

Model Instance Name:

SSA Electronic Access

MID:

Partitioned (Y)

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

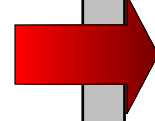
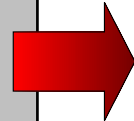
Date: 2/8/2012



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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>visual appeal</b> of this site.	17 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>balance of graphics and text</b> on this site.	18 How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate the <b>readability of the pages</b> on this site.	19 How does this site <b>compare to your idea of an ideal website</b> ?	21 How likely are you to <b>recommend this site</b> to someone else?
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		<b>Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate <b>how well this site is organized</b> .		22 How likely are you to <b>use this site rather than seek information from other channels</b> (i.e. local field office, call center)?
5 Please rate the <b>options available for navigating</b> this site.		
6 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
7 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Privacy (1=Poor, 10=Excellent, Don't Know)</b>		
8 Please rate the <b>ability to limit sharing of your personal information</b> on this site.		
9 Please rate the <b>amount of personal information you are asked to submit</b> on this site.		
10 Please rate this site's <b>commitment to protecting your personal information</b> .		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
11 Please rate how <b>quickly pages load</b> on this site.		
12 Please rate the <b>consistency of speed from page to page</b> on this site.		
13 Please rate the <b>ability to load pages without getting error messages</b> on this site.		
<b>Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate the <b>simplicity of the process for completing task(s)</b> on this site.		
15 Please rate the <b>clarity of instructions for completing task(s)</b> on this site.		
16 Please rate the <b>verification of task completion</b> on this site.		



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

CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
SAC7233		How often do you access your online statement?	SAC7233A001	This is my first time		Dropdown (Select-one)	Single	Y		Visit Frequency
			SAC7233A002	Daily						
			SAC7233A003	Two to three times per week						
			SAC7233A004	About once a month						
			SAC7233A005	Every few months						
			SAC7233A006	Every 6 months or less often						
SAC7234		Did you register for a username and password today?	SAC7234A001	Yes	A			Y		Password Registratio
			SAC7234A002	No	X					
SAC7235	A	Please tell us how long it took you to complete your registration:	SAC7235A001	Less than 10 minutes	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Registration SAT
			SAC7235A002	11 minutes - 15 minutes	B					
			SAC7235A003	16 minutes - 30 minutes	B					
			SAC7235A004	31 minutes - 1 hour	B					
			SAC7235A005	Greater than 1 hour	B					
SAC7236	B	Did you register for Extra Security today?	SAC7236A001	Yes	C			Y	Skip Logic Group	ExtraSecurityReg
			SAC7236A002	No	C					
			SAC7236A003	I don't know	C					
SAC7237	C	Did you understand all the instructions for registering for a username and password today?	SAC7237A001	Yes	D		Single	N	Skip Logic Group	Instructions
			SAC7237A002	Partially	CC, D					
			SAC7237A003	No	CC, D					
SAC7238	CC	Please explain what you did not understand about the instructions.				Text area, no char limit			Skip Logic Group	OE_Instructions
SAC7239	D	Did you see any information describing the website's security policies or features?	SAC7239A001	Yes	DD	Radio button, one-up vertical	Single	N	Skip Logic Group	Security
			SAC7239A002	No	DD					
SAC7240	DD	Do you have any concerns about the security of transactions on this website?	SAC7240A001	Yes	DDD,E, F		Single	N	Skip Logic Group	Security Concerns
			SAC7240A002	No	E,F					
SAC7241	DDD	Please describe your concerns with the security of this site.				Text area, no char limit		N		OE_Security Conce
SAC7242	E	What would you like us to improve, if anything, about this site's registration process?				Text area, no char limit		N	Skip Logic Group	OE_Reg Improvem
ACQwil0011885	F	What was your primary reason for visiting today?	ACQwil0011885A01	To obtain my Social Security Statement		Checkbox	Multi	Y	Skip Logic Group	Primary Reason_Ye
			ACQwil0011885A02	To check my earnings record						
			ACQwil0011885A03	To view my estimated benefits						
			ACQwil0011885A04	Other reason for visiting today:	FF					
ACQwil0011886	FF	Please tell us what your primary reason was for visiting today:						N	Skip Logic Group	OE_Primary Reaso
SAC7243	X	What was your primary reason for visiting today?	SAC7243A001	To obtain my Social Security Statement		Checkbox	Multi	Y	Skip Logic Group	Primary Reason_Nc
			SAC7243A002	To check my earnings record						
			SAC7243A003	To view my estimated benefits						
			SAC7243A004	Other reason for visiting today:	AA					
SAC7244	AA	Please tell us what your primary reason was for visiting today:						N	Skip Logic Group	OE_Primary Reaso
SAC7245		Were you able to accomplish what you wanted to on the site today?	SAC7245A001	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Task Accomplishment
			SAC7245A002	No	Y					
SAC7246	Y	Since you were not able to accomplish what you wanted to do today, what do you plan to do next? (Please select all that apply)	SAC7246A001	Return and try again		Checkbox	Multi	Y	Skip Logic Group	Do Next
			SAC7246A002	Visit a local Social Security office						
			SAC7246A003	Call a local Social Security office						
			SAC7246A004	Call Social Security's 800 number						
			SAC7246A005	Submit an e-mail to Social Security						
			SAC7246A006	Write a letter to Social Security						
			SAC7246A007	Take no action						
			SAC7246A008	Other, please specify	YY					
SAC7247	YY	Please tell us what other action you plan to take next.				Text area, no char limit		N		OE_Do Next
SAC7248		Was there any information on the site that was unclear to you?	SAC7248A001	No, all the information was clear		Checkbox	Multi	N	Skip Logic Group	Clarity of Info
			SAC7248A002	The language used						
			SAC7248A003	How to print a statement						
			SAC7248A004	Instructions for registering for a username and password						
			SAC7248A005	Instructions for resetting a password and/or recalling a username						
			SAC7248A006	Other, please specify	Z					
SAC7249	Z	Please specify what information was unclear to you today.				Text area, no char limit		N	Skip Logic Group	OE_Clarity
SAC7250		What did you like most about your experience today?				Text area, no char limit		N		OE_Like

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SAC7251		What did you like least about your experience today?				Text area, no char limit		N		OE_Dislike
SAC7252		Please specify what additional information or services you would like to have available on this site.				Text area, no char limit		N		OE_Add Info/Service
SAC7253		Please select the category that includes your age.	SAC7253A001	18-24		Drop down, select one	Single	N		Age
			SAC7253A002	25-34						
			SAC7253A003	35-44						
			SAC7253A004	45-54						
			SAC7253A005	55-64						
			SAC7253A006	65-74						
			SAC7253A007	75 or older						
			SAC7253A008	Prefer not to answer						