

Model Instance Name:

NHTSA

MID: gQxhR1hsRxERRwJVhkAtlg==

Date: 3/12/2010

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	20 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	21 How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	22 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	24 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 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 from this organization ?
5 Please rate the convenience of the features on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the variety of features on this site.		I can count on this agency to act in my best interests .
Look and Feel (1=Poor, 10=Excellent, Don't Know)		I consider this agency to be trustworthy .
7 Please rate the visual appeal of this site.		This agency can be trusted to do what is right .
8 Please rate the balance of graphics and text on this site.		
9 Please rate the readability of the 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 .		
13 Please rate the number of clicks to get where you want on this site.		
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.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
17 Please rate how thoroughly this website discloses information about what this agency is doing.		
18 Please rate how quickly agency information is made available on this website.		
19 Please rate how well information about this agency's actions can be accessed by the public on this website.		



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

NHTSA CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CWS04090		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single
CWS04091		What best describes your role during your site visit today?	State or local government employee Parent Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	A	Drop down, select one	Single
CWS04092	A	Other best describes			Text area, no char limit	
CWS04093		What type(s) of information were you looking for on the site?	Driving Safety Vehicle Safety Research Data Laws & Regulations Child Safety Seats About NHTSA	B	Checkbox, one-up vertical	Multi

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CWS04094	A	Other information	Other (please specify)	A	Text area, no char limit	
CWS04095	B	What type(s) of child safety seat information were you looking for?	Child safety seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	C	Checkbox, one-up vertical	Multi
CWS04096	C	Other child safety seat information			Text area, no char limit	
CWS04097		Did you come to the site today to file a complaint ?	Yes No	C	Radio button, one-up vertical	Single
CWS04098	C	What type of complaint ?	Vehicle Tires Equipment Child Restraints Consumer Other (please specify)	A	Drop down, select one	Single
CWS04099	A	Other type of complaint			Text area, no char limit	Single
CWS04100	C	Did you file your complaint ?	Yes No	D	Radio button, one-up vertical	Single
CWS04101	D	If you did not file your complaint , why not?			Text area, no char limit	
CWS04102	C	If you could improve one area of the complaint process , what would it be?			Text area, no char limit	
CWS04103		Were you able to find what you were looking for on the site today?	Yes No	E	Radio button, one-up vertical	Single
CWS04104	E	What were you looking for that you could not find?			Text area, no char limit	
CWS04105		Did you have any trouble navigating the site today?	Yes No	F	Radio button, one-up vertical	Single
CWS04106	F	What type of difficulty did you encounter with the navigation process ?	Too many links to choose from Links did not take me where I expected Links/labels were difficult to understand Technical difficulties (e.g. broken links, error messages) Other (please specify)	A	Drop down, select one	Single
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single
CWS04108		Did you use the search feature today?	Yes No	G	Radio button, one-up vertical	Single
CWS04109	G	Please describe your experience with the site's search	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results Returned not enough results I was not sure what words to use in my search Search speed was too slow		Checkbox, one-up vertical	Multi

Required Y/N	Special Instructions
Y	
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group



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N	Skip Logic Group
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Types

Text field, <100 char
Text area, no char limit
Drop down, select one
Radio button, one-up vertical
Radio button, two-up vertical
Radio button, three-up vertical
Radio button, scale, has don't know
Radio button, scale, no don't know
Checkbox, one-up vertical
Checkbox, two-up vertical
Checkbox, three-up vertical

Instructions

Randomize
Shared
OPS Group
Matrix Group
Rank Group
Comparative Matrix Group
Skip Logic Group
Multiple Lists Group
Anchor Answer Choice
Partitioned
Adjust Template/Style Sheet