

## Questionnaire Management Guidelines

### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- 
- All changes tracked and reflected in one document (DOT will help)

### Basic rules:

1 This questionnaire **has to match the live survey**

2 All changes to the live measure need to be tracked and archived in **one document**

3 All **CQ change requests** has to be submitted using this documents

SRA: 1) marks up changes and submits the entire document to DOT

DOT: 1) archives change request on separate tab

2) implement changes

3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes

4 DOT will safeguard correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5glFJ

Date: 7/22/2008

**GovSales Survey MODEL QUESTION LIST**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction) CURRENT QUESTIONS	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction (1=Poor, 10=Excellent)</b>	<b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b>
1 Please rate the <b>usefulness of the information provided</b> on this site.	21 What is your <b>overall satisfaction</b> with this site?	24 How likely are you to return to this site?
2 Please rate the <b>convenience of the information</b> on this site.	22 How well does this site <b>meet your expectations</b> ?	<b>Recommend (1=Not Very Likely, 10=Very Likely)</b>
3 Please rate the <b>&lt;b&gt;variety of information&lt;/b&gt;</b> on this site.	23 How does this site <b>compare to your idea of an ideal website</b> ?	25 How likely are you to recommend this <b>site</b> to someone else?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b>
4 Please rate the <b>visual appeal</b> of the site.		26 How likely are you to use this site as your <b>primary resource</b> for browsing property or products for sale by the government?
5 Please rate the <b>&lt;b&gt;balance of graphics and text&lt;/b&gt;</b> on this site.		
6 Please rate the <b>&lt;b&gt;readability of the pages&lt;/b&gt;</b> on this site.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate <b>how well the site is organized</b> .		
8 Please rate the <b>options that are available for you to navigate</b> on this site.		
9 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
10 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Search (1=Poor, 10=Excellent, Don't Know)</b>		
11 Please rate the <b>relevance of search results</b> on this site.		
12 Please rate the <b>organization of search results</b> on this site.		
13 Please rate how well the <b>search results help you decide what to select</b> .		
14 Please rate how well the <b>search feature helps you to narrow the results to find what you want</b> .		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
15 Please rate how <b>&lt;b&gt;quickly pages load&lt;/b&gt;</b> on this site.		
16 Please rate the <b>&lt;b&gt;consistency of speed from page to page&lt;/b&gt;</b> on this site.		
17 Please rate the <b>&lt;b&gt;ability to load pages without getting error messages&lt;/b&gt;</b> on this site.		
<b>Product Browsing (1=Poor, 10=Excellent, Don't Know)</b>		
18 Please rate the ability to <b>sort products by criteria that are important to you</b> on this site.		
19 Please rate the <b>ability to narrow choices to find the product(s) you are looking for</b> on this site.		
20 Please rate how well the <b>features on the site help you find the product(s) you are looking for</b> .		
<b>Product Descriptions (1=Poor, 10=Excellent, Don't Know)</b>		
21 Please rate the <b>thoroughness of product descriptions</b> on this site.		
22 Please rate how <b>&lt;b&gt;understandable the product descriptions&lt;/b&gt;</b> are on this site.		
23 Please rate how well the <b>product descriptions provide answers to your questions</b> .		

**Model Instance Name:**

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 1/11/2013

**red & strike-through:** DELETE

**underlined & italicized:** RE-ORDER

**pink:** ADDITION

**blue + -->:** REWORDING

**violet (bold):** SKIP-LOGIC

**GovSales Survey CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical
7921		What best describes you?	Citizen/General public Government employee Reseller Realtor Car dealer Other, please specify:	A	Radio button, one-up vertical
7922	A	Other role			Text field, <100 char
7926		What source brought you to our site?	Search engine Other government site Bookmark Referral / Link from another site Printed materials Media/news story Magazine advertisement Billboard GovSales representative at an event Other, please specify:	I B	Radio button, one-up vertical
7927	B	Other source			Text field, <100 char
ACQhar0020919	I	Which event?			Text area, no char limit
AKR2329		What area of the site were you primarily visiting today?	Houses Buildings & Land Farms International Real Estate Vehicles & Parts Aviation & Marine Computers Electronics Communications Office Medical & Dental Industrial Clothing & Personal Household Goods Jewelry & Collectibles Sporting Goods Books & Music More/Other	C	Radio button, one-up vertical
AKR2330	C	Other area visited			Text field, <100 char
7923		What is your primary reason for visiting the site today?	Just browsing the site Looking for: Real estate or property (houses, buildings, property and farms) Vehicles and parts Aviation or marine equipment Computers Electronics Communication and detection equipment Office supplies and equipment		Radio button, one-up vertical

Are these answer choices sufficient? Do we need to add others?

