FORESEE

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.

Examples

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.

Welcome Text Example

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.

Thank You Text Example

'web site' has been corrected to now read 'website' in the text to the left

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

FORESEE

ATF
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
	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? *(1=Very Dissatisfied, 10=Very Satisfied)*	**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**? *(1=Falls Short, 10=Exceeds)*		**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**? *(1=Not Very Close, 10=Very Close)*	**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.				
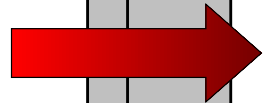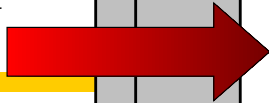
red & strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

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		Radio button, one-up vertical	Single	Y	
			Daily					
			Once a week					
			Once a month					
			Every 6 months or less					
		What is your **primary reason for visiting** the site today?	To obtain a Federal Firearms License (FFL)		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			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					

CQ Label

Visit Frequency

Primary Reason