

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
Site Information (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Very dissatisfied, 10=Very satisfied)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the thoroughness of information on this site.	23 What is your overall satisfaction with this site?	26 How likely are you to return to this site ?
2 Please rate how understandable the information is on this site.	24 How well does this site meet your expectations ?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate how well the information provides answers to your questions .	25 How does this site compare to your idea of an ideal website ?	27 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Not Very Likely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		How likely are you to use this site as your primary resource for obtaining information about online security ?
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 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.		

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underlined & italicized: RE-ORDER
 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 Teacher/Educator I.T. Professional Student Parent 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
ACQCo0003662		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.		Radio button, one-up vertical	Single	Y		Navigation
ACQSto0006034		Did you read any of the following articles during your visit today? (Please select all that apply)	Phishing Malware Email Scams Understanding Mobile Apps None of the above	A B C D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Articles
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
ACQCo0003664		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
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 Email RSS The OnGuardOnline.gov Facebook page Other I would decline updates.		Checkbox, one-up vertical	Multi	Y		Updates-Preferred method
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
ACQSto0006061		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		Radio button, one-up vertical	Single	N		Age

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			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

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CWS02199		Did the site help you do what you wanted today?	Yes No Partially	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
ACQCo0003662		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.		Radio button, one-up vertical	Single	Y		Navigation
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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
ACQCo0003664		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
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 Email RSS The OnGuardOnline.gov Facebook page Other I would decline updates.		Checkbox, one-up vertical	Multi	Y		Updates-Preferred method
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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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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
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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
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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
ACQCo0003664		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
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 Email RSS The OnGuardOnline.gov Facebook page Other I would decline updates.		Checkbox, one-up vertical	Multi	Y		Updates-Preferred method
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
ACQCo0006061		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 55-64 65-74 75 and up		Radio button, one-up vertical	Single	N		Age

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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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CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	OE_Brought to Site
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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
ACQCoI0003662		How do you prefer to navigate OnGuardOnline? --> 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
ACQCoI0003663	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 Some of the above	A B C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Article Revise
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ACQCoI0003664		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
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	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. I thought it was too complicated. I thought it was too simplistic or not detailed enough. I'm not sure.		Checkbox, one-up vertical	Singl	N	OPS Group	
CWS02203		How did you learn about OnGuardOnline?	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	
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 No Maybe		Radio button, one-up vertical	Single	Y		
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

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
 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
CWS02197		What topic brought you to the site today?	Identity theft Social networking Wireless security Phishing Kid's privacy <i>Net Cetera: Chatting with Kids About Being Online</i> Email/Internet Scams Laptop security General tips and information Other, please specify	A	Checkbox, one-up vertical	Multi	Y	OPS Group	
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 No Partially	C C	Radio button, one-up vertical	Single	Y	Skip Logic Group	
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 18-24 25-34 35-44 45-54 55-64 65-74 75 and up		Radio button, one-up vertical	Single	N		
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		
CWS02203		How did you learn about OnGuardOnline?	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	
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 No Maybe		Radio button, one-up vertical	Single	Y		
CWS02206		If you could make one improvement to the site , what would it be?			Text area, no char limit		N		

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 Leave
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