FORESEE RESULTS MASTER ELEMENT LIST - ELEMENTS

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Ads (1=Poor, 10=Excellent, Don't Know)
Please rate the **proportion of ads** on this site.
Please rate the **presentation of ads** on this site.
Please rate the **relevance of ads** on this site to your interests.

Content (1=Poor, 10=Excellent, Don't Know)
Please rate the **accuracy of information** on this site.
Please rate the **quality of information** on this site.
Please rate the **freshness of content** on this site.

Functionality (1=Poor, 10=Excellent, Don't Know)
Please rate the **usefulness of the features provided** on this site.
Please rate the **convenience of the features** on this site.
Please rate the **variety of features** on this site.

Look and Feel (1=Poor, 10=Excellent, Don't Know)
Please rate the **visual appeal** of this site.
Please rate the **balance of graphics and text** on this site.
Please rate the **readability of the pages** on this site.

Merchandise (1=Poor, 10=Excellent, Don't Know)
Please rate the extent to which the **products** on this website **appeal to you**.
Please rate the **variety of products** offered on this website.
Please rate the **availability of the specific product(s)** you were looking for on this site.

Navigation (1=Poor, 10=Excellent, Don't Know)
Please rate **how well the site is organized**.
Please rate the **options available for navigating** this site.
Please rate **how well the site layout helps you find what you are looking for.**
Please rate the **number of clicks to get where you want** on this site.

Online Transparency (1=Poor, 10=Excellent, Don't Know)
Please rate how **thoroughly** this website **discloses information** about what this company is doing.
Please rate how **quickly company information is made available** on this website.
Please rate how well information about this company's actions **can be accessed by the public** on this website.

Ordering Process (1=Poor, 10=Excellent, Don't Know)
Please rate the **ordering process** on this site.
Please rate the **variety of shipping options** on this site.
Please rate the **variety of payment options** on this site.
Please rate the **completeness of order summary information** provided to you during the checkout process.
Please rate **your impression of the security of the ordering process** on this site.

Price (1=Poor, 10=Excellent, Don't Know)
Please rate the **fairness of product prices** on this site.
Please rate how **reasonable you feel the shipping costs are** on this site.
Please rate the **competitiveness of product prices** on this site.

Privacy (1=Poor, 10=Excellent, Don't Know)
Please rate the **ability to limit sharing of your personal information** on this site.
Please rate the **amount of personal information you are asked to submit** on this site.
Please rate the **site's commitment to protecting your personal information.**

Product Browsing (1=Poor, 10=Excellent, Don't Know)
Please rate the ability to **sort products by criteria that are important to you** on this site.
Please rate the **ability to narrow choices to find the product(s) you are looking for** on this site.
Please rate how well the **features** on the site **help you find the product(s) you are looking for**.

Product Descriptions (1=Poor, 10=Excellent, Don't Know)
Please rate the **thoroughness of product descriptions** on this site.
Please rate how **understandable the product descriptions are** on this site.
Please rate how well the **product descriptions provide answers to your questions**.

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Product Images (1=Poor, 10=Excellent, Don't Know)

Please rate how **realistic the product images are** on this site.

Please rate the ability to **see the desired views of products**.

Please rate how well the **product images show the product details.**

Search (1=Poor, 10=Excellent, Don't Know)

Please rate the **relevance of search results** on this site.

Please rate the **organization of search results** on this site.

Please rate how well the **search results help you decide what to select**.

Please rate how well the **search feature helps you to narrow the results** to find what you want.

Site Performance (1=Poor, 10=Excellent, Don't Know)

Please rate how **quickly pages load** on this site.

Please rate the **consistency of speed from page to page** on this site.

Please rate the **ability to load pages without getting error messages** on this site.

Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)

Please rate the **process for completing task(s)** on this site.

Please rate **your impression of the level of security in completing tasks** on this site.

Please rate the **verification of task completion** on this site.

Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)

Please rate the **process for completing task(s)** on this site.