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GovSales Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)
			Medical, dental or veterinary supplies or equipment		
Industrial machinery, equipment or materials					
Clothing and personal items					
Household goods					
Jewelry and collectibles					
Sporting goods					
Books and music					
Other					
8002		I was <b>able to access and search</b> the GovSales.gov website for property available for sale to the public.	Yes		Radio button, one-up vertical
			No		
7924		Did you <b>find</b> what you were looking for?	Yes		Radio button, one-up vertical

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GovSales Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To D	Type (select from list)
			No Partially		
7925	D	If "No", what were you looking for? Please be brief and specific.			
7928		What <b>method</b> do you use to find your information?	Site's search feature Top navigation bar Quick links Just browsing Combination of search and navigation Other, please specify:	E	Radio button, one-up vertical
7929	E	Other method			Text field, <100 char
AKR2331		Please tell us about your <b>experience with the site's search feature</b> today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	F	Checkbox, one-up vertical
AKR2332	F	Other search difficulty			Text field, <100 char
AKR2333		How would you describe your <b>navigation experience on this site</b> today? (Please select all that apply.)	I had no difficulty navigating this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	G	Checkbox, one-up vertical
AKR2334	G	Other navigational difficulty			Text field, <100 char
AKR2335		When you found the item/product of interest, <b>which auction site</b> were you redirected to?	Homesales.gov USDA US Department of State Bid4Assets.com GSAacutions.gov Don't know Can't remember		Checkbox, one-up vertical
7931		Have you used any of the following websites?	Amazon Bidz BizRate eBay Property Room uBid Yahoo Auctions Other, please specify:	H	Checkbox, one-up vertical
7932	H	Other website			Text field, <100 char
7933		If you could make <b>one improvement</b> to the site, what would it be?			Text area, no char limit
7934		Do you have any <b>comments</b> about our site? (Please specify)			Text area, no char limit

Updated the wording and answer choices for this question. Previous wording might cause bias.

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Single or Multi	Required Y/N
Single	y
Single	y
	n
Single	y
	n
	n
single	y
	n
Single	y



Single or Multi	Required Y/N
Single	y
Single	y

Single or Multi	Required Y/N
Single	y
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Single	n
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Single	n
er us	n
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QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single or Multi
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single
7921		What <b>best describes</b> you?	Citizen/General public Government employee Reseller Realtor Car dealer Other, please specify:	<b>A</b>	Radio button, one-up vertical	Single
7922	<b>A</b>	Other role			Text field, <100 char	
7926		What <b>source</b> brought you to our site?	Search engine Other government site Bookmark Referral / Link from another site Printed materials Media/news story <i>Magazine advertisement</i> Billboard <i>GovSales representative at an event</i> Other, please specify:	<b>I</b> <b>B</b>	Radio button, one-up vertical	Single
7927	<b>B</b>	Other source			Text field, <100 char	
	<b>I</b>	<i>Which event?</i>			Text area, no char limit	
AKR2329		What <b>area</b> of the site were you primarily visiting today?	Houses Buildings & Land Farms International Real Estate Vehicles & Parts Aviation & Marine Computers Electronics Communications Office Medical & Dental Industrial Clothing & Personal Household Goods Jewelry & Collectibles Sporting Goods Books & Music More/Other	<b>C</b>	Radio button, one-up vertical	single
AKR2330	<b>C</b>	Other area visited			Text field, <100 char	
7923		What is your <b>primary reason</b> for visiting the site today?	Just browsing the site Looking for: Real estate or property (houses, buildings, property and farms) Vehicles and parts Aviation or marine equipment Computers Electronics Communication and detection equipment Office supplies and equipment		Radio button, one-up vertical	Single

Are these answer choices sufficient? Do we need to add others?

