

Model Instance Name:

NIAID October 2011

MID: FxMhZ0ohpUwcNwZEQs10Zw==

Date: 8/31/2011



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.</p> <p>Please rate the balance of graphics and text on this site.</p> <p>Please rate the readability of the pages on this site.</p>	<p>Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)</p> <p>How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)</p>	<p>Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?</p> <p>Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized.</p> <p>Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for. Please rate the number of clicks to get where you want on this site.</p>		<p>Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from this organization?</p>
<p>Content (1=Poor, 10=Excellent, Don't Know) Please rate your perception of the accuracy of information on this site. Please rate the quality of information on this site. Please rate the freshness of content on this site.</p>		
<p>Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided (i.e. Search, Links, Health & Research Topics, Rotating Slideshow) on this site. Please rate the convenience of the features (i.e. Search, Links, Health & Research Topics, Rotating Slideshow) on this site. Please rate the variety of features (i.e. Search, Links, Health & Research Topics, Rotating Slideshow) on this site.</p>		

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NIAID October 2011 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
SAC3980		How frequently do you visit this site?	First time		Radio button, one-up ver	Single	Y



Special
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