Please rate the **clarity of instructions for completing task(s)** on this site.

Please rate the **verification of task completion** on this site.

FORESEE RESULTS MASTER ELEMENT LIST - THE ACSI (AMERICAN CUSTOMER SATISFACT

Satisfaction

What is your **overall satisfaction** with this site?
(1=Very Dissatisfied, 10=Very Satisfied)

How well does this site **meet your expectations**?
(1=Falls Short, 10=Exceeds)

How does this site **compare to your idea of an ideal website**?
(1=Not Very Close, 10=Very Close)

WIDELY-APPLICABLE FUTURE BEHAVIORS

Likelihood to Return (1=Very Unlikely, 10=Very Likely)

How likely are you to **return to this site**?

Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to **recommend this site to someone else**?

Recommend Company (1=Very Unlikely, 10=Very Likely)

How likely are you to **recommend this company to someone else**?

Recommend Product (1=Very Unlikely, 10=Very Likely)

How likely would you be to **recommend this company's products/services to someone else?**

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?**

Primary Resource (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your **primary resource for...**?

Retailer/Organization Satisfaction (1=Very Dissatisfied, 10=Very Satisfied)

Considering all your experiences to date with this company/organization, how satisfied are you with the company/organization **overall**?

PURCHASE-RELATED FUTURE BEHAVIORS

Purchase (1=Very Unlikely, 10=Very Likely)

How likely are you to purchase from this company in the future?

Purchase Next Time (1=Very Unlikely, 10=Very Likely)

How likely are you to purchase from this company the next time you **purchase similar merchandise?**

Purchase Online (1=Very Unlikely, 10=Very Likely)

How likely are you to make an **online purchase from this site** in the future?

Purchase Online (1=Very Unlikely, 10=Very Likely)

How likely are you to make an **online purchase from this site** in the next three months?

Purchase Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to make an **offline purchase from this company in the future**?

Purchase Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to make an **offline purchase of (product)** in the next three months?

Purchase Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to **purchase from this company** in the future using a channel other than its website (e.g., phone, catalog or store)?

Purchase from Catalog (1=Very Unlikely, 10=Very Likely)

How likely are you to **purchase from this company's catalog** in the future?

Purchase from Store (1=Very Unlikely, 10=Very Likely)

How likely are you to **purchase from one of this company's retail stores** in the future?

BRAND-RELATED FUTURE BEHAVIOR OPTIONS

There are two approved variations on "Brand Commitment" as a multi-question index that produces a single 0-100 score. If you want separate 0-100 scores for each question, name them separately instead, as shown below.

Brand Commitment

How likely are you to prefer this company/brand as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

Please rate your **confidence in buying** a XYZ product from companywebsite.com as a result of visiting this website. (Scale: 1=Not At All Confident, 10=Very Confident)

Please rate your **confidence in buying** a XYZ product from a store as a result of visiting this website. (Scale: 1=Not At All Confident, 10=Very Confident)

How likely are you to seek out more information about this company and its products as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

Brand Commitment

How likely are you to prefer this company/brand as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

Please rate your **confidence in buying from this company** as a result of visiting this website. (Scale: 1=Not At All Confident, 10=Very Confident)

FUTURE BEHAVIORS

WIDELY-APPLICABLE FUTURE BEHAVIORS

Likelihood to Return (1=Very Unlikely, 10=Very Likely)

How likely are you to **return to this site**?

Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to seek out more information about this company and its products as a result of visiting this website? (Scale: 1=Very Unlikely, 10=Very Likely)

ALTERNATIVE - BRAND QUESTIONS SCORED SEPARATELY

Brand Preference (1=Very Unlikely, 10=Very Likely)

How likely are you to **prefer this company/brand** as a result of visiting this website?

Purchase from Store (1=Not At All Confident, 10=Very Confident)

Please rate your **confidence in buying** a XYZ product from a store as a result of visiting this website.

Brand Confidence (1=Not At All Confident, 10=Very Confident)

Please rate your **confidence in buying from this company** as a result of visiting this website.

