the satisfaction question vertically rather than horizontally, thus drawing a contrast with the Q-12 items. The item nonresponse for the satisfaction question under this format is only 1.5%. Finally, Format K was done for a company that requested inclusion of a second satisfaction item. Thus, the Gallup satisfaction item is grouped with another item before continuing with the agree-disagree items. However, scale labels for the satisfaction questions also appear different than the agree/items because of the lack of a “Don’t Know” category. Item nonresponse for the standard satisfaction question was 0.7%, and 1.05% for the item that follows. This is the only instance in which the percent item nonresponse was higher for the agree-disagree item than for the satisfaction item.

Discussion of the Results

Questionnaires are often constructed in which “examples” are provided for how to fill out a series of items. People may learn to skip over such items without fully reading them in order to be efficient and go directly to the items they are supposed to answer. Several inadvertent clues may be provided through both words and graphical design that encourage people to think of the initial satisfaction item as an example for how to fill out the remaining items on the page. One such clue, and a powerful one, may be the boxing of that item in a way that visually separates the satisfaction question from the Q-12 items in Formats A and B.

The provision of five similarly-arranged and horizontally-displayed answer categories may make the items appear very similar to the respondent who has not read enough of the detail to realize that in one item she is being asked to express satisfaction or dissatisfaction, and in the other agreement or disagreement. The identical wording that begins each item, “On a five point scale...” tends to accentuate this similarity. Identification of Steps 1 and 2 may further reinforce the erroneous belief that the first question is only an example (Formats A to C). The formats that use Step 1 and Step 2 and, in particular, the ones that box them separately, produced the highest item nonresponse rates shown in Figure 1.

Formats D and E that eliminated the Step 1 and Step 2 sequencing, but placed prose between the first and subsequent items, may also signal to the respondent that the first item is only an example. This format produces widely varying item nonresponse rates for the satisfaction question, with those rates ranging from 5% to 23%. However, Forms F through H, in which the instructions between the items have been eliminated in various ways, do not improve response patterns greatly.

It appears that many factors may be operating, perhaps in combination with one another to lower the item nonresponse rates in the eleven formats shown here. No single feature seems to turn on or turn off the tendency for respondents to skip the first item.

Conclusion

Overall, we find that three of the 11 visual formats discussed here appear to bring the item nonresponse rates down to the point of exhibiting little if any differences between the satisfaction and agree/disagree items. They include: Format I: an extensive word simplification (not indicating in the stem of the question what answer categories are available), Format J: changing the visual organization of the first question in the sequence so that the answer choices are displayed vertically, and Format K: grouping of a second item with the satisfaction items in conjunction with the omission of the Don’t Know categories for the first items. Each manipulation appears to accomplish the design objective. However, this conclusion is based only on experiences with three surveys, each of which was done on an employee population different from the other surveys we have examined. It is therefore important that these results not be accepted as definitive.

Formal experiments need to be conducted in ways that allow various word and graphical manipulations to be individually evaluated. Such research might be guided by several considerations. First, these data suggest that many different factors, some visual and some words, may influence item nonresponse. These factors include conceptual aspects such as grouping mechanisms (the box), word directions (Step 1 and Step 2), brightness of print, quantity of explanatory words, and cultural learnings that may suggest to the respondent that a visually similar item located by itself can probably be skipped. It is important that such research be done in order to learn with confidence the relative power of word and graphical language manipulations to influence respondent behavior.

While this brief paper provides some evidence that words and graphical languages combine in ways that influence how people respond to questionnaires, we are as yet some ways from knowing how and why these elements act as they do. Nonetheless, these data suggest that the quality of results we obtain from self-administered questionnaires depend upon gaining a greater understanding of how the word and visual languages of questionnaires influence respondents to read and use the information contained by them.

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Figure 1. Example of a self-administered questionnaire format that produces high item nonresponse rate for the first question.