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QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single or Multi
			Medical, dental or veterinary supplies or equipment			
			Industrial machinery, equipment or materials			
			Clothing and personal items			
			Household goods			
			Jewelry and collectibles			
			Sporting goods			
			Books and music			
			Other			
8002		I was <b>able to access and search</b> the GovSales.gov website for property available for sale to the public.	Yes		Radio button, one-up vertical	Single
			No			
7924		Did you <b>find</b> what you were looking for?	Yes		Radio button, one-up vertical	Single

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QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To D	Type (select from list)	Single or Multi
			No Partially			
7925	D	If "No", what were you looking for? Please be brief and specific.				
7928		What <b>method</b> do you use to find your information?	Site's search feature Top navigation bar Quick links Just browsing Combination of search and navigation Other, please specify:	E	Radio button, one-up vertical	Single
7929	E	Other method			Text field, <100 char	
AKR2331		Please tell us about your <b>experience with the site's search feature</b> today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain): Other, please specify: (go to A)	E	Checkbox, one-up vertical	Single
						Updated the wording and answer choices for this question. Previous wording might cause bias.
AKR2332	F	Other search difficulty			Text field, <100 char	
AKR2333		How would you describe your <b>navigation experience on this site</b> today? (Please select all that apply.)	I had no difficulty navigating this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: Could not navigate back to previous information Had difficulty finding detailed information on your web pages Had difficulty finding related information on your web pages Had various technical difficulties (links didn't work, received error messages, etc.) Other, please specify: (go to A)	G	Checkbox, one-up vertical	Single
						Updated the wording and answer choices for this question. Previous wording might cause bias.
AKR2334	G	Other navigational difficulty			Text field, <100 char	
AKR2335		When you found the item/product of interest, <b>which auction site</b> were you redirected to?	Homesales.gov USDA US Department of State Bid4Assets.com GSAacutions.gov Don't know Can't remember		Checkbox, one-up vertical	multi
7931		Have you used any of the following websites?	Amazon Bidz BizRate eBay Property Room uBid Yahoo Auctions Other, please specify:	H	Checkbox, one-up vertical	Multi
7932	H	Other website			Text field, <100 char	

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QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single or Multi
7933		If you could make <b>one improvement</b> to the site, what would it be?			Text area, no char limit	
7934		Do you have any <b>comments</b> about our site? (Please specify)			Text area, no char limit	



Required Y/N
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y
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y
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Required Y/N
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Required Y/N
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y
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Required Y/N
n
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QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single or Multi
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single
7921		What best describes you?	Citizen/General public Government employee Reseller Realtor Car dealer Other, please specify:	A	Radio button, one-up vertical	Single
7922	A	Other role			Text field, <100 char	
7926		What source brought you to our site?	Search engine Other government site Bookmark Referral / Link from another site Printed materials Media/news story Magazine advertisement Billboard GovSales representative at an event Other, please specify:	I B	Radio button, one-up vertical	Single
7927	B	Other source			Text field, <100 char	
	I	Which event?			Text area, no char limit	
AKR2329		What area of the site were you primarily visiting today?	Houses Buildings & Land Farms International Real Estate Vehicles & Parts Aviation & Marine Computers Electronics Communications Office Medical & Dental Industrial Clothing & Personal Household Goods Jewelry & Collectibles Sporting Goods Books & Music More/Other	C	Radio button, one-up vertical	single
AKR2330	C	Other area visited			Text field, <100 char	
7923		What is your primary reason for visiting the site today?	Just browsing the site Looking for: Real estate or property (houses, buildings, property and farms) Vehicles and parts Aviation or marine equipment Computers Electronics Communication and detection equipment Office supplies and equipment		Radio button, one-up vertical	Single

Are these answer choices sufficient? Do we need to add others?

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QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single or Multi
			Medical, dental or veterinary supplies or equipment			
			Industrial machinery, equipment or materials			
			Clothing and personal items			
			Household goods			
			Jewelry and collectibles			
			Sporting goods			
			Books and music			
			Other			
8002		I was <b>able to access and search</b> the GovSales.gov website for property available for sale to the public.	Yes		Radio button, one-up vertical	Single
			No			
7924		Did you <b>find</b> what you were looking for?	Yes		Radio button, one-up vertical	Single