Brand Confidence (1=Not At All Confident, 10=Very Confident)

Please rate your **confidence in buying** a XYZ product from companywebsite.com as a result of visiting this website.

Seek More Information (1=Very Unlikely, 10=Very Likely)

How likely are you to **seek out more information** about this company and its products as a result of visiting this website?

SOCIAL MEDIA-RELATED FUTURE BEHAVIORS

Future Participation (1=Very Unlikely, 10=Very Likely)

How likely are you to **express your thoughts or ideas to this company** in the next 90 days?

Future Online Participation (1=Very Unlikely, 10=Very Likely)

How likely are you to **participate in a discussion** with this company online using **chat, wikis, discussion boards, or blogs** in the next 90 days?

Future Online Participation (1=Very Unlikely, 10=Very Likely)

How likely are you to share your opinions with this company by using **web-based social media tools** such as Facebook, Twitter, etc.?

SOCIAL SHARING INDEX

Social Sharing Index (1=Very Unlikely, 10=Very Likely)

How likely would you be to communicate **your shopping experience with a product or service on this website** to other people?

How likely would you be to **make a product recommendation** in the customer review section of this website?

How likely are you to share your **shopping experiences on this website** with a friendship group on a social network website? (MySpace, Facebook, YouTube, etc.)

How likely are you to contribute to a product-related conversation on a forum or blog **about your shopping experience on this website?**

How likely are you to **share content** (like a video or article) from this website **by linking it to a social network website** (Facebook, LinkedIn, MySpace, etc.)?

ALTERNATIVE - SOCIAL SHARING QUESTIONS SCORED SEPARATELY

Communicate Experience (1=Very Unlikely, 10=Very Likely)

How likely would you be to communicate **your shopping experience with a product or service on this website** to other people?

Recommend Product (1=Very Unlikely, 10=Very Likely)

How likely would you be to **make a product recommendation** in the customer review section of this website?

Communicate Experience on Social Network (1=Very Unlikely, 10=Very Likely)

How likely are you to share your **shopping experiences on this website** with a friendship group on a social network website? (MySpace, Facebook, YouTube, etc.)

Communicate Experience on Blog (1=Very Unlikely, 10=Very Likely)

How likely are you to contribute to a product-related conversation on a forum or blog **about your shopping experience on this website?**

Share Content (1=Very Unlikely, 10=Very Likely)

How likely are you to **share content** (like a video or article) from this website **by linking it to a social network website** (Facebook, LinkedIn, MySpace, etc.)?

FUTURE BEHAVIORS

WIDELY-APPLICABLE FUTURE BEHAVIORS

Likelihood to Return (1=Very Unlikely, 10=Very Likely)

How likely are you to **return to this site**?

Recommend (1=Very Unlikely, 10=Very Likely)

OTHER FUTURE BEHAVIORS

Likelihood to Call (1=Very Unlikely, 10=Very Likely)

How likely are you to **call the company** regarding the information you looked for online today?

Likelihood to Contact Call Center (1=Very Unlikely, 10=Very Likely)

How likely are you to **call** the company **for customer service** today?

Likelihood to Pick Up Purchases Offline (1=Very Unlikely, 10=Very Likely)

How likely are you to make an **online purchase and pick up at a store**?

Likelihood to Increase Business (1=Very Unlikely, 10=Very Likely)

How likely are you to increase the amount of business you conduct online with this company?

Likelihood to Visit a Sponsored Link (1=Very Unlikely, 10=Very Likely)

How likely are you to **visit a sponsored link**?

Maintain Relationship (1=Very Unlikely, 10=Very Likely)

How likely are you to **maintain a relationship** with this company in the future?

Trust (1=Not at all Trustworthy, 10=Very Trustworthy)

Please rate your level of **trust in this company.**

Trust (1=Strongly Disagree, 10=Strongly Agree)

I can count on this company to **act in my best interests.**

I consider this company to be **trustworthy.**

This company can be trusted to **do what is right.**