SURVEY QUESTIONS							
1	On a five point scale where “5” is extremely satisfied and “1” is extremely dissatisfied, how satisfied are you with your company as a place to work?	Extremely Dissatisfied 1 ▼ □	2 ▼ □	3 ▼ □	4 ▼ □	Extremely Satisfied 5 ▼ □	Don't Know ▼ □
<i>On a scale of 1 to 5, where “5” is strongly agree, and 1 is strongly disagree, please indicate your level of agreement with each of the following items:</i>							
		Strongly Disagree 1 ▼ □	Disagree 2 ▼ □	Neither Agree nor Disagree 3 ▼ □	Agree 4 ▼ □	Strongly Agree 5 ▼ □	Don't Know ▼ □
2	I know what is expected of me at work.	□	□	□	□	□	□
3	I have the materials and equipment I need to do my work right.	□	□	□	□	□	□
4	At work, I have the opportunity to do what I do best every day.	□	□	□	□	□	□
5	In the last seven days, I have received recognition or praise for doing good work.	□	□	□	□	□	□
6	My supervisor, or someone at work, seems to care about me as a person.	□	□	□	□	□	□
7	There is someone at work who encourages my development.	□	□	□	□	□	□
8	At work, my opinions seem to count.	□	□	□	□	□	□
9	The mission/purpose of my company makes me feel my job is important.	□	□	□	□	□	□
10	My associates (fellow employees) are committed to doing quality work.	□	□	□	□	□	□
11	I have a best friend at work.	□	□	□	□	□	□
12	In the last six months, someone at work has talked to me about my progress.	□	□	□	□	□	□
13	This last year, I have had the opportunities at work to learn and grow.	□	□	□	□	□	□

Figure 2. Percentage item nonresponse for initial satisfaction item and the Q-12 agree-disagree item that immediately follows on each questionnaire.

Format A: Steps placed in boxes (two languages).	Item Nonresponse																																				
	Satisfaction Item	First Agree-Disagree Item																																			
<div style="border: 1px solid black; padding: 5px;"> <p>▼ PASO 1 / STEP 1</p> <p>En una escala de cinco puntos, en la que "5" es extremadamente satisfecho y "1" es extremadamente insatisfecho, ¿Cuán satisfecho está usted con Xxx Puerto Rico como lugar de trabajo? On a five point scale, where "5" is extremely satisfied, and "1" is extremely dissatisfied, how satisfied are you with Stryker Puerto Rico as a place to work?</p> <table border="0" style="width: 100%; text-align: center;"> <tr> <td></td> <td>Extremadamente Insatisfecho Extremely Dissatisfied</td> <td>2</td> <td>3</td> <td>4</td> <td>Extremadamente Satisfecho Extremely Satisfied</td> <td>NS/NA DK/NA</td> </tr> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td></td> </tr> <tr> <td></td> <td>↓</td> <td>↓</td> <td>↓</td> <td>↓</td> <td>↓</td> <td>↓</td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> </div>		Extremadamente Insatisfecho Extremely Dissatisfied	2	3	4	Extremadamente Satisfecho Extremely Satisfied	NS/NA DK/NA		1	2	3	4	5			↓	↓	↓	↓	↓	↓		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23.5%	1.1%							
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<div style="border: 1px solid black; padding: 5px;"> <p>▼ STEP 2</p> <p>On a five point scale, where "5" is strongly agree, and "1" is strongly disagree, please indicate your level of agreement with each of the following items.</p> <table border="0" style="width: 100%; text-align: center;"> <tr> <td></td> <td>Strongly Disagree</td> <td>2</td> <td>3</td> <td>4</td> <td>Strongly Agree</td> <td>Don't Know/ Not Applicable</td> </tr> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td></td> </tr> <tr> <td></td> <td>↓</td> <td>↓</td> <td>↓</td> <td>↓</td> <td>↓</td> <td>↓</td> </tr> <tr> <td>1.</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>2.</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> </div>		Strongly Disagree	2	3	4	Strongly Agree	Don't Know/ Not Applicable		1	2	3	4	5			↓	↓	↓	↓	↓	↓	1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
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Figure 2. Percentage item nonresponse for initial satisfaction item and the Q-12 agree-disagree item that immediately follows on each questionnaire. (Continued)

Format D: "0" starting point with explanation between items.	Item Nonresponse	
	Satisfaction Item	First Agree-Disagree Item
<p>1 On a five point scale, where "5" is extremely satisfied, and "1" is extremely dissatisfied, how satisfied are you with your company as a place to work?</p> <p>Please respond to the following statements to describe your present work situation. Use a five point scale, where "5" means that you strongly agree with the statement, and "1" means that you strongly disagree with the statement.</p> <p>1 I know what is expected of me at work.</p> <p>2 I have the materials and equipment I need to do my work right.</p>	<p>23.3%</p> <p>6.25%</p> <p>7.9%</p> <p>5.3%</p>	<p>0.0%</p> <p>2.0%</p> <p>1.9%</p> <p>0.7%</p>
<p>Format E: "0" starting point with slightly different explanation.</p> <p>1 On a five point scale, where "5" is extremely satisfied and "1" is extremely dissatisfied, how satisfied are you with your company as a place to work?</p> <p>On a scale of 1 to 5, where 5 is strongly agree, and 1 is strongly disagree, please indicate your level of agreement with each of the following items:</p> <p>1 I know what is expected of me at work.</p> <p>2 I have the materials and equipment I need to do my work right.</p>	<p>6.4%</p>	<p>0.35%</p>
<p>Format F: "0" starting point, no explanation between.</p> <p>CONTINUE HERE</p> <p>Q00 On a five point scale, where "5" is extremely satisfied, and "1" is extremely dissatisfied, how satisfied are you with your company as a place to work?</p> <p>Q01 I know what is expected of me at work.</p> <p>Q02 I have the materials and equipment I need to do my work right.</p>	<p>6.7%</p>	<p>1.2%</p>

