

Model Instance Name:

ATF

MID: 0Rc540oUYoBptJNB5U9sBQ==

Date: Fill In Date



Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Examples

Welcome Text Example

The screenshot shows a web browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The address bar shows the URL "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w". The page content includes the FORESEE logo, the title "Customer Satisfaction Survey", and a welcome message: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve." Below this is another welcome message: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A note states "Required questions are denoted by an *". The first question is: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." Below the question is a rating scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option.

Thank You Text Example

The screenshot shows a survey page with two dropdown menus for "Football" and "Hockey", both set to "Please Select". Below them is question 16: "16: What size and style of jean were you shopping for today?". The question is split into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size options are radio buttons for 1, 3, and 5. The style options are radio buttons for Boot cut, Low rise, and Flare. A yellow callout box points to the word "web site" in the question text, stating: "'web site' has been corrected to now read 'website' in the text to the left". Below the question is a thank you message: "Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." At the bottom are "Cancel" and "Submit" buttons, followed by "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".

Model Instance Name:

ATF

MID: 0Rc540oUYoBptJNB5U9sBQ==

Partitioned (Y/N)? 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.

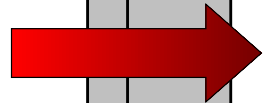
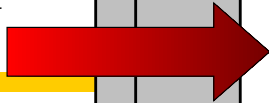
Date: 7/20/2012



ATF

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Content - Accuracy	Please rate your perception of the accuracy of information on this site.	Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return	How likely are you to return to this site in the next 30 days?
Content - Quality	Please rate the quality of information on this site.	Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>		Recommend (1=Very Unlikely, 10=Very Likely)
Content - Freshness	Please rate the freshness of content on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend	How likely are you to recommend this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.			Primary Resource	How likely are you to use this site as your primary resource for obtaining information from this organization?
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.				
Functionality - Convenient	Please rate the convenient placement of the website tools on this site.				
Functionality - Variety	Please rate the variety of website tools on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Organized	Please rate how well the site is organized .				
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for .				
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
Online Transparency - Disclose	Please rate how thoroughly this site discloses information about what this agency is doing.				
Online Transparency - Quick	Please rate how quickly agency information is made available on this site.				
Online Transparency - Access	Please rate how well information about this agency's actions can be accessed by the public on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				



#REF!
 ATF
 MID: 0Rc540oUYoBptJNB5U9sBQ==
 Date: 7/20/2012

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

ATF 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
		How frequently do you visit the atf.gov website?	First time Daily Once a week Once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
		What is your primary reason for visiting the site today?	To obtain a Federal Firearms License (FFL) To obtain a Federal Explosives License (FEL) To obtain a document or form To read a newsletter or publication To read press releases To obtain statistical data To obtain regulatory information		Radio button, one-up vertical	Single	Y	Skip Logic Group*

CQ Label
Visit Frequency
Primary Reason