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GovSales Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To D	Type (select from list)	Single or Multi
			No Partially			
7925	D	If "No", what were you looking for? Please be brief and specific.				
7928		What <b>method</b> do you use to find your information?	Site's search feature Top navigation bar Quick links Just browsing Combination of search and navigation Other, please specify:	E	Radio button, one-up vertical	Single
7929	E	Other method			Text field, <100 char	
AKR2331		Please tell us about your <b>experience with the site's search feature</b> today. (Please select all that apply.)	Search results were helpful Results were <del>not relevant/not what I wanted</del> Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain): <del>Other, please specify: (go to A)</del>	F	Radio button, one-up vertical	Single
						Updated the wording and answer choices for this question. Previous wording might cause bias.
AKR2332	F	Other search difficulty			Text field, <100 char	
AKR2333		How would you describe your <b>navigation experience on this site</b> today? (Please select all that apply.)	I had no difficulty navigating this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: <del>Could not navigate back to previous information</del> <del>Had difficulty finding detailed information on your web pages</del> <del>Had difficulty finding related information on your web pages</del> <del>Had various technical difficulties (links didn't work, received error messages, etc.)</del> <del>Other, please specify: (go to A)</del>	G	Radio button, one-up vertical	Single
						Updated the wording and answer choices for this question. Previous wording might cause bias.
AKR2334	G	Other navigational difficulty			Text field, <100 char	
AKR2335		When you found the item/product of interest, <b>which auction site</b> were you redirected to?	Homesales.gov USDA US Department of State Bid4Assets.com GSAacutions.gov Don't know Can't remember		Checkbox, one-up vertical	multi
7931		Have you used any of the following websites?	Amazon Bidz BizRate eBay Property Room uBid Yahoo Auctions Other, please specify:	H	Checkbox, one-up vertical	Multi
7932	H	Other website			Text field, <100 char	

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QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single or Multi
7933		If you could make <b>one improvement</b> to the site, what would it be?			Text area, no char limit	
7934		Do you have any <b>comments</b> about our site? (Please specify)			Text area, no char limit	



Required Y/N
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y
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y
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n
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y
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Required  
Y/N



y

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Required Y/N
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Required Y/N
n
n



Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 7/22/2008

QID	Skip Logic Label	Question Text Current Question	Question Text Proposed New Question
235		How frequently do you visit this site?	
7921		What <b>best describes</b> you?	
7922		Other role	
7926		What <b>source</b> brought you to our site?	
7927		Other source	
			What <b>area</b> of the site were you primarily visiting today?
	A		Other area visited
7923		What is your <b>primary reason</b> for visiting the site today?	

Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 7/22/2008



QID	Skip Logic Label	Question Text Current Question	Question Text Proposed New Question
8002		I was <b>able to access and search</b> the GovSales.gov website for property available for sale to the public.	
7924		Did you <b>find</b> what you were looking for?	

Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 7/22/2008

QID	Skip Logic Label	Question Text Current Question	Question Text Proposed New Question
7925		If <b>"No"</b> , what were you looking for? Please be brief and specific.	
7928		What <b>method</b> do you use to find your information?	
7929		Other method	
			If you used <b>search</b> today to find your information, did you encounter any difficulties with the <b>search feature</b> ?
	A		Other search difficulty
			If you used <b>navigational methods</b> today to find your information, did you encounter any difficulties with the <b>navigation capabilities</b> on this site?
	A		Other navigational difficulty
			When you found the item/product of interest, <b>which auction site</b> were you redirected to?
<del>7930</del>		<del>Have you ever used an online auction website before?</del>	
7931		If you answered <b>"Yes"</b> above, which <b>other online auction sites</b> have you used?	Have you used any of the following <b>websites</b> ?
7932	A	Other website	

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GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 7/22/2008

QID	Skip Logic Label	Question Text Current Question	Question Text Proposed New Question
7933		If you could make <b>one improvement</b> to the site, what would it be?	
7934		Do you have any <b>other comments</b> about our site? (Please specify)	Do you have any <b>comments</b> about our site? (Please specify)

