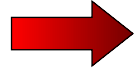


Model Instance Name: US Dept of Treasury Satisfaction Survey
 MID: OwOpZ3vdoYvWtfQHqMLW+A==
 Client: U.S. Department of the Treasury
 Date: 1/16/2012

Model Instance Name: US Dept of Treasury Satisfaction Survey MODEL QUESTION LIST

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.	24 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	27 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	25 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	28 Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	26 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	25 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		
Please rate the usefulness of the website tools provided on this site:		
Please rate the convenience of the website tools on this site:		
Please rate the variety of website tools on this site:		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
4 Please rate the visual appeal of this site.		
5 Please rate the balance of graphics and text on this site.		
6 Please rate the readability of the pages on this site.		
Plain Language (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the clarity of the wording on this site.		
8 Please rate how well you understand the wording on this site.		
9 Please rate this site on its use of short, clear sentences .		
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 site discloses information about what this agency is doing.		
18 Please rate how quickly agency information is made available on this site.		
19 Please rate how well information about this agency's actions can be accessed by the public on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
20 Please rate the relevance of search results on this site.		
21 Please rate the organization of search results on this site.		
22 Please rate how well the search results help you decide what to select .		
23 Please rate how well the search feature helps you to narrow the results to find what you want.		



Model Instance Name: US Dept of Treasury Satisfaction Survey

MID: OwOpZ3vdoYvWtfQHqMLW+A==

Client: U.S. Department of the Treasury

Date: 1/27/2012

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Model Instance Name: US Dept of Treasury Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
MMW1351		How frequently do you visit this site?	MMW1351A01 MMW1351A02 MMW1351A03 MMW1351A04 MMW1351A05 MMW1351A06	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	single
MMW1352		What is your role in visiting this site?	MMW1352A01 MMW1352A02 MMW1352A03 MMW1352A04 MMW1352A05 MMW1352A06 MMW1352A07 MMW1352A08 MMW1352A09 MMW1352A10	General Public Investor Compliance Officer Banker or financial institution Small Business Large Business Teacher / Educator / Student Government Press / Media Other	A	Drop down, select one	single
MMW1353	A	Please specify your role/capacity in which you are visiting Treasury.gov today?				Text area, no char limit	
MMW1354		Which of the following best categorizes what you are primarily looking for:	MMW1354A01 MMW1354A02 MMW1354A03 MMW1354A04 MMW1354A05 MMW1354A06 MMW1354A07 MMW1354A08 MMW1354A09 MMW1354A10 MMW1354A11 MMW1354A12 MMW1354A13 MMW1354A14 MMW1354A15 MMW1354A16 MMW1354A17	General information about the U.S. Department of the Treasury Treasury news Forms, reports, or documents Savings bonds information Daily or historical interest rate statistics Currency or coins Wallstreet Reform Debt limit/public debt/national debt information How to report fraud, waste, or email scams How to resolve an issue with a U.S. Treasury check OFAC/Sanctions/Specially Designated Nationals List Auction/seized property for sale Cuba Contact information Research about a specific topic or service Freedom of Information Act (FOIA) Information Other		Radio button, one-up vertical	single
MMW1355		What specifically were you looking for? Please be as specific as possible.				Text area, no char limit	
MMW1356		How did you primarily look for the information you wanted?	MMW1356A01 MMW1356A02 MMW1356A03 MMW1356A04 MMW1356A05	Browsed (that is, followed links) Used the site index Used the Treasury search engine Used a third-party search engine (i.e. Google, Yahoo, etc.) SDN Search	C C A,E	Drop down, select one	single
MMW1357	A	When you used the Treasury search engine, which of the following describe your experience?	MMW1357A01 MMW1357A02 MMW1357A03 MMW1357A04 MMW1357A05 MMW1357A06 MMW1357A07	Search results were helpful Returned too many results Returned not enough or no results Search required too many refinements to get what I wanted Search results were not relevant to my search terms/needs I was not sure what words to use in my search Other, please specify:	B	Radio button, one-up vertical	single
MMW1358	B	Other search experience				Text area, no char limit	
MMW1359	E	What search term did you use today to find what you were looking for?				Text area, no char limit	

Model Instance Name: US Dept of Treasury Satisfaction Survey

MID: OwOpZ3vdoYvWtfQHqMLW+A==

Client: U.S. Department of the Treasury

Date: 1/27/2012

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Model Instance Name: US Dept of Treasury Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
MMW1360	C	When you used navigation (browsed or used the site index) to find information, which of the following describe your experience?	MMW1360A01 MMW1360A02 MMW1360A03 MMW1360A04 MMW1360A05 MMW1360A06 MMW1360A07 MMW1360A08 MMW1360A09 MMW1360A10 MMW1360A11	Found the information with no difficulty Could not determine the best link on most pages Could not navigate back to previous information Would often feel lost, not know where I was Had difficulty finding detailed information Too many links or navigational choices Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Links/labels are difficult to understand Other, please specify:	D	Radio button, one-up vertical	single
MMW1361	D	Other navigational experience					
MMW1362		Did you find what you were looking for?	MMW1362A01 MMW1362A02 MMW1362A03	Yes No Not yet		Drop down, select one	single
MMW1363		How did you find out about Treasury.gov?	MMW1363A01 MMW1363A02 MMW1363A03 MMW1363A04 MMW1363A05 MMW1363A06	Another website/link Friend / relative Librarian or educator Media / news story Search engine Other		Drop down, select one	single
MMW1364		If you could improve one thing on this website, what would that be?				Text area, no char limit	
MMW1365		What did you like about Treasury.gov during your current site visit?				Text area, no char limit	

