

CPSC.gov Browse

MID:

Date: 8/19/2010

NON-PARTITIONED MODEL



CPSC.gov Browse

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)	
1	Please rate the visual appeal of CPSC.gov.	14	What is your overall satisfaction with CPSC.gov? (1=Very Dissatisfied, 10=Very Satisfied)	17	How likely are you to return to CPSC.gov?
2	Please rate the balance of graphics and text on CPSC.gov.	15	How well does CPSC.gov meet your expectations? (1= Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)	
3	Please rate the readability of the pages on CPSC.gov.	16	How does CPSC.gov compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	18	How likely are you to recommend CPSC.gov to someone else?
Navigation (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)	
4	Please rate how well CPSC.gov is organized.			19	How likely are you to use CPSC.gov as your primary resource for obtaining product safety information?
5	Please rate the options available for navigating CPSC.gov.				
6	Please rate how well the site layout helps you find what you are looking for.				
7	Please rate the number of clicks to get where you want on CPSC.gov.				
Online Transparency (1=Poor, 10=Excellent, Don't Know)					
8	Please rate how thoroughly CPSC.gov discloses information about what this agency is doing.				
9	Please rate how quickly agency information is made available on CPSC.gov.				
10	Please rate how well information about this agency's actions can be accessed by the public on CPSC.gov.				
Functionality (1=Poor, 10=Excellent, Don't Know)					
11	Please rate the usefulness of the features provided on CPSC.gov.				
12	Please rate the convenience of the features on CPSC.gov.				
13	Please rate the variety of features on CPSC.gov.				

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MID:
Date: 8/24/2010

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

ALL CUSTOM
 QUESTIONS ARE NOT
 REQUIRED

CPSC.gov Browse CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		How frequently do you visit CPSC.gov?	First time More than once a day Daily About once a week About once a month Every 6 months or more		Radio button, one-up vertical	Single	N
		What best describes your role when coming to CPSC.gov?	Consumer Manufacturer Retailer Distributor Other Federal Government State / Local Government Journalist Job seeker Other (please specify)	A	Radio button, one-up vertical	Single	N
	A	Please specify your role in visiting CPSC.gov.			Text field, <100 char		N
		What best describes your primary reason for visiting CPSC.gov today?	Learn about CPSC or locate contact information Obtain product recall information Report a product related injury or an unsafe product Locate product safety information or publications Obtain Business/Regulatory information Obtain information on CPSIA-Consumer Product Safety Improvement Act Register for product safety information updates (email, RSS) Other (please specify)	A	Radio button, one-up vertical	Single	N
	A	Please tell us what you were looking to do today.			Text area, no char limit		N
		Did you find the information you were looking for?	Yes Partially No	A A A	Radio button, one-up vertical	Single	N
	A	Please specify what you were looking for.			Text area, no char limit		N
		Did you encounter any difficulty with the search functionality?	I encountered no difficulties Results were not helpful Returned not enough or no results Results were not relevant to my search terms or needs Results were too similar/redundant I did not use the search function Other (please specify)	A	Radio button, one-up vertical	Single	N
	A	Please specify your search difficulty.			Text area, no char limit		N



Special
Instructions

Skip Logic Group

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