Model Instance Name:
FTC OnGuardOnline

MID: kwEhBtA44gQQsMZUlc00pQ==

Date: 8/13/2009

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS

ELEMENTS (drivers of satisfaction)

Site Information *(1=Poor, 10=Excellent, Don't Know)*
1 Please rate the **thoroughness of information** on this site.
2 Please rate how **understandable the information is** on this site.
3 Please rate how well the **information provides answers to your questions**.

Functionality (1=Poor, 10=Excellent, Don't Know)
4 Please rate the **usefulness of the features provided** on this site.

5 Please rate the **convenience of the features** on this site.
6 Please rate the **variety of features** on this site.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*
7 Please rate the **visual appeal** of this site.
8 Please rate the **balance of graphics and text** on this site.
9 Please rate the **ease of reading pages** on this site.
Navigation *(1=Poor, 10=Excellent, Don't Know)*
10 Please rate the **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.**
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.

CUSTOMER SATISFACTION

Satisfaction *(1=Very dissatisfied, 10=Very satisfied)*
23 What is your **overall satisfaction** with this site?
24 How well does this site **meet your expectations**?
25 How does this site **compare to your idea of an ideal website**?

FUTURE BEHAVIORS

Likelihood to Return *(1=Not Very Likely, 10=Very Likely)*
26 How likely are you to **return to this site**?
Recommend *(1=Not Very Likely, 10=Very Likely)*
27 How likely are you to **recommend this site to someone else**?

28 **Primary Resource** *(1=Not Very Likely, 10=Very Likely)*
How likely are you to use this site as your **primary resource for obtaining information about online security?**

FTC OnGuardOnline CUSTOM QUESTION LIST

QID (Group ID)	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
ACQSto0006033		What is your **primary role** in visiting OnGuardOnline.gov today?	Computer User		Radio button, one-up vertical	Single	Y		Primary Role
			Teacher/Educator						
			I.T. Professional						
			Student						
			Parent						
			Small Business Owner						
			Military						
			Press/Media						
			Other						
CWS02197		What **topic brought you to the site** today?	Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Site
			Social networking						
			Wireless security						
			Phishing						
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online						
			Email/Internet Scams						
			Laptop security						
			General tips and information						
			Other, please specify	A					
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	OE_Brought to Site
CWS02203		How did you **learn about** OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc)		Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About Site
			Referred by another website or link						
			Referred by a friend or family member						
			News source (magazine/newspaper/radio/television)						
			Prior visit to the site						
			Other, please specify	A					
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn About Site
CWS02199		Did the site help you **do what you wanted** today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wanted
			No	C					
			Partially	C					
CWS02200	C	If you were **not able to do** what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Trying Do
ACQCol0003662		During your visit today, how did you **navigate** OnGuardOnline.gov?	I use the links in the middle of the home page.		Radio button, one-up vertical	Single	Y		Navigation
			I use the top navigation bar.						
			I use the search box.						
ACQSto0006034		Did you read any of the following **articles** during your visit today? (Please select all that apply)	Phishing	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Articles
			Malware	B					
			Email Scams	C					
			Understanding Mobile Apps	D					
			None of the above						
ACQSto0006035	A	Do you have any comments or suggestions for improving the **Phishing** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phishing
ACQSto0006060	B	Do you have any comments or suggestions for improving the **Malware** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malware
ACQSto0006036	C	Do you have any comments or suggestions for improving the **Email Scams** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Email Scams
ACQSto0006399	D	Do you have any comments or suggestions for improving the **Understanding Mobile Apps** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Mobile Apps
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding.		Radio button, one-up vertical	Single	N		Content
			I thought it was too complicated.						
			I thought it was too simplistic or not detailed enough.						
			I'm not sure.						
ACQSto0006372		If OnGuardOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)	Text Message		Checkbox, one-up vertical	Multi	Y		Updates-Prefered method
			Email						
			RSS						
			The OnGuardOnline.gov Facebook page						
			Other						
			I would decline updates.						
CWS02205		Did you learn something on this site that might **change your online behavior** in the future?	Yes		Radio button, one-up vertical	Single	Y		Change Behavior
			No						
			Maybe						
ACQSto0006061		How **frequently** do you visit OnGuardOnline.gov?	This is my first time		Drop down, select one	Single	Y		Visit Frequency
			Weekly						
			Monthly						
			Every few months						
CWS02201		How **old** are you?	Under 18		Radio button, one-up vertical	Single	N		Age
			18-24						
			25-34						
			35-44						
			45-54						
			55-64						
			65-74						

| | | | **FTC OnGuardOnline CUSTOM QUESTION LIST** | | | | | | | |

QID (Group ID)	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
			75 and up						
CWS02206		If you could make **one improvement to the site**, what would it be?			Text area, no char limit		N		Site Improvement

