

Model Instance Name:  
 FTC.gov Satisfaction Survey

MID: 44tglcx05IE91JYUdxIBIA==

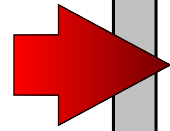
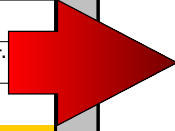
Partiti Y

Date: 2/1/2012



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>thoroughness of information</b> on this site.	20 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23 How likely are you to <b>recommend this site</b> to someone else?
2 Please rate how <b>understandable the information</b> is on this site.	21 How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate how well the <b>information provides answers to your questions</b> .	22 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	24 How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b> ?
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate how well the site is <b>organized</b> .		25 How likely are you to <b>return</b> to this site?
5 Please rate the <b>options available for navigating</b> this site.		
6 Please rate how well the site layout helps you find what you are looking for.		
7 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		
8 Please rate the <b>visual appeal</b> of this site.		
9 Please rate the <b>balance of graphics and text</b> on this site.		
10 Please rate the <b>readability of the pages</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 agency information is made available</b> 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>Plain Language (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate the <b>clarity of the wording</b> on this site.		
15 Please rate how well you <b>understand the wording</b> on this site.		
16 Please rate this site on its <b>use of short, clear sentences</b> .		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
17 Please rate how <b>quickly pages load</b> on this site.		
18 Please rate the <b>consistency of speed from page to page</b> on this site.		
19 Please rate the <b>ability to load pages without getting error messages</b> on this site.		



Model Instance Name:  
 FTC.gov Satisfaction Survey  
 MID: 44tglcx 44tglcx05IE91JYUdxIBIA==  
 Date: 2/1/2012

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

**FTC.gov 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	Required Y/N	Special Instructions
SAC7765		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Drop down, select one	S	Y	
SAC7766		How frequently do you visit this site?	This is my first visit		Radio button, one-up vertical	Single	Y	