

Model Instance Name:

PBGC.gov v4

MID: R4sAgMYZ0wBt9Bc1FAF1tA==

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



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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	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH0799		Is this your first visit to PBGC.gov?	Yes No Not sure		Radio button, one-up vertical	S	Y		Visit Frequency
LNH0800		Using a scale of 1 to 10, where 1 is "poor" and 10 is "excellent," please rate the <b>visual appeal</b> 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

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