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Date: **8/13/2009**

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pink: ADDITION
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| | | | FTC OnGuardOnline CUSTOM QUESTION LIST | | | | | | |

QID (Group ID)	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
ACQSto0006033		What is your **primary role** in visiting OnGuardOnline.gov today?	Computer User		Radio button, one-up vertical	Single	Y		Primary Role
			Teacher/Educator						
			I.T. Professional						
			Student						
			Parent						
			Small Business Owner						
			Military						
			Press/Media						
			Other						
CWS02197		What **topic brought you to the site** today?	Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Site
			Social networking						
			Wireless security						
			Phishing						
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online						
			Email/Internet Scams						
			Laptop security						
			General tips and information						
			Other, please specify	A					
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	OE_Brought to Site
CWS02203		How did you **learn about** OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc)		Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About Site
			Referred by another website or link						
			Referred by a friend or family member						
			News source (magazine/newspaper/radio/television)						
			Prior visit to the site						
			Other, please specify	A					
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn About Site
CWS02199		Did the site help you **do what you wanted** today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wanted
			No	C					
			Partially	C					
CWS02200	C	If you were **not able to do** what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Trying Do
ACQCol0003662		During your visit today, how did you **navigate** OnGuardOnline.gov?	I use the links in the middle of the home page.		Radio button, one-up vertical	Single	Y		Navigation
			I use the top navigation bar.						
			I use the search box.						
ACQSto0006034		Did you read any of the following **articles** during your visit today? (Please select all that apply)	Phishing	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Articles
			Malware	B					
			Email Scams	C					
			Understanding Mobile Apps	D					
			None of the above						
ACQSto0006035	A	Do you have any comments or suggestions for improving the **Phishing** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phishing
ACQSto0006060	B	Do you have any comments or suggestions for improving the **Malware** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malware
ACQSto0006036	C	Do you have any comments or suggestions for improving the **Email Scams** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Email Scams
ACQSto0006399	D	Do you have any comments or suggestions for improving the **Understanding Mobile Apps** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Mobile Apps
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding.		Radio button, one-up vertical	Single	N		Content
			I thought it was too complicated.						
			I thought it was too simplistic or not detailed enough.						
			I'm not sure.						
ACQSto0006372		If OnGuardOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)	Text Message		Checkbox, one-up vertical	Multi	Y		Updates-Prefered method
			Email						
			RSS						
			The OnGuardOnline.gov Facebook page						
			Other						
			I would decline updates.						
CWS02205		Did you learn something on this site that might **change your online behavior** in the future?	Yes		Radio button, one-up vertical	Single	Y		Change Behavior
			No						
			Maybe						
ACQSto0006061		How **frequently** do you visit OnGuardOnline.gov?	This is my first time		Drop down, select one	Single	Y		Visit Frequency
			Weekly						
			Monthly						
			Every few months						
CWS02201		How **old** are you?	Under 18		Radio button, one-up vertical	Single	N		Age
			18-24						
			25-34						
			35-44						

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pink: ADDITION
blue + -->: REWORDING

FTC OnGuardOnline CUSTOM QUESTION LIST									
QID (Group ID)	**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**
			45-54						
			55-64						
			65-74						
			75 and up						
CWS02206		If you could make **one improvement to the site**, what would it be?			Text area, no char limit		N		Site Improvement

