

Model Instance Name:  
Federal Railroad Administration  
MID: 9FtVIQgMwBlw4x1p18J1Vw==  
Date: 6/1/2011



### 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.

#### Welcome Text

Thank you for visiting the Federal Railroad Administration website. You've been randomly selected to take part in a brief survey to let us know what we're doing well and where we can improve.

Please spend a few minutes to share your opinions and let us know how we can improve our website to help you find accurate information quickly. Our goal is to make your experience the best it can be!

#### Thank You Text

Thank you for investing your time to enable us to improve the Federal Railroad Administration website. Your input will provide useful feedback so that we can serve you better.

Please note that the survey responses you provided will be used to help us make improvements to the website; however, you will not receive a response from us. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

### Examples

#### Welcome Text Example

The screenshot shows a browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=Is0lo1EJV9ss9YwB5IBE". The page content includes the FORESEE RESULTS logo, the title "Customer Satisfaction Survey", and the following 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. Required questions are denoted by an \*". Below this is a question: "1: \*What is your overall satisfaction with this survey?". The scale is "1=Very Dissatisfied" to "Very Satisfied=10", with radio buttons for each number from 1 to 10.

#### Thank You Text Example

The screenshot shows a browser window with a survey form. At the top, there are two dropdown menus labeled "Football" and "Hockey", both set to "Please Select". Below them is question 16: "16: What size and style of jean were you shopping for today?". The question is split into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size options are radio buttons for 1, 3, 5, 7, 9, 11, and 13. The style options are radio buttons for Boot cut, Low rise, Flare, Relaxed fit, and Slim cut. Below the question is the 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 web site." At the bottom are "Cancel" and "Submit" buttons. The footer includes "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".

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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>Content (1=Poor, 10=Excellent, Don't Know)</b> Please rate your perception of the <b>accuracy of information</b> on this site.</p> <p>Please rate the <b>quality of information</b> on this site.</p> <p>Please rate the <b>freshness of content</b> on this site.</p>	<p><b>Satisfaction</b></p> <p>What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>How well does this site <b>meet your expectations</b>? (1= Falls Short, 10=Exceeds)</p> <p>How does this site <b>compare to your idea of an ideal website</b>? (1=Not Very Close, 10=Very Close)</p>	<p><b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to this site</b>?</p> <p><b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site to someone else</b>?</p>
<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>visual appeal</b> of this site.</p> <p>Please rate the <b>balance of graphics and text</b> on this site.</p> <p>Please rate the <b>readability of the pages</b> on this site.</p>		
<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate <b>how well the site is organized</b>.</p> <p>Please rate the <b>options available for navigating</b> this site.</p> <p>Please rate <b>how well the site layout helps you find what you are looking for</b>.</p> <p>Please rate the <b>number of clicks to get where you want</b> on this site.</p>		
<p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>quickly pages load</b> on this site.</p> <p>Please rate the <b>consistency of speed from page to page</b> on this site.</p> <p>Please rate the <b>ability to load pages without getting error messages</b> on this site.</p>		
<p><b>Functionality (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>usefulness of the website tools</b> (search, print, RSS feed, forms, etc.) provided on this site.</p> <p>Please rate the <b>convenient placement convenience</b> of the website tools (search, print, RSS feed, forms, etc.) on this site.</p> <p>Please rate the <b>variety of website tools</b> (search, print, RSS feed, forms, etc.) on this site.</p>		

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

Administration CUSTOM								
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

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SAC2600		Is this your first time visiting the Federal Railroad Administration's website?	Yes		Radio button, one-up vertical	Single	N	