Figure 2. Percentage item nonresponse for initial satisfaction item and the Q-12 agree-disagree item that immediately follows on each questionnaire. (Continued)

Format	Description	Item Nonresponse	
		Satisfaction Item	First Agree-Disagree Item
Format G:	Continuing numerical sequence, with no explanation in between.		
	<p>Q4 On a five point scale, where "5" is extremely satisfied, and "1" is extremely dissatisfied, how satisfied are you with your Stryker Medical as a place to work?</p> <p>Q5 I know what is expected of me at work.</p> <p>Q6 I have the materials and equipment I need to do my work right.</p>	6.0%	2.2%
Format H:	One starting point, with title and no explanation in between.		
	<p>SURVEY QUESTIONS</p> <p>Q1 On a five point scale, where "5" is extremely satisfied, and "1" is extremely dissatisfied, how satisfied are you with your company as a place to work?</p> <p>Q2 I know what is expected of me at work.</p> <p>Q3 I have the materials and equipment I need to do my work right.</p>	7.6%	0.42%
Format I:	Horizontal arrow, simplified explanation.		
	<p>SURVEY QUESTIONS</p> <p>Q1 Overall, how satisfied are you with this company as a place to work.</p> <p>Q2 I know what is expected of me at work.</p> <p>Q3 I have the materials and equipment I need to do my work right.</p>	2.7%	0.3%

Figure 2. Percentage item nonresponse for initial satisfaction item and the Q-12 agree-disagree item that immediately follows on each questionnaire. (Continued)

Format J:	Vertical answer choices.	Item Nonresponse																																				
		Satisfaction Item	First Agree-Disagree Item																																			
<p>Part 3: Overall Job Satisfaction</p> <p>8 On a five-point scale, where "5" is extremely satisfied and "1" is extremely dissatisfied, how satisfied are you with your company as a place to work? (Mark one response)</p> <p><input type="checkbox"/> 5 (Extremely satisfied) <input type="checkbox"/> 4 (Satisfied) <input type="checkbox"/> 3 (Undecided) <input type="checkbox"/> 2 (Dissatisfied) <input type="checkbox"/> 1 (Extremely dissatisfied)</p>		1.5%	0.4%																																			
<p>Part 4: Questions</p> <p>→ Directions: Using a five-point scale, with 5=strongly agree and 1=strongly disagree, please mark <input checked="" type="checkbox"/> the box corresponding with the response you feel best describes the current state of affairs at your company. If a question does not apply or you are unsure, mark "NA."</p> <table border="1"> <thead> <tr> <th></th> <th>Strongly Agree 5</th> <th>4</th> <th>3</th> <th>2</th> <th>Strongly Disagree 1</th> <th>NA</th> </tr> </thead> <tbody> <tr> <td>9 I know what is expected of me at work</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>10 I have the materials and equipment I need to do my work right</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>11 At work, I have the opportunity to do what I do best every day</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>			Strongly Agree 5	4	3	2	Strongly Disagree 1	NA	9 I know what is expected of me at work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 I have the materials and equipment I need to do my work right	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11 At work, I have the opportunity to do what I do best every day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>									
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<p>Format K: Two items.</p> <p>1 On a five point scale, where "5" is extremely satisfied, and "1" is extremely dissatisfied, how satisfied are you with your company as a place to work?</p> <p>2 On a five point scale, where "5" is extremely satisfied, and "1" is extremely dissatisfied, please rate your overall satisfaction with your job?</p> <p>On a scale of 1 to 5, where "5" is strongly agree and "1" is strongly disagree, please indicate your level of agreement with each of the following items.</p> <p>3 I have materials and equipment I need to do my work right.</p> <p>4 A work, I have the opportunity to do what I do best everyday.</p> <table border="1"> <thead> <tr> <th></th> <th>Extremely Dissatisfied 1</th> <th>2</th> <th>3</th> <th>4</th> <th>Extremely Satisfied 5</th> <th>Don't Know/ Does Not Apply</th> </tr> </thead> <tbody> <tr> <td>1</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>2</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td></td> </tr> <tr> <td>3</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>4</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>			Extremely Dissatisfied 1	2	3	4	Extremely Satisfied 5	Don't Know/ Does Not Apply	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0.7%	1.05%
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