FTC OnGuardOnline CUSTOM QUESTION LIST

QID (Group ID)	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
ACQSto0006033		What is your **primary role** in visiting OnGuardOnline.gov today?	Computer User		Radio button, one-up vertical	Single	Y		Primary Role
			Teacher/Educator						
			I.T. Professional						
			Student						
			Small Business Owner						
			Military						
			Press/Media						
			Other						
CWS02197		What **topic brought you to the site** today?	Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Site
			Social networking						
			Wireless security						
			Phishing						
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online						
			Email/Internet Scams						
			Laptop security						
			General tips and information						
			Other, please specify	A					
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	OE_Brought to Site
CWS02203		How did you **learn about** OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc)		Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About Site
			Referred by another website or link						
			Referred by a friend or family member						
			News source (magazine/newspaper/radio/television)						
			Prior visit to the site						
			Other, please specify	A					
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn About Site
CWS02199		Did the site help you **do what you wanted** today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wanted
			No	C					
			Partially	C					
CWS02200	C	If you were **not able to do** what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Trying Do
ACQCol0003662		During your visit today, how did you **navigate** OnGuardOnline.gov?	I use the links in the middle of the home page.		Radio button, one-up vertical	Single	Y		Navigation
			I use the top navigation bar.						
			I use the search box.						
ACQSto0006034		Did you read any of the following **articles** during your visit today? (Please select all that apply)	Phishing	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Articles
			Malware	B					
			Email Scams	C					
			Understanding Mobile Apps	D					
			None of the above						
ACQSto0006035	A	Do you have any comments or suggestions for improving the **Phishing** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phishing
ACQSto0006060	B	Do you have any comments or suggestions for improving the **Malware** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malware
ACQSto0006036	C	Do you have any comments or suggestions for improving the **Email Scams** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Email Scams
NEW	D	Do you have any comments or suggestions for improving the **Understanding Mobile Apps** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Mobile Apps
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding.		Radio button, one-up vertical	Single	N		Content
			I thought it was too complicated.						
			I thought it was too simplistic or not detailed enough.						
			I'm not sure.						
ACQSto0006372		If OnGuardOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)	Text Message		Checkbox, one-up vertical	Multi	Y		Updates-Prefered method
			Email						
			RSS						
			The OnGuardOnline.gov Facebook page						
			Other						
			I would decline updates.						
CWS02205		Did you learn something on this site that might **change your online behavior** in the future?	Yes		Radio button, one-up vertical	Single	Y		Change Behavior
			No						
			Maybe						
ACQSto0006061		How **frequently** do you visit OnGuardOnline.gov?	This is my first time		Drop down, select one	Single	Y		Visit Frequency
			Weekly						
			Monthly						
			Every few months						
CWS02201		How **old** are you?	Under 18		Radio button, one-up vertical	Single	N		Age
			18-24						
			25-34						
			35-44						
			45-54						

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	**FTC OnGuardOnline CUSTOM QUESTION LIST**

QID (Group ID)	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
			55-64						
			65-74						
			75 and up						
CWS02206		If you could make **one improvement to the site**, what would it be?			Text area, no char limit		N		Site Improvement

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QID (Group ID)	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
ACQSto0006033		What is your **primary role** in visiting OnGuardOnline.gov today?	Computer User		Radio button, one-up vertical	Single	Y		Primary Role
			Teacher/Educator						
			I.T. Professional						
			Student						
			Small Business Owner						
			Military						
			Press/Media						
			Other						
CWS02197		What **topic brought you to the site** today?	Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Site
			Social networking						
			Wireless security						
			Phishing						
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online						
			Email/Internet Scams						
			Laptop security						
			General tips and information						
			Other, please specify	A					
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	OE_Brought to Site
CWS02203		How did you **learn about** OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc)		Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About Site
			Referred by another website or link						
			Referred by a friend or family member						
			News source (magazine/newspaper/radio/television)						
			Prior visit to the site						
			Other, please specify	A					
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn About Site
CWS02199		Did the site help you **do what you wanted** today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wanted
			No	C					
			Partially	C					
CWS02200	C	If you were **not able to do** what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Trying Do
ACQCol0003662		During your visit today, how did you **navigate** OnGuardOnline.gov?	I use the links in the middle of the home page.		Radio button, one-up vertical	Single	Y		Navigation
			I use the top navigation bar.						
			I use the search box.						
ACQSto0006034		Did you read any of the following **articles** during your visit today? (Please select all that apply)	Phishing	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Articles
			Malware	B					
			Email Scams	C					
			None of the above						
ACQSto0006035	A	Do you have any comments or suggestions for improving the **Phishing** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phishing
ACQSto0006060	B	Do you have any comments or suggestions for improving the **Malware** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malware
ACQSto0006036	C	Do you have any comments or suggestions for improving the **Email Scams** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Email Scams
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding.		Radio button, one-up vertical	Single	N		Content
			I thought it was too complicated.						
			I thought it was too simplistic or not detailed enough.						
			I'm not sure.						
NEW		If OnGuardOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)	Text Message		Checkbox, one-up vertical	Multi	Y		Updates-Prefered method
			Email						
			RSS						
			The OnGuardOnline.gov Facebook page						
			Other						
			I would decline updates.						
CWS02205		Did you learn something on this site that might **change your online behavior** in the future?	Yes		Radio button, one-up vertical	Single	Y		Change Behavior
			No						
			Maybe						
ACQSto0006061		How **frequently** do you visit OnGuardOnline.gov?	This is my first time		Drop down, select one	Single	Y		Visit Frequency
			Weekly						
			Monthly						
			Every few months						
CWS02201		How **old** are you?	Under 18		Radio button, one-up vertical	Single	N		Age
			18-24						
			25-34						
			35-44						
			45-54						
			55-64						
			65-74						
			75 and up						