red & strike-through: DELETE

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violet (bold): SKIP-LOGIC

GovSales Survey CUSTOM QUESTION LIST				
Answer Choices (limited to 50 characters) Current	Answer Choices Proposed New	Type (select from list)	Single or Multi	Required Y/N
First time		Radio button, one-up vertical	Single	y
More than once a day				
Daily				
About once a week				
About once a month				
Every 6 months or less				
Citizen/General public		Radio button, one-up vertical	Single	y
Government employee				
Reseller				
Realtor				
Car dealer				
Other, please specify:		Text field, <100 char		n
Search engine		Radio button, one-up vertical	Single	y
Other government site				
Bookmark				
Referral / Link from another site				
Printed materials				
Media/news story				
Other, please specify:		Text field, <100 char		n
	Houses	Radio button, one-up vertical	single	y
	Buildings & Land			
	Farms			
	International Real Estate			
	Vehicles & Parts			
	Aviation & Marine			
	Computers			
	Electronics			
	Communications			
	Office			
	Medical & Dental			
	Industrial			
	Clothing & Personal			
	Household Goods			
	Jewelry & Collectibles			
	Sporting Goods			
	Books & Music			
	More/Other (go to A)	Text field, <100 char		n
Just browsing the site		Radio button, one-up vertical	Single	y
Looking for: Real estate or property (houses, buildings, property and farms)				
Vehicles and parts				
Aviation or marine equipment				
Computers				
Electronics				
Communication and detection equipment				
Office supplies and equipment				
Medical, dental or veterinary supplies or equipment				
Industrial machinery, equipment or materials				
Clothing and personal items				
Household goods				

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

GovSales Survey CUSTOM QUESTION LIST				
Answer Choices (limited to 50 characters) Current	Answer Choices Proposed New	Type (select from list)	Single or Multi	Required Y/N
Jewelry and collectibles				
Sporting goods				
Books and music				
Other				
Strongly disagree	Yes	Radio button, one-up vertical	Single	y
Disagree	No			
Neither agree or disagree				
Agree				
Strongly Agree				
Yes		Radio button, one-up vertical	Single	y

red & strike-through: DELETE

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pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

GovSales Survey CUSTOM QUESTION LIST				
Answer Choices (limited to 50 characters) Current	Answer Choices Proposed New	Type (select from list)	Single or Multi	Required Y/N
No				
Partially				
Site's search feature		Radio button, one-up vertical	Single	y
Top navigation bar				
Quick links				
Just browsing				
Combination of search and navigation				
Other, please specify:				
		Text field, <100 char		n
	No problems were encountered	Radio button, one-up vertical	Single	n
	Returned too many results			
	Returned no results			
	Results were not relevant to my search terms			
	Results were too similar/redundant			
	I was not sure what words to use in my search			
	Search required too many refinements to get what I wanted			
	Search speed was too slow			
	Other, please specify: (go to A)			
		Text field, <100 char		n
	No problems were encountered	Radio button, one-up vertical	Single	n
	Could not find the appropriate navigational links on most of your web pages			
	Could not get started or did not know where to begin			
	Links/ headings are not intuitive enough			
	Too many links or navigational choices			
	Would often feel lost, and did not know where I was on your site			
	Links did not take me where I expected			
	Navigation did not support what I was trying to accomplish			
	Could not navigate back to previous information			
	Had difficulty finding detailed information on your web pages			
	Had difficulty finding related information on your web pages			
	Had various technical difficulties (links didn't work, received error messages, etc.)			
	Other, please specify: (go to A)			
		Text field, <100 char		n
	Homesales.gov	Checkbox, one-up vertical	multi	y
	USDA			
	US Department of State			
	Bid4Assets.com			
	GSAacutions.gov			
	Don't know			
	Can't remember			
Yes		Radio button, one-up vertical	Single	y
No				
Bidz	<i>Amazon</i>	Checkbox, one-up vertical	Multi	y
eBay	<i>Bidz</i>			
Property Room	<i>BizRate</i>			
uBid	<i>eBay</i>			
Yahoo Auctions	<i>Property Room</i>			
Other, please specify:	<i>uBid</i>			
	<i>Yahoo Auctions</i>			
	<i>Other, please specify: (go to A)</i>			
		Text field, <100 char		n

red & strike-through: DELETE

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pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

GovSales Survey CUSTOM QUESTION LIST				
Answer Choices (limited to 50 characters) Current	Answer Choices Proposed New	Type (select from list)	Single or Multi	Required Y/N
		Text area, no char limit		n
		Text area, no char limit		n



Model Instance Name:  
 GovSales Survey  
 MID: hYR0MQ0MY4ss9dY5glFJ  
 Date: 7/22/2008

