FORESEE RESULTS MODEL QUESTIONS Model questions utilize the ACSI methodology to determine scores and impacts								
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION		FUTURE BEHAVIORS					
All questions under each element are required. Element questions are partitioned among surveys.	Satisfaction questions are required. Satisfaction questions appear on all surveys.		Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.					
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Re	commend (1=Not Very Likely, 10=Very Likely)					
Please rate the degree to which the information provided in this e- Newsletter addresses your interests .	What is your overall satisfaction with this e-Newsletter?	Hov	w likely are you to forward this e-Newsletter to someone else?					
Please rate the appropriateness of the detail provided in this e- Newsletter.	How well does this e-Newsletter meet your expectations?	Pri	mary Resource (1=Not Very Likely, 10=Very Likely)					
Please rate the variety of information provided in this e-Newsletter.	How does this e-Newsletter compare to your idea of an ideal e-Newsletter?		w likely are you to use the U.S. Holocaust Memorial Museum as your primary source for information about the Holocaust or other genocides happening around the rld?					
Functionality (1=Poor, 10=Excellent, Don't Know)		Lik	celihood to Visit the Website (1=Not Very Likely, 10=Very Likely)					
Please rate the usefulness of the information provided in this e- Newsletter.			w likely are you to visit the U.S. Holocaust Memorial Museum website as a result receiving this e-Newsletter?					
Please rate the convenience of receiving information through this e-Newsletter.								
Please rate the relevance of this e-Newsletter.								
Style (1=Poor, 10=Excellent, Don't Know)								
Please rate the visual appeal of this e-Newsletter.								
Please rate the clarity of organization of this e-Newsletter.								
Please rate the ease of reading this e-Newsletter.								

	Holocaust Memorial Museum - Newsletter CUSTOM QUESTIONS Custom questions complement the model questions and allow for additional data analysis								
	Question Text	Answer Choices (limited to 50 characters)	Type drop-down menu check boxes radio buttons open-ended	Required Y/N	Select one or all that apply				
1	Which of the following best describes you?	Museum Visitor Museum Website Visitor Museum Member/Contributor Student (university/post-graduate) Student (K-12) Educator/Teacher (university/post-graduate) Educator/Teacher (K-12) Historian Researcher Holocaust Survivor Family member of survivor Holocaust Organization Professional Religious Leader Journalist Human Rights Activist Human Rights Professional Military Personnel Other, please specify	radio button	Y	select one				
2	Are you interested in any of the following? (check all that apply)	Traveling exhibitions Special events and public programs Holocaust history Holocaust-era archives (such as International Tracing Service) Learning more about antisemitism around the world today Holocaust survivors and eyewitnesses Stories of survivors and eyewitnesses of other genocides Learning about contemporary genocide Research Volunteer/intern opportunities Educational materials and teaching resources Other, (please specify)	radio button	Y	multi select				
3	Why is the U.S. Holocaust Memorial Museum newsletter important to you? (check all that apply)	It gives me stories & information that I can't get anywhere else. I like to stay up to date with the Museum events and activities. It teaches me about things I did not otherwise know It keeps me current with what's happening in the world I want to be involved in the fight against genocide Don't know Other (please specify)	radio button	N	multi select				
4	Is the frequency of the U.S. Holocaust Memorial Museum newsletter favorable?	Yes, the frequency is fine I would like to receive it more often.	drop-down menu	Υ	select one				
5	Please select a description below that best describes how you feel about the amount of reading material available through your U.S. Holocaust Memorial Museum newsletter:	Far too little reading material. Somewhat too little reading material. Just the right amount of reading material. Somewhat too much reading material. Far too much reading material.	radio button	Y	select one				
6	Have you ever shared information that you read in the U.S. Holocaust Memorial Museum newsletter with a friend, family member or business associate?	Yes No	drop-down menu	Y	select one				
7	If no , why not?	Open ended	Text area	N	N/A				
8	Have you ever suggested to a friend, family member or business associate that they subscribe to the U.S. Holocaust Memorial Museum newsletter?	YES NO, but I would. NO and I would not	drop-down menu	Y	select one				