Required Y/N	Special Instructions	Cq Label
Y		
Y	Skip logic	
N		
Y	Skip logic	
Y		Specific info
Y	Skip logic	
N		
N		
N		Search terms

Required Y/N	Special Instructions	Cq Label
N		
Y	Skip logic	
Y		
N		
Y		Like About Treasury

Model Instance Name: US Dept of Treasury Satisfaction Survey
MID: OwOpZ3vdoYvWtfQHqMLW+A==
Client: U.S. Department of the Treasury
Date: 6/3/2011

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

MID: OwOpZ3vdoYvWtfQHqMLW+A== 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
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	single	Y
88		What is your role in visiting this site?	Banker or financial institution General Public Government International Visitor Job seeker Press / Media Student Teacher / Educator Other Business Collector	A	Drop down, select one	single	Y
123	A	If you chose 'other' for "what is your role in visiting this site", please specify:			Text area, no char limit		N
4480		Are you looking for property/items to buy which have been seized by the government?	Yes No		Drop down, select one	single	Y
90		What were you primarily looking for when you came to Treasury.gov?	Contact information for government officials Download a Treasury form, report, or document General information about the US Treasury Dept. Treasury news Information about a Treasury office or program Just curious Research about a specific topic SDN List Seized Government property Specific Treasury service Other To do business with Treasury Currency and coins Health Savings Accounts (HSA) OFAC Freedom of Information Act (FOIA) Information		Checkbox, one-up vertical	multi	Y
4735		If you are looking for research on a particular topic, please specify the topic:			Text area, no char limit		N
512		How did you primarily look for the information you wanted?	Browsed (that is, followed links) Used the site index Used the Treasury search engine Used a third-party search engine (i.e. Google, Yahoo, etc.)	C C A	Drop down, select one	single	Y
AED04181	A	When you used the Treasury search engine, which of the following describe your experience?	Search results were helpful Returned too many results Returned not enough or no results Search required too many refinements to get what I wanted Search results were not relevant to my search terms/needs I was not sure what words to use in my search Other, please specify:	B	Radio button, one-up vertical	single	N
AED04182	B	Other search experience			Text area, no char limit		N

Model Instance Name: US Dept of Treasury Satisfaction Survey
 MID: OwOpZ3vdoYvWtfQHqMLW+A==
 Client: U.S. Department of the Treasury
 Date: 6/3/2011

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 blue + -->: REWORDING

MID: OwOpZ3vdoYvWtfQHqMLW+A== 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
AED04183	C	When you used navigation (browsed or used the site index) to find information, which of the following describe your experience?	Found the information with no difficulty Could not determine the best link on most pages Could not navigate back to previous information Would often feel lost, not know where I was Had difficulty finding detailed information Too many links or navigational choices Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Links/labels are difficult to understand Other, please specify:		Radio button, one-up vertical	single	N
AED04184	D	Other navigational experience		D			
91		Did you find what you were looking for?	Yes No Not yet	A A	Drop down, select one	single	Y
AED04185	A	If you didn't find what you were looking for, please specify information not found.			Text area, no char limit		N
89		How did you find out about Treasury.gov?	Another website/link Friend / relative Librarian or educator Media / news story Search engine Other		Drop down, select one	single	Y
166		If you are looking for seized property , what improvements would you like to see in the auctions website?			Text area, no char limit		N
92		What other types of information do you think should be available on the Treasury site?			Text area, no char limit		N
AED04186		If you could improve one thing on this website, what would that be?			Text area, no char limit		N
ACQOsI000492 2		Please rate the simplicity of the words used on this site.	1= Poor 2 3 4 5 6 7 8 9 10= Excellent Don't know		Radio button, scale, has don't know	S	Y
ACQOsI000492 3		Please rate the site on its use of short, clear sentences .	1= Poor 2 3 4 5 6 7 8 9 10= Excellent		Radio button, scale, has don't know	S	Y

Model Instance Name: US Dept of Treasury Satisfaction Survey
 MID: OwOpZ3vdoYvWtfQHqMLW+A==
 Client: U.S. Department of the Treasury
 Date: 6/3/2011

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MID: OwOpZ3vdoYvWtfQHqMLW+A== 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
ACQOsI000492 4		Please rate how logically text is organized on this site.	Don't know 1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, -scale, has don't know	S	Y
ACQOsI000492 5-		Please rate how well the site's language is focused on a central topic .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, -scale, has don't know	S	Y
ACQOsI000492 6		Please rate how well terminology is explained on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, -scale, has don't know	S	Y
ACQOsI000492 7		Please rate this site's use of language that people like me can understand .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, -scale, has don't know	S	Y
ACQOsI000492 8		Please rate the clarity of the language used on this site.	1=Poor 2 3 4 5 6		Radio button, -scale, has don't know	S	Y