**GovSales Survey MODEL QUESTION LIST**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction) CURRENT QUESTIONS		ELEMENTS (drivers of satisfaction) PROPOSED NEW QUESTIONS		CUSTOMER SATISFACTION	FUTURE BEHAVIORS		
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction (1=Poor, 10=Excellent)</b>	<b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b>		
1	Please rate the <b>usefulness of the information provided</b> on this site.		Please rate the <b>usefulness of the information provided</b> on this site.	21	What is your <b>overall satisfaction</b> with this site?	24	How likely are you to return to this site?
2	Please rate the <b>convenience of the information</b> on this site.		Please rate the <b>convenience of the information</b> on this site.	22	How well does this site <b>meet your expectations</b> ?		
3	Please rate the <b>ability to accomplish what you wanted to</b> on this site.		Please rate the <b>variety of information</b> on this site.	23	How does this site <b>compare to your idea of an ideal website</b> ?	25	How likely are you to recommend this site to someone else?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<i>Stays the same</i>	<i>Stays the same</i>		
4	Please rate the <b>visual appeal</b> of the Site.		Please rate the <b>visual appeal</b> of this site.				
5	Please rate the <b>amount of graphics and text</b> on each page of the site.		Please rate the <b>balance of graphics and text</b> on this site.				
6	Please rate the <b>ease of reading the pages</b> on this site.		Please rate the <b>readability of the pages</b> on this site.				
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>							
7	Please rate <b>how well the site is organized</b> .	<i>Stays the same</i>					
8	Please rate the <b>options that are available for you to navigate</b> on this site.						
9	Please rate <b>how well the site layout helps you find what you are looking for</b> .						
10	Please rate the <b>number of clicks to get where you want</b> on this site.	<i>Stays the same</i>					
<b>Search (1=Poor, 10=Excellent, Don't Know)</b>							
11	Please rate the <b>relevance of search results</b> on this site.						
12	Please rate the <b>organization of search results</b> on this site.						
13	Please rate how well the <b>search results help you decide what to select</b> .	<i>Stays the same</i>					
14	Please rate how well the <b>search feature helps you to narrow the results to find what you want</b> .						
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>					
15	Please rate the <b>speed that pages load</b> on this site.		Please rate how <b>quickly pages load</b> on this site.				
16	Please rate the <b>consistency of speed from page-to-page</b> on this site.		Please rate the <b>consistency of speed from page to page</b> on this site.				
17	Please rate the <b>ability to load pages without getting errors</b> on this site.		Please rate the <b>ability to load pages without getting error messages</b> on this site.				
<b>Product Browsing (1=Poor, 10=Excellent, Don't Know)</b>							
18	Please rate the ability to <b>sort products by criteria that are important to you</b> on this site.	<i>Stays the same</i>					
19	Please rate the <b>ability to narrow choices to find the product(s) you are looking for</b> on this site.						
20	Please rate how well the <b>features on the site help you find the product(s) you are looking for</b> .						
<b>Product Descriptions (1=Poor, 10=Excellent, Don't Know)</b>		<b>Product Descriptions (1=Poor, 10=Excellent, Don't Know)</b>					
21	Please rate the <b>thoroughness of product descriptions</b> on this site.		Please rate the <b>thoroughness of product descriptions</b> on this site.				
22	Please rate <b>how easy it is for you to understand the product descriptions</b> on this site.		Please rate how <b>understandable the product descriptions</b> are on this site.				
23	Please rate how well the <b>product descriptions provide answers to your questions</b> .		Please rate how well the <b>product descriptions provide answers to your questions</b> .				

Model Instance Name:  
 GovSales Survey  
 MID: hYR0MQ0MY4ss9dY5gIFJ  
 Date: 7/22/2008

