

Model Instance Name:
 FTC OnGuardOnline

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

Date: 8/13/2009

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Site Information (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Very dissatisfied, 10=Very satisfied)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the thoroughness of information on this site.	23 What is your overall satisfaction with this site?	26 How likely are you to return to this site ?
2 Please rate how understandable the information is on this site.	24 How well does this site meet your expectations ?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate how well the information provides answers to your questions .	25 How does this site compare to your idea of an ideal website ?	27 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Not Very Likely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		How likely are you to use this site as your primary resource for obtaining information about online security ?
5 Please rate the convenience of the features on this site.		
6 Please rate the variety of features on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the visual appeal of this site.		
8 Please rate the balance of graphics and text on this site.		
9 Please rate the ease of reading pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized .		
11 Please rate the options available for navigating this site.		
12 Please rate how well the site layout helps you find what you are looking for .		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how quickly pages load on this site.		
15 Please rate the consistency of speed from page to page on this site.		
16 Please rate the ability to load pages without getting error messages on this site.		

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red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

FTC OnGuardOnline CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
		What topic brought you to the site today?	Identity theft Social networking Wireless security Phishing Kid's privacy Email/Internet Scams Laptop security General tips and information Other, please specify	A	Checkbox, one-up vertical
	A	Please tell us what specifically what topic you were researching.			Text area, no char limit
		Did the site help you do what you wanted today?	Yes No Partially	C C	Radio button, one-up vertical
	C	If you were not able to do what you wanted, what were you trying to do?			Text area, no char limit
		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up		Radio button, one-up vertical
		Choose the statement that best describes your use of the Internet and related technologies:	I use the Internet extensively and am eager to adopt new technologies. I use the Internet frequently and may adopt new technologies. I use the Internet frequently but only for specific tasks. I use the Internet infrequently. I am still learning to use the Internet.		Radio button, one-up vertical
		How did you learn about OnGuardOnline?	Found through a search engine (Google, Yahoo, MSN, etc) Referred by another website or link Referred by a friend or family member News source (magazine/newspaper/radio/television) Prior visit to the site Other, please specify	A	Checkbox, one-up vertical
	A	Please tell us specifically how you learned about OnGuardOnline.			Text area, no char limit
		Did you learn something on this site that might change your online behavior in the future?	Yes No Maybe		Radio button, one-up vertical
		If you could make one improvement to the site, what would it be?			Text area, no char limit



Single or Multi	Required Y/N	Special Instructions
Multi	Y	OPS Group
	N	OPS Group
Single	Y	Skip Logic Group
	N	Skip Logic Group
Single	N	
Single	Y	
Multi	Y	OPS Group
Single	N	OPS Group
Single	Y	
	N	