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pink: ADDITION
blue + -->: REWORDING

FTC OnGuardOnline CUSTOM QUESTION LIST									
QID (Group ID)	**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**
CWS02206		If you could make **one improvement to the site**, what would it be?			Text area, no char limit		N		Site Improvement

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QID (Group ID)	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
NEW		What is your **primary role** in visiting OnGuardOnline.gov today?	Computer User / Teacher/Educator / I.T. Professional / Student / Small Business Owner / Military / Press/Media / Other		Radio button, one-up vertical	Single	Y		Primary Role
CWS02197		What **topic brought you to the site** today?	Identity theft / Social networking / Wireless security / Phishing / Kid's privacy / Net Cetera: Chatting with Kids About Being Online / Email/Internet Scams / Laptop security / General tips and information / Other, please specify	A	Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Site
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	OE_Brought to Site
CWS02203		How did you **learn about** OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc) / Referred by another website or link / Referred by a friend or family member / News source (magazine/newspaper/radio/television) / Prior visit to the site / Other, please specify	A	Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About Site
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn About Site
CWS02199		Did the site help you **do what you wanted** today?	Yes / No / Partially	C / C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wanted
CWS02200	C	If you were **not able to do** what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Trying Do
ACQCol0003662		How do you prefer to navigate OnGuard Online? --> During your visit today, how did you navigate OnGuardOnline.gov?	I use the links in the middle of the home page. / I use the top navigation bar. / I use the search box. / Other, please specify	D	Checkbox, one-up vertical / Radio button, one-up vertical	multi / Single	N / Y	OPS Group	Navigation
ACQCol0003663	D	Please tell us specifically how prefer to navigate OnGuardOnline.			Text field, <100 char	Single	N	OPS Group	other Navigation
NEW		Did you read any of the following articles during your visit today? (Please select all that apply)	Phishing / Malware / Email Scams / None of the above	A / B / C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Article Revise
NEW	A	Do you have any comments or suggestions for improving the **Phishing** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Article Revise
NEW	B	Do you have any comments or suggestions for improving the **Malware** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Article Revise
NEW	C	Do you have any comments or suggestions for improving the **Email Scams** Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Article Revise
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding. / I thought it was too complicated. / I thought it was too simplistic or not detailed enough. / I'm not sure.		Radio button, one-up vertical	Single	N		Content
CWS02202		Choose the statement that **best describes your use of** the Internet and related technologies:	I use the Internet extensively and am eager to adopt new technologies. / I use the Internet frequently and may adopt new technologies. / I use the Internet frequently but only for specific tasks. / I use the Internet infrequently. / I am still learning to use the Internet.		Radio button, one-up vertical	Single	Y		Describe Use Internet
CWS02205		Did you learn something on this site that might **change your online behavior** in the future?	Yes / No / Maybe		Radio button, one-up vertical	Single	Y		Change Behavior
NEW		How frequently do you visit OnGuardOnline.gov?	This is my first time / Weekly / Monthly / Every few months		Drop down, select one	Single	Y		Visit Frequency
CWS02201		How **old** are you?	Under 18 / 18-24 / 25-34 / 35-44 / 45-54		Radio button, one-up vertical	Single	N		Age

