

Model Instance Name:

PBGC.gov v4

MID: NEW MEASURE

Partitioned: No

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: 9/18/2012



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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		Prefer Web Channel (1=Very Unlikely, 10=Very Likely)	
1	Content - Acc Please rate the thoroughness of information on this site.	13	Satisfaction - What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	16	Prefer Web C How likely are you to use this site rather than calling or writing?
2	Content - Qua Please rate the quality of information on this site.	14	Satisfaction - How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		
3	Content - Fres Please rate your perception of the freshness of content on this site.	15	Satisfaction - How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	17	Recommend How likely are you to recommend this site to someone else?
Navigation (1=Poor, 10=Excellent, Don't Know)					
4	Navigation - O Please rate how well the site is organized.				
5	Navigation - O Please rate the options available for navigating this site (for example, menus, links, site map).				
6	Navigation - L Please rate how well the site layout helps you find what you are looking for.				
Search (1=Poor, 10=Excellent, Don't Know)					
7	Search - Resu Please rate the relevance of search results on this site.				
8	Search - Resu Please rate the organization of search results on this site.				
9	Search - Resu Please rate how well the headings and descriptions in the search results help you decide what to select.				
Plain Language (1=Poor, 10=Excellent, Don't Know)					
10	Plain Language Please rate the clarity of the wording on this site.				
11	Plain Language Please rate how well you understand the wording on this site.				
12	Plain Language Please rate the site on its use of short, clear sentences.				

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

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QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		Is this your first visit to PBGC.gov?	Yes No Not sure			Radio button, one-up vertical	S	Y		Visit Frequency
		Using a scale of 1 to 10, where 1 is "poor" and 10 is "excellent," please rate the visual appeal of this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent			Radio button, scale, no don't know	S	Y		Visual Appeal