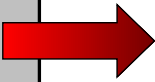


Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Likelihood to Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	24 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	27 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	25 How well does this site meet your expectations ? (1= Falls Short, 10= Exceeds)	28 Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	26 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		29 Primary Resource (1=Very Unlikely, 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 from this agency ?
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 readability of the 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 .		
13 Please rate the number of clicks to get where you want on this site.		
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.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
17 Please rate how thoroughly this website discloses information about what this agency is doing.		
18 Please rate how quickly agency information is made available on this website.		
19 Please rate how well information about this agency's actions can be accessed by the public on this website.		
Search (1=Poor, 10=Excellent, Don't Know)		
20 Please rate the relevance of search results on this site.		
21 Please rate the organization of search results on this site.		
22 Please rate how well the search results help you decide what to select .		
23 Please rate how well the search feature helps you to narrow the results to find what you want.		



Model Instance Name:
 DOT RITA Survey
 MID: xYwMp0UoBMIFx4FYndd9VQ==
 Date: 7/6/2011

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

DOT RITA Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
ACQDom0006100		What is/are your primary reason(s) for visiting the BTS site today? (Check all that apply)	Looking for transportation related statistics Looking for transportation related publications and reports Other (please specify)		Checkbox, one-up vertical	Multi
ACQDom0006101		For what other reason(s) did you visit the BTS site today?			Text area, no char limit	
ACQDom0006102		What transportation information were you looking for? Please describe.			Text area, no char limit	
AED10136		Did you find the information you were looking for on this website?	Yes No	A,D	Drop down, select one	Single
ACQDom0006103	A	Was the format of the data files adequate for your needs?	Yes No (please explain)	C	Drop down, select one	Single
ACQDom0006096	C	Please explain why.			Text area, no char limit	
ACQDom0006104	D	Were the data defined and explained adequately?	Yes No		Drop down, select one	Single
AED10138		What best describes your occupation?	Consultant/Researcher Federal government employee Industry professional Media Small business owner State or Local government employee Student Teacher/Professor Trade association/Non-profit employee Not employed Other (please specify)	A	Radio button, one-up vertical	Single
AED10139	A	Please describe your occupation.			Text field, no limit	
AED10140		On average, how frequently do you visit this site?	Almost daily About once per week About once per month A few times per year Once or twice per year First time visitor		Radio button, one-up vertical	Single
AED10142		What is the first improvement you think BTS should make to its website?			Text field, no limit	Single

Required Y/N	Special Instructions
Y	Skip logic
N	Skip logic
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	Skip logic
N	Skip logic
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N	

Model Instance Name:
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DOT RITA Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
AED10132		What is/are your primary reason(s) for visiting the site today? <i>(Check all that apply)</i>	Data and statistics Publications and reports News and updates General information about RITA / BTS Links to other websites Other primary reasons (please specify)	B A	Checkbox, one-up vertical	Multi	Y
AED10133	A	For what other reasons did you visit the site today?			Text field, no limit		N
AED10134	B	What transportation data were you looking for?	Airline data Freight data Economic data Passenger travel data Other transportation data (please specify)	A		Single	N
AED10135	A	What other transportation data were you looking for?			Text field, no limit		N
		What is/are your primary reason(s) for visiting the BTS site today? (Check all that apply)	Looking for transportation related statistics Looking for transportation related publications and reports Other (please specify)		Checkbox, one-up vertical	Multi	Y
		For what other reason(s) did you visit the BTS site today?			Text area, no char limit		N
		What transportation information were you looking for? Please describe.			Text area, no char limit		Y
AED10136		Did you find the information you were looking for on this website ?	Yes No	A,D B	Drop down, select one	Single	Y
AED10137	B	If not, what information were you looking for?			Text field, no limit		N
	A	Was the format of the data files adequate for your needs?	Yes No (please explain)	C	Drop down, select one	Single	Y
	C	Please explain why.			Text area, no char limit		N
	D	Were the data defined and explained adequately?	Yes No		Drop down, select one	Single	Y
AED10138		What best describes your occupation?	<i>Consultant/Researcher</i> <i>Federal government employee</i> <i>Industry professional</i> <i>Media</i> <i>Small business owner</i> <i>State or Local government employee</i> <i>Student</i> <i>Teacher/Professor</i> <i>Trade association/Non-profit employee</i> <i>Not employed</i> Other (please specify)	A	Radio button, one-up vertical	Single	Y
AED10139	A	Please describe your occupation.			Text field, no limit		N
AED10140		On average, how frequently do you visit this site?	<i>Almost daily</i> <i>About once per week</i> <i>About once per month</i> <i>A few times per year</i> <i>Once or twice per year</i> <i>First time visitor</i> <i>Less than once per year</i>		Radio button, one-up vertical	Single	Y
AED10141		Are there any other products (data, analysis, publications) not currently available that you would like to see BTS provide?			Text field, no limit	Single	N
AED10142		What is the first improvement you think BTS should make to its website?			Text field, no limit	Single	N



**Special
Instructions**

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