Model Instance Name: US Dept of Treasury Satisfaction Survey
 MID: OwOpZ3vdoYvWtfQHqMLW+A==
 Client: U.S. Department of the Treasury
 Date: 6/3/2011

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MID: OwOpZ3vdoYvWtfQHqMLW+A== 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
			7 8 9 10=Excellent Don't know				
ACQOsI0004929		Please rate the consistency of language usage on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, - scale, has don't know	S	Y
ACQOsI0004865		Please rate this site's use of language that the average person can understand.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, - scale, has don't know	S	Y
ACQOsI0004866		Please rate how well this site uses common terms to express ideas.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, - scale, has don't know	S	Y



Special Instructions

Organized

Focused

Explained

Understand

Clarity



**Special
Instructions**

Consistency

Average Person

Common Terms

Model Instance Name: US Dept of Treasury Satisfaction Survey
MID: OwOpZ3vdoYvWtfQHqMLW+A==
Client: U.S. Department of the Treasury
Date: 4/22/2011

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MID: OwOpZ3vdoYvWtfQHqMLW+A== 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
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	single	Y
88		What is your role in visiting this site?	Banker or financial institution General Public Government International Visitor Job seeker Press / Media Student Teacher / Educator Other Business Collector	A	Drop down, select one	single	Y
123	A	If you chose 'other' for "what is your role in visiting this site", please specify:			Text area, no char limit		N
4480		Are you looking for property/items to buy which have been seized by the government?	Yes No		Drop down, select one	single	Y
90		What were you primarily looking for when you came to Treasury.gov?	Contact information for government officials Download a Treasury form, report, or document General information about the US Treasury Dept. Treasury news Information about a Treasury office or program Just curious Research about a specific topic SDN List Seized Government property Specific Treasury service Other To do business with Treasury Currency and coins Health Savings Accounts (HSA) OFAC Freedom of Information Act (FOIA) Information		Checkbox, one-up vertical	multi	Y
4735		If you are looking for research on a particular topic, please specify the topic:			Text area, no char limit		N
512		How did you primarily look for the information you wanted?	Browsed (that is, followed links) Used the site index Used the Treasury search engine Used a third-party search engine (i.e. Google, Yahoo, etc.)	C C A	Drop down, select one	single	Y
AED04181	A	When you used the Treasury search engine, which of the following describe your experience?	Search results were helpful Returned too many results Returned not enough or no results Search required too many refinements to get what I wanted Search results were not relevant to my search terms/needs I was not sure what words to use in my search Other, please specify:	B	Radio button, one-up vertical	single	N
AED04182	B	Other search experience			Text area, no char limit		N

Model Instance Name: US Dept of Treasury Satisfaction Survey
MID: OwOpZ3vdoYvWtfQHqMLW+A==
Client: U.S. Department of the Treasury
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MID: OwOpZ3vdoYvWtfQHqMLW+A== 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
AED04183	C	When you used navigation (browsed or used the site index) to find information, which of the following describe your experience?	Found the information with no difficulty Could not determine the best link on most pages Could not navigate back to previous information Would often feel lost, not know where I was Had difficulty finding detailed information Too many links or navigational choices Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Links/labels are difficult to understand Other, please specify:	D	Radio button, one-up vertical	single	N
AED04184	D	Other navigational experience					
91		Did you find what you were looking for?	Yes No Not yet	A A	Drop down, select one	single	Y
AED04185	A	If you didn't find what you were looking for, please specify information not found.			Text area, no char limit		N
89		How did you find out about Treasury.gov?	Another website/link Friend / relative Librarian or educator Media / news story Search engine Other		Drop down, select one	single	Y
166		If you are looking for seized property , what improvements would you like to see in the auctions website?			Text area, no char limit		N
92		What other types of information do you think should be available on the Treasury site?			Text area, no char limit		N
AED04186		If you could improve one thing on this website, what would that be?			Text area, no char limit		N
NEW		Please rate the simplicity of the words used on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate the site on its use of short, clear sentences .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent		Radio button, scale, has don't know	S	Y

Model Instance Name: US Dept of Treasury Satisfaction Survey
 MID: OwOpZ3vdoYvWtfQHqMLW+A==
 Client: U.S. Department of the Treasury
 Date: 4/22/2011

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MID: OwOpZ3vdoYvWtfQHqMLW+A== 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
NEW		Please rate how logically text is organized on this site.	Don't know 1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate how well the site's language is focused on a central topic.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate how well terminology is explained on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate this site's use of language that people like me can understand.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate the clarity of the language used on this site.	1=Poor 2 3 4 5 6		Radio button, scale, has don't know	S	Y

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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	Required Y/N
			7 8 9 10=Excellent Don't know				
NEW		Please rate the consistency of language usage on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate this site's use of language that the average person can understand.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y
NEW		Please rate how well this site uses common terms to express ideas.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y



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Common Terms