

Model Instance Name:
 FCIC Consumer Action
 MID: tF11fk8VfPdixtpVl8hog==
 Date: 2/11/2011

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
 blue + -->: REWORDING

FCIC Consumer Action CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
EDO09570		How frequently do you visit the site?	First time Daily Weekly Monthly Every 6 months or less		Radio button, one-up vertical	Single	Y	OPS Group	Frequency of Visit
EDO09571		What is your primary reason for visiting the site today?	Order publications (e. Handbook) Looking for free publications Get latest consumer news Find information from the Press Room Had a specific consumer problem Planning a major purchase Research different consumer topics Learn about FCIC Contact FCIC Other, please specify:	A	Radio button, one-up vertical	Single	Y	OPS Group	Reason
EDO09572	A	Other Primary Reason			Text field, <100 char		N	OPS Group	
EDO09573		What best describes your role in visiting this site today?	Consumer Consumer Affairs Specialist Educator Student Military Personnel Librarian or Information Professional College/Graduate Student News Reporter/Media Person Other, please specify:	B	Radio button, one-up vertical	Single	Y	OPS Group	Role
EDO09574	B	Other Best Describes			Text field, <100 char		N	OPS Group	OE_Role
EDO09575		What consumer topics are you most interested in?	Health Money/Finances Education Retirement Nutrition Consumer complaints Consumer product recalls Child/Family topics Other, please specify:	C	Radio button, one-up vertical	Single	Y	Skip logic group	Consumer Topics
EDO09576	C	Other Consumer Topic			Text field no char limit		N	Skip logic group	OE_Consumer Topic
EDO09577		What source brought you to the site?	Found through a search engine (Google, Yahoo, MSN, etc) Referred by a friend or family member Referred by a consumer affairs specialist Referred by another website or link Magazine or newspaper article Radio or television ad E-mail list or newsletter Prior experience with the site Other, please specify:	D	Checkbox, one-up vertical	Single	N	Skip Logic Group	Source
EDO09578	D	Please specify what other source brought you to the site:			Text field no char limit			Skip Logic Group	OE_Source
EDO09579		How do you look for information on the site?	Basic Search Left Navigation bar Top Navigation bar Links in the center of the page Other, please specify:	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Information Seeking
EDO09580	E	Please specify what other way you looked for information:			Text field, <100 char		N	Skip Logic Group	OE_Information Seeking
EDO09581		Did you find what you were looking for?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Did you find
EDO09582	F	What were you looking for?			Text area, no char limit		N	Skip Logic Group	OE_Looking for
EDO09583		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature/tool Top navigation bar Left navigation bar Links in the center of the page Quick links Site map Other, please specify:	A,Z B,Y B,Y B,Y B,Y B,Y C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How look for information
EDO09584	C	Please specify what other way you looked for information:			Text area, no char limit		N	Skip Logic Group	OE_How look for
EDO09585	A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	D		Multiple	Y	Skip Logic Group	Search experience
EDO09586	D	Please explain what other search issue you experienced:			Text Area -- no character limit		N	Skip Logic Group	OE_Search experience
EDO09587	Z	How can we make the search feature more useful to you?			Text Area -- no character limit		N	Skip Logic Group	OE_Search improve

EDO09588	B	How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	F	Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Navigation experience
EDO09589	F	Please explain what other navigation difficulty issue you experienced.		F	Text Area – no character limit		N	Skip Logic Group	OE_Navigation experience
EDO09590	Y	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation improve
EDO09591		Did you come to Consumeraction.gov today to order/download a publication?	Yes No	K	Radio button, one-up vertical	Single	Y	Skip Logic Group	Publications
EDO09592	K	Please describe your experience in getting a publication (select all that apply):	I had problems locating the specific publication I was looking for The specific publication I was looking for was out of stock I had difficulty finding the PDF version I had difficulty understanding the order process I had technical difficulty downloading the publication (i.e. error messages, ordering process did not complete) I had difficulty ordering multiple copies of a publication I had no problems Other, please specify:	L	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Experience publications
EDO09593	L	Please specify other experience getting publication:					N	Skip Logic Group	OE_Experience Publications
EDO09594		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.		Checkbox, one-up vertical	Single	Y	OPS Group	Internet Use
EDO09595		If you could make one improvement to the site, what would it be?			Text area, no char limit	Single	N	OPS Group	OE_Improvements