FORESEE

Model questions utilize the ACSI methodology to determine scores and impacts

	MQ Label	ELEMENTS (drivers of satisfaction)		MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
		Site Information (1=Poor, 10=Excellent, Don't Know)			**Satisfaction**			**Recommend (1=Very Unlikely, 10=Very Likely)**
1	Site Information - Thoroughness	Please rate the **thoroughness of information** on this site.	20	Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	23	Recommend	How likely are you to **recommend this site** to someone else?
2	Site Information - Understandable	Please rate how **understandable the information is** on this site.	21	Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*			**Primary Resource (1=Very Unlikely, 10=Very Likely)**
3	Site Information - Answers	Please rate how well the **information provides answers to your questions**.	22	Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	24	Primary Resource	How likely are you to use this site as your **primary resource for obtaining information from this organization?**
		Navigation (1=Poor, 10=Excellent, Don't Know)						**Return (1=Very Unlikely, 10=Very Likely)**
4	Navigation - Organized	Please rate **how well the site is organized**.				25	Return	How likely are you to **return** to this site?
5	Navigation - Options	Please rate the **options available for navigating** this site.						
6	Navigation - Layout	Please rate **how well the site layout helps you find what you are looking for.**						
7	Navigation - Clicks	Please rate the **number of clicks to get where you want** on this site.						
		Look and Feel (1=Poor, 10=Excellent, Don't Know)						
8	Look and Feel - Appeal	Please rate the **visual appeal** of this site.						
9	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.						
10	Look and Feel - Readability	Please rate the **readability of the pages** on this site.						
		Online Transparency (1=Poor, 10=Excellent, Don't Know)						
11	Online Transparency - Disclose	Please rate how **thoroughly** this site **discloses information** about what this agency is doing.						
12	Online Transparency - Quick	Please rate how **quickly agency information is made available** on this site.						
13	Online Transparency - Access	Please rate how well information about this agency's actions **can be accessed by the public** on this site.						
		Plain Language (1=Poor, 10=Excellent, Don't Know)						
14	Plain Language - Clear	Please rate the **clarity of the wording** on this site.						
15	Plain Language - Understandable	Please rate how **well you understand the wording** on this site.						
16	Plain Language - Concise	Please rate this site on its **use of short, clear sentences.**						
		Site Performance (1=Poor, 10=Excellent, Don't Know)						
17	Site Performance - Loading	Please rate how **quickly pages load** on this site.						
18	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.						
19	Site Performance - Errors	Please rate the **ability to load pages without getting error messages** on this site.						

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

Special Instructions