

Model Instance Name:

DOT FHWA Survey

MID: F511YNcxpg9wIEEcJcEBow==

Dat2/17/2011



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>accuracy of information</b> on this site.	17 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.	18 How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10= Exceeds)	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate the <b>freshness of content</b> on this site.	19 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	21 How likely are you to <b>recommend this site to someone else</b> ?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
4 Please rate the <b>visual appeal</b> of this site.		22 I can count on this agency to <b>act in my best interests</b> .
5 Please rate the <b>balance of graphics and text</b> on this site.		23 I consider this agency to be <b>trustworthy</b> .
6 Please rate the <b>readability of the pages</b> on this site.		24 This agency can be trusted to <b>do what is right</b> .
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate <b>how well the site is organized</b> .		
8 Please rate the <b>options available for navigating</b> this site.		
9 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
10 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>		
11 Please rate how <b>thoroughly</b> this site <b>discloses information</b> about what this agency is doing.		
12 Please rate how <b>quickly</b> agency information is made available on this site.		
13 Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this site.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate how <b>quickly</b> pages load on this site.		
15 Please rate the <b>consistency of speed from page to page</b> on this site.		
16 Please rate the <b>ability to load pages without getting error messages</b> on this site.		

Model Instance Name:  
DOT FHWA Survey  
MID: F511YNcxpg9wIEEcJcEBow==  
Date: 2/17/2011

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

DOT FHWA Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
SAC1371		How frequently do you visit this site?	SAC1371A001	This is my first visit		Drop down, select one



<b>Single or Multi</b>	<b>Required Y/N</b>	<b>Special Instructions</b>
Single	Y	