**GovSales Survey MODEL QUESTION LIST**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction (1=Poor, 10=Excellent)</b>	<b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b>
1 Please rate the <b>usefulness of the information provided</b> on this site.	21 What is your <b>overall satisfaction</b> with this site?	24 How likely are you to return to this site?
2 Please rate the <b>convenience of the information</b> on this site.	22 How well does this site <b>meet your expectations</b> ?	<b>Recommend (1=Not Very Likely, 10=Very Likely)</b>
3 Please rate the <b>ability to accomplish what you wanted to</b> on this site.	23 How does this site <b>compare to your idea of an ideal website</b> ?	25 How likely are you to recommend this <b>site</b> to someone else?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b>
4 Please rate the <b>visual appeal</b> of the site.		26 How likely are you to use this site as your <b>primary resource</b> for browsing property or products for sale by the government?
5 Please rate the <b>amount of graphics and text</b> on each page of the site.		
6 Please rate the <b>ease of reading the pages</b> on this site.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate <b>how well the site is organized</b> .		
8 Please rate the <b>options that are available for you to navigate</b> on this site.		
9 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
10 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Search (1=Poor, 10=Excellent, Don't Know)</b>		
11 Please rate the <b>relevance of search results</b> on this site.		
12 Please rate the <b>organization of search results</b> on this site.		
13 Please rate how well the <b>search results help you decide what to select</b> .		
14 Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
15 Please rate the <b>speed that pages load</b> on this site.		
16 Please rate the <b>consistency of speed from page-to-page</b> on this site.		
17 Please rate the <b>ability to load pages without getting errors</b> on this site.		
<b>Product Browsing (1=Poor, 10=Excellent, Don't Know)</b>		
18 Please rate the ability to <b>sort products by criteria that are important to you</b> on this site.		
19 Please rate the <b>ability to narrow choices to find the product(s) you are looking for</b> on this site.		
20 Please rate how well the <b>features on the site help you find the product(s) you are looking for</b> .		
<b>Product Descriptions (1=Poor, 10=Excellent, Don't Know)</b>		
21 Please rate the <b>thoroughness of product descriptions</b> on this site.		
22 Please rate <b>how easy it is for you to understand the product descriptions</b> on this site.		
23 Please rate how well the <b>product descriptions provide answers to your questions</b> .		



Instance Name:  
 GovSales Survey  
 0MQ0MY4ss9dY5gIFJ  
 Date: 7/22/2008

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING  
 violet (bold): SKIP-LOGIC

**GovSales Survey CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Required Y/N
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less	Radio button, one-up vertical	Single	y
7921		What best describes you?	Citizen/General public Government employee Reseller Realtor Car dealer Other, please specify:	Radio button, one-up vertical	Single	y
7922		Other role		Text field, <100 char		n
7923		What is your primary reason for visiting the site today?	Just browsing the site Looking for: Real estate or property (houses, buildings, property and farms) Vehicles and parts Aviation or marine equipment Computers Electronics Communication and detection equipment Office supplies and equipment Medical, dental or veterinary supplies or equipment Industrial machinery, equipment or materials Clothing and personal items Household goods Jewelry and collectibles Sporting goods Books and music Other	Radio button, one-up vertical	Single	y
8002		I was able to access and search the GovSales.gov website for property available for sale to the public.	Strongly disagree Disagree Neither agree or disagree Agree Strongly Agree	Radio button, one-up vertical	Single	y
7924		Did you find what you were looking for?	Yes	Radio button, one-up vertical	Single	y

Instance Name:  
 GovSales Survey  
 0MQ0MY4ss9dY5gIFJ  
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GovSales Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Required Y/N
			No			
7925		If "No", what were you looking for? Please be brief and specific.	Partially			
7926		What <b>source</b> brought you to our site?	Search engine Other government site Bookmark Referral / Link from another site Printed materials Media/news story Other, please specify:	Radio button, one-up vertical	Single	y
7927		Other source		Text field, <100 char		n
7928		What <b>method</b> do you use to find your information?	Site's search feature Top navigation bar Quick links Just browsing Combination of search and navigation Other, please specify:	Radio button, one-up vertical	Single	y
7929		Other method		Text field, <100 char		n
7930		Have you ever <b>used an online auction website</b> before?	Yes No	Radio button, one-up vertical	Single	y
7931		If you answered "Yes" above, which <b>other online auction sites</b> have you used?	Bidz eBay Property Room uBid Yahoo Auctions Other, please specify:	Checkbox, one-up vertical	Multi	N
7932		Other website		Text field, <100 char		n
7933		If you could make <b>one improvement</b> to the site, what would it be?		Text area, no char limit		n
7934		Do you have any <b>other comments</b> about our site? (Please specify)		Text area, no char limit		n

Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 7/22/2008

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**GovSales Survey CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Required Y/N
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less	Radio button, one-up vertical	Single	y
7921		What best describes you?	Citizen/General public Government employee Reseller Realtor Car dealer Other, please specify:	Radio button, one-up vertical	Single	y
7922		Other role		Text field, <100 char		n
7923		What is your primary reason for visiting the site today?	Just browsing the site Looking for: Real estate or property (houses, buildings, property and farms) Vehicles and parts Aviation or marine equipment Computers Electronics Communication and detection equipment Office supplies and equipment Medical, dental or veterinary supplies or equipment Industrial machinery, equipment or materials Clothing and personal items Household goods Jewelry and collectibles Sporting goods Books and music Other	Radio button, one-up vertical	Single	y
8002		I was able to access and search the GovSales.gov website for property available for sale to the public.	Strongly disagree Disagree Neither agree or disagree Agree Strongly Agree	Radio button, one-up vertical	Single	y
7924		Did you find what you were looking for?	Yes	Radio button, one-up vertical	Single	y

Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 7/22/2008

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GovSales Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Required Y/N
			No			
			Partially			
7925		If "No", what were you looking for? Please be brief and specific.				
7926		What <b>source</b> brought you to our site?	Search engine Other government site Bookmark Referral / Link from another site Printed materials Media/news story Other, please specify:	Radio button, one-up vertical	Single	y
7927		Other source		Text field, <100 char		n
7928		What <b>method</b> do you use to find your information?	Site's search feature Top navigation bar Quick links Just browsing Combination of search and navigation Other, please specify:	Radio button, one-up vertical	Single	y
7929		Other method		Text field, <100 char		n
7930		Have you ever <b>used an online auction website</b> before?	Yes No	Radio button, one-up vertical	Single	y
7931		If you answered "Yes" above, which <b>other online auction sites</b> have you used?	Bidz eBay Property Room uBid Yahoo Auctions Other, please specify:	Radio button, one-up vertical	S	N
7932		Other website		Text field, <100 char		n
7933		If you could make <b>one improvement</b> to the site, what would it be?		Text area, no char limit		n
7934		Do you have any <b>other comments</b> about our site? (Please specify)		Text area, no char limit		n

Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

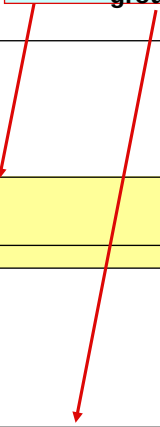
blue + -->: REWORDING

violet (bold): SKIP-LOGIC

GovSales Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How frequently do you visit this site?	Daily 2-3 times a week --> Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site	Dropdown (Select-one)
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to (go to A) I am not registered, but intend to register during my visit today	Radio Button One Up Vertical
	A	Please explain why you do not intend to register?		Open-ended
CQ0004444		Which best describes your primary role?	Registered project architect Project designer Unregistered architect Contractor Sub-contractor General consumer Other (please specify)	Radio Button One Up Vertical
CQ0004444		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design (go to A) Gathering information on a product or manufacturer specified in a design (go to B) Other (please specify)	Radio Button One Up Vertical
	A	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost Other (please specify)	Checkbox One Up Vertical
	B	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost Other (please specify)	Checkbox One Up Vertical

Use cell shading to highlight question groups.



Model Instance Name:

GovSales Survey

MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

GovSales Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How were you primarily <b>seeking information</b> on sweets.com?	Search by keyword feature Browse by master format feature Other (please specify)	Radio Button One Up Vertical
CQ0004444		Were you able to <b>find what you were looking for</b> today?	Yes No (go to A then B) Not sure (go to C then D)	Radio Button One Up Vertical
A		Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other (please specify)	Radio Button One Up Vertical
B		Since you could not find what you were looking for, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites (go to E) Other (please specify)	Dropdown (Select-one)
C		Why were you <b>not sure?</b>	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other (please specify)	Radio Button One Up Vertical
D		Since you were not sure, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites (go to F) Other (please specify)	Dropdown (Select-one)
E		What other site(s) do you plan to visit?		Open-ended
F		What other site(s) do you plan to visit?		Open-ended
CQ0004444		What <b>other sources</b> do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites Sweets catalog Other (please specify)	Checkbox One Up Vertical

Use cell shading to highlight question groups.



Single or Multi		Required Y/N
Single		Y
Single		Y
		N
Single		Y
Single		Y
Multi		Y
Multi		Y



Single or Multi	Required Y/N
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
	N
	N
Multi	Y