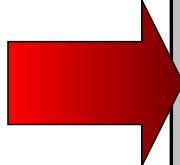
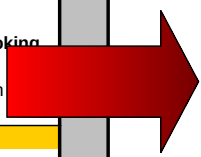


Model Instance Name:  
 FDA Satisfaction Survey  
 MID: xUE4gkERpoi5QVAk1J94RQ==  
 Date: 7/31/2009

**FDA Satisfaction Survey MODEL QUESTION LIST**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>NOTE: All questions under each element are <u>required</u>.</b>            Element questions are partitioned among surveys.</p>	<p>Satisfaction questions are required.            Satisfaction questions appear on all surveys.</p>	<p>Future behaviors may be modified based on your site's objectives.</p>
<p><b>REQUIRED ELEMENTS (common to all websites)</b></p>	<p><b>Satisfaction</b></p>	<p><b>Likelihood to Return (1=Very Unlikely, 10=Very Likely)</b></p>
<p><b>Content (1=Poor, 10=Excellent, Don't Know)</b></p>	<p>18 What is your <b>overall satisfaction</b> with this site?            (1=Very Dissatisfied, 10=Very Satisfied)</p>	<p>21 How likely are you to <b>return to this site</b>?</p>
<p>1 Please rate the <b>accuracy of information</b> on this site.</p>	<p>19 How well does this site <b>meet your expectations</b>?            (1=Falls Short, 10=Exceeds)</p>	<p><b>Recommend (1=Very Unlikely, 10=Very Likely)</b></p>
<p>2 Please rate the <b>quality of information</b> on this site.</p>	<p>20 How does this site <b>compare to your idea of an ideal website</b>?            (1=Not Very Close, 10=Very Close)</p>	<p>22 How likely are you to <b>recommend this site to someone else</b>?</p>
<p>3 Please rate the <b>freshness of content</b> on this site.</p>		<p><b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b></p>
<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b></p>		<p>23 How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b>?</p>
<p>4 Please rate the <b>visual appeal</b> of this site.</p>		<p><b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b></p>
<p>5 Please rate the <b>balance of graphics and text</b> on this site.</p>		<p>24 I can count on this agency to <b>act in my best interests</b>.</p>
<p>6 Please rate the <b>readability of the pages</b> on this site.</p>		<p>25 I consider this agency to be <b>trustworthy</b>.</p>
<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b></p>		<p>26 This agency can be trusted to <b>do what is right</b>.</p>
<p>7 Please rate <b>how well the site is organized</b>.</p>		<p><b>Future Participation (1=Very Unlikely, 10=Very Likely)</b></p>
<p>8 Please rate the <b>options available for navigating</b> this site.</p>		<p>27 How likely are you to <b>express your thoughts or ideas to this agency</b> in the next 90 days?</p>
<p>9 Please rate <b>how well the site layout helps you find what you are looking for</b>.</p>		
<p>10 Please rate the <b>number of clicks to get where you want</b> on site.</p>		
<p><b>Online Transparency (1=Poor, 10=Excellent)</b></p>		
<p>11 Please rate how <b>thoroughly</b> this website <b>discloses information</b> about what this agency is doing.</p>		
<p>12 Please rate how <b>quickly agency information is made available</b> on this website.</p>		
<p>13 Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this website.</p>		
<p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>14 Please rate how <b>quickly pages load</b> on this site.</p>		
<p>15 Please rate the <b>consistency of speed from page to page</b> on this site.</p>		
<p>16 Please rate the <b>ability to load pages without getting error messages</b> on this site.</p>		
<p><b>Search (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>17 Please rate the <b>relevance of search results</b> on this site.</p>		
<p>18 Please rate the <b>organization of search results</b> on this site.</p>		
<p>19 Please rate how well the <b>search results help you decide what to select</b>.</p>		
<p>20 Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.</p>		





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underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING  
 violet (**bold**): SKIP-LOGIC

FDA 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
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I			
ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single	N
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single	
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single	N
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend		Radio Button One Up Vertical	Single	

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FDA 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
ACQSto0005583	K	Please describe how you are going to use the tobacco information:	Other, please specify	K	Text area, no char limit	Single	N
ACQCol0010516	L	Did you view a photo of a recalled product on the FDA website today?	Yes No Not Sure	M	Radio Button One Up Vertical	Single	Y
ACQCol0010487	M	Was viewing the photo helpful?	Yes No		Radio Button One Up Vertical	Single	Y
ACQCol0010488	N	FDA also provides photos of recalled products on the FDA Flickr page. Have you ever visited the FDA Flickr page?	Yes No Not Sure		Radio Button One Up Vertical	Single	Y
ACQCol0010489	O	Which of the following ways would you prefer to see photos of recalled products: (Select one)	On the FDA website On the FDA Flickr page No preference I do not view photos of recalled products Other	P	Radio Button One Up Vertical	Single	Y
ACQCol0010490	P	Please specify how you prefer to see photos of recalled products:			Text field, <100 char	Single	N
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:	A	Radio Button One Up Vertical	Single	Y
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer	B B B			

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FDA 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
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Other Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco	B			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single	N
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single	Y
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single	Y

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FDA 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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single	N