

Model Instance Name:

NHTSA

MID: gQxhR1hsRxERRwJVhkAtlg==

Date: 3/12/2010

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)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	20 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	21 How well does this site meet your expectations ? (1= Falls Short, 10= Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	22 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	24 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		How likely are you to use this site as your primary resource for obtaining information from this organization ?
5 Please rate the convenience of the features on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the variety of features on this site.		I can count on this agency to act in my best interests .
Look and Feel (1=Poor, 10=Excellent, Don't Know)		I consider this agency to be trustworthy .
7 Please rate the visual appeal of this site.		This agency can be trusted to do what is right .
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.		

Model Instance Name:
 NHTSA
 MID: gQxhR1hsRxERRwJVhkAtlg==
 Date: 3/1/2008

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

NHTSA 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
CWS04090		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single	Y	
CWS04091		What best describes your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	A	Drop down, select one	Single	Y	Skip Logic Group
CWS04092	A	Other best describes			Text area, no char limit		N	Skip Logic Group
CWS04093		What type(s) of information were you looking for on the site? (Please select all that apply.)	Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) Vehicle Safety (air bags, brakes, tires, etc.) Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.) About NHTSA (Administrator, calendar, jobs, press releases, etc.)	F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group

Model Instance Name:
 NHTSA
 MID: gQxhR1hsRxERRwJVhkAtlg==
 Date: 3/1/2008

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

NHTSA 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
CWS04094	A	Other vehicle information	Other (please specify)	A	Text area, no char limit		N	Skip Logic Group
ACQwil0013864	F	What type(s) of driving safety information were you looking for?	Aggressive Driving Bicycles Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other (please specify)	B G	Radio button, one-up vertical		Y	Skip Logic Group
ACQwil0013865	G	Other driving safety information			Text area, no char limit		N	Skip Logic Group
CWS04095	B	What type(s) of car seat information were you looking for?	Car seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS04096	C	Other car seat information			Text area, no char limit		N	Skip Logic Group
ACQWro0012163		What made you decide to look for this type of information?			Text area, no char limit		N	
CWS04097		Did you come to the site today to file a complaint?	Yes No	C	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04098	C	What type of complaint?	Vehicle Tires Equipment Child Restraints Consumer Other (please specify)	A	Drop down, select one	Single	Y	Skip Logic Group
CWS04099	A	Other type of complaint			Text area, no char limit	Single	N	Skip Logic Group
CWS04100	C	Did you file your complaint?	Yes No	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04101	D	If you did not file your complaint, why not?			Text area, no char limit		N	Skip Logic Group
CWS04102	C	If you could improve one area of the complaint process, what would it be?			Text area, no char limit		N	Skip Logic Group
ACQCol0010154		How do you want to use the information you were looking for today?	To decide what vehicle or car seat to buy To find out about the safety of a vehicle or car seat I already own To research for work		Radio button, one-up vertical	Single	Y	Skip Logic Group

Model Instance Name:
 NHTSA
 MID: gQxhR1hsRxERRwJVhkAtlg==
 Date: 3/1/2008

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

NHTSA 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
			To research for school Other (please specify)	A				
ACQCol0010155	A	How you want to use information			Text area, no char limit	Single	N	Skip Logic Group
CWS04103		Were you able to find what you were looking for on the site today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
			No	E				
CWS04104	E	What were you looking for that you could not find?			Text area, no char limit		N	Skip Logic Group
CWS04105		Did you have any trouble navigating the site today?	Yes	F	Radio button, one-up vertical	Single	Y	Skip Logic Group
			No					
CWS04106	F	What type of difficulty did you encounter with the navigation process ?	Too many links to choose from		Drop down, select one	Single	Y	Skip Logic Group
			Links did not take me where I expected	B				
			Links/labels were difficult to understand					
			Technical difficulties (e.g. broken links, error messages)					
			Other (please specify)	A				
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single	N	Skip Logic Group
ACQCol0010156	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single	N	Skip Logic Group
CWS04108		Did you use the search feature today?	Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group
			No					
CWS04109	G	Please describe your experience with the site's search	I did not have any difficulty with the search feature		Checkbox, one-up vertical	Multi	Y	
			Returned results that were too similar/redundant					
			Results were not relevant to my search terms or needs					
			Returned too many results					
			Returned not enough results					
			I was not sure what words to use in my search					
			Search speed was too slow					