FTC OnGuardOnline CUSTOM QUESTION LIST

QID (Group ID)	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
			55-64						
			65-74						
			75 and up						
CWS02206		If you could make **one improvement to the site**, what would it be?			Text area, no char limit		N		Site Improvement

FTC OnGuardOnline CUSTOM QUESTION LIST

QID (Group ID)	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
CWS02197		What **topic brought you to the site** today?	Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	
			Social networking						
			Wireless security						
			Phishing						
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online						
			Email/Internet Scams						
			Laptop security						
			General tips and information						
			Other, please specify	A					
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	
CWS02199		Did the site help you **do what you wanted** today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	
			No	C					
			Partially	C					
CWS02200	C	If you were **not able to do** what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	
CWS02201		How **old** are you?	Under 18		Radio button, one-up vertical	Single	N		
			18-24						
			25-34						
			35-44						
			45-54						
			55-64						
			65-74						
			75 and up						
CWS02202		Choose the statement that **best describes your use of** the Internet and related technologies:	I use the Internet extensively and am eager to adopt new technologies.		Radio button, one-up vertical	Single	Y		
			I use the Internet frequently and may adopt new technologies.						
			I use the Internet frequently but only for specific tasks.						
			I use the Internet infrequently.						
			I am still learning to use the Internet.						
		How do you prefer to navigate OnGuard Online?	I use the links in the middle of the home page.		Checkbox, one-up vertical	Singl	N	OPS Group	
			I use the top navigation bar.						
			I use the search box.						
			Other, please specify	D					
	D	Please tell us specifically how prefer to navigate OnGuardOnline.			Text area, no char limit	Single	N	OPS Group	
		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding.		Checkbox, one-up vertical	Singl	N	OPS Group	
			I thought it was too complicated.						
			I thought it was too simplistic or not detailed enough.						
			I'm not sure.						
CWS02203		How did you **learn about** OnGuardOnline?	Found through a search engine (Google, Yahoo, MSN, etc)		Checkbox, one-up vertical	Multi	Y	OPS Group	
			Referred by another website or link						
			Referred by a friend or family member						
			News source (magazine/newspaper/radio/television)						
			Prior visit to the site						
			Other, please specify	A					
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.			Text area, no char limit	Single	N	OPS Group	
CWS02205		Did you learn something on this site that might **change your online behavior** in the future?	Yes		Radio button, one-up vertical	Single	Y		
			No						
			Maybe						
CWS02206		If you could make **one improvement to the site**, what would it be?			Text area, no char limit		N		

Model Instance Name:			
FTC OnGuardOnline			
MID: kwEhBtA44gQQsMZUlc00pQ==			
Date: 8/13/2009			

FTC OnGuardOnline CUSTOM QUESTION LIST

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QID (Group ID)	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
CWS02197		What **topic brought you to the site** today?	Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	
			Social networking						
			Wireless security						
			Phishing						
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online						
			Email/Internet Scams						
			Laptop security						
			General tips and information						
			Other, please specify	A					
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	
CWS02199		Did the site help you **do what you wanted** today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	
			No	C					
			Partially	C					
CWS02200	C	If you were **not able to do** what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	
CWS02201		How **old** are you?	Under 18		Radio button, one-up vertical	Single	N		
			18-24						
			25-34						
			35-44						
			45-54						
			55-64						
			65-74						
			75 and up						
CWS02202		Choose the statement that **best describes your use of** the Internet and related technologies:	I use the Internet extensively and am eager to adopt new technologies.		Radio button, one-up vertical	Single	Y		
			I use the Internet frequently and may adopt new technologies.						
			I use the Internet frequently but only for specific tasks.						
			I use the Internet infrequently.						
			I am still learning to use the Internet.						
CWS02203		How did you **learn about** OnGuardOnline?	Found through a search engine (Google, Yahoo, MSN, etc)		Checkbox, one-up vertical	Multi	Y	OPS Group	
			Referred by another website or link						
			Referred by a friend or family member						
			News source (magazine/newspaper/radio/television)						
			Prior visit to the site						
			Other, please specify	A					
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.			Text area, no char limit	Single	N	OPS Group	
CWS02205		Did you learn something on this site that might **change your online behavior** in the future?	Yes		Radio button, one-up vertical	Single	Y		
			No						
			Maybe						
CWS02206		If you could make **one improvement to the site**, what would it be?			Text area, no char limit		N		