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)*
1 Please rate the **accuracy of information** on this site.
2 Please rate the **quality of information** on this site.
3 Please rate the **freshness of content** on this site.

Functionality (1=Poor, 10=Excellent, Don't Know)
4 Please rate the **usefulness of the features provided** on this site.
5 Please rate the **convenience of the features** on this site.
6 Please rate the **variety of features** on this site.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*
7 Please rate the **visual appeal** of this site.
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.

Search *(1=Poor, 10=Excellent, Don't Know)*
23 Please rate the **relevance of search results** on this site.
24 Please rate the **organization of search results** on this site.
25 Please rate how well the **search results help you decide what to select**.
26 Please rate how well the **search feature helps you to narrow the results** to find what

Satisfaction *(1=Very dissatisfied 10=Very satisfied)*
23 What is your **overall satisfaction** with this site?
24 How well does this site **meet your expectations**?
25 How does this site **compare to your idea of an ideal**

Likelihood to Return *(1=Not Very Likely, 10=Very Likely)*
26 How likely are you to **return to this site**?
Recommend *(1=Not Very Likely, 10=Very Likely)*
27 How likely are you to **recommend this site to someone else**?

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

gsa.gov Agencywide V3 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
AED08246		**What best describes you**? (Select one)	GSA employee	
			Federal government employee (civilian)	
			Member of the armed forces (military)	
			State/local government employee	
			Vendor with an existing government contract	
			Small business vendor seeking a government contract/get on schedule	
			Vendor other than small business seeking a government contract/get on schedule	
			General public	
AED08247		On average, how often do you visit gsa.gov?	This is my first time ever	
			Frequently (once a month or more often)	
			Infrequently (less often than once a month)	
AED08248		Please indicate the **primary purpose** for your **current visit** to gsa.gov:	Find a GSA employee	
			Forms	
			Get information about products (office supplies, furniture, etc.)	
			Get Information about services (administrative, custodial, etc.)	
			Government property for sale to the general public	
			GSA regions	
			Jobs	
			Per diem/travel (mileage rates, airfare, lodging, etc.)	
			Policy/regulations	
			Public buildings/design/real estate	
			Purchase products (office supplies, furniture, etc.)	
			Purchase services (administrative, custodial, etc.)	
			Questions/information about an existing contract	
			Research/browsing	
			Sell products/get on schedule	
			Sell services/get on schedule	
			Surplus/excess property	
			Training	
			Other (please specify)	A
AED08249	A	Please specify your other primary reason.		
AED08254		**On this visit, how did you primarily look for information** on gsa.gov?	Bookmarks	
			Browse using navigation (click on tabs and links)	
			Click on home page links	
			Search engine	
AED08255		How can gsa.gov be improved to better meet your needs? Please be as specific as possible.		

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical	Single	Y	
Radio button, one-up vertical	Single	Y	
Radio button, one-up vertical	Single	Y	
Text area, no char limit		N	
Radio button, one-up vertical	Single	Y	
Text area, no char limit		N	