### **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

GovSales Survey

### MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 7/22/2008

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

Model Instance N	lame:
GovSales Survey	
MID: hYR0MQ0M	Y4ss9dY5gIFJ
Date:	1/11/2013

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			GoySales Surve	ey CUSTOM QUESTION LIST		
	<b>CI</b> .					
	Skip	Outpation Tout	Answer Choice	es		
	Logic Label	Question Text	(limited to 50 chara	acters)	Chin To	Turne (extent from list)
QID	Label		Current		Skip To	Type (select from list)
235		How frequently do you visit this site?	First time			Radio button, one-up vertical
			More than once a day			
			Daily			
			About once a week			
			About once a month			
			Every 6 months or less			
7921		What <b>best describes</b> you?	Citizen/General public			Radio button, one-up vertical
		,	Government employee			· ·
			Reseller			
			Realtor			
			Car dealer			
			Other, please specify:		А	
7922	Α	Other role			^	Text field, <100 char
7922	A	What source brought you to our site?	Search engine			Radio button, one-up vertical
1920		what source brought you to our site?	Other government site			Radio button, one-up vertical
			Bookmark			
			Referral / Link from another site			
			Printed materials	Are these answer choices sufficient	ent? Do	
			Media/news story	we need to add others?		
			Magazine advertisement			
			Billboard			
			GovSales representative at an event		I	
			Other, please specify:		В	
7927	В	Other source				Text field, <100 char
ACQhar0020919	I	Which event?				Text area, no char limit
AKR2329		What <b>area</b> of the site were you primarily visiting today?	Houses			Radio button, one-up vertical
			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		С	Taut Galil 1000
AKR2330 7923	С	Other area visited	Just browsing the site			Text field, <100 char
/u/2		What is your <b>primary reason</b> for visiting the site today?	Just browsing the site			Radio button, one-up vertical
1923			Looking for: Real estate or property (houses, buil	laings, property and farms)		
1925			Vehicles and parts			
1923						
1923			Aviation or marine equipment			
1923			Aviation or marine equipment Computers			
1923						
1923			Computers			

Model Instance GovSales Surve MID: hYR0MQ0 Date:	y	)dY5gIFJ	red & strike-through: DELETE <u>underlined &amp; italicized</u> : 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)
			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 able to access and search the GovSales.gov website for	Yes		Radio button, one-up vertical
		property available for sale to the public.	No		
7924		Did you find what you were looking for?	Yes		Radio button, one-up vertical

GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ

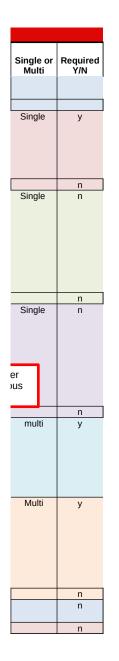
Date: 1/11/2013

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			GovSales Survey CUSTO	<b>A QUESTION LIST</b>		
QID	Skip Logic Label		Answer Choices (limited to 50 characters) Current		Skip To	Type (select from list)
· ·			No		D	
			Partially			
7925	D	If "No", what were you looking for? Please be brief and specific.				
7928		What method do you use to find your information?	Site's search feature			Radio button, one-up vertical
			Top navigation bar			
			Quick links			
			Just browsing			
			Combination of search and navigation			
			Other, please specify:		E	
7929	E	Other method				Text field, <100 char
AKR2331		Please tell us about your <b>experience with the site's search</b> <b>feature</b> today. (Please select all that apply.)	Search results were helpful			Checkbox, one-up vertical
			Results were not relevant/not what I wanted			
			Too many results/I needed to refine my search			
			Not enough results	Updated the wordin	g and answ	er choices
			Returned NO results	for this question. P		aing might
			Received error message(s)	caus	e bias.	
			Search speed was too slow			
			I experienced a different search issue (please explain):		F	
AKR2332 AKR2333	F	Other search difficulty How would you describe your <b>navigation experience on this site</b>	I had no difficulty navigating this site			Text field, <100 char           Checkbox, one-up vertical
		today? (Please select all that apply.)	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.)			Updated the wording and answ
			Could not navigate back to previous information			choices for this question. Previ wording might cause bias.
			I had a navigation difficulty not listed above:		G	
AKR2334	G	Other navigational difficulty				Text field, <100 char
AKR2335		When you found the item/product of interest, which auction site	Homesales.gov			Checkbox, one-up vertical
		were you redirected to?	USDA			
			US Department of State			
			Bid4Assets.com			
			GSAacutions.gov			
			Don't know			
7001			Can't remember			
7931		Have you used any of the following websites?	Amazon Bidz			Checkbox, one-up vertical
			BizRate			
			eBay Property Room			
			uBid			
			Yahoo Auctions			
			Other, please specify:		н	
7932	н	Other website			п	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 comments about our site? (Disace specify)				Text area, no char limit
1934		Do you have any <b>comments</b> about our site? (Please specify)				Text area, 110 Char minil

Single or Multi	Required Y/N
Single	У
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Single	У

Single or Multi	Required Y/N
Single	у
Single	у



### GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 1/11/2013

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			GovSales	Survey CUSTOM QUESTION L	IST		
QID	Skip Logic Label		Answer Cho (limited to 50 cha Current	aracters)	Skip To	Type (select from list)	Single o Multi
235		How frequently do you visit this site?	First time			Radio button, one-up vertical	Single
		······································	More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
7921		What best describes you?	Citizen/General public			Radio button, one-up vertical	Single
		Government employee		1		-	
			Reseller		1		
			Realtor		1		
			Car dealer		1		
			Other, please specify:		A		
7922	Α	Other role				Text field, <100 char	
7926		What <b>source</b> brought you to our site?	Search engine			Radio button, one-up vertical	Single
			Other government site				
			Bookmark				
			Referral / Link from another site				
			Printed materials	Are these answer choices suffici	ent? Do		
			Media/news story	we need to add others?			
			Magazine advertisement				
			Billboard				
			GovSales representative at an event		I.		
			Other, please specify:		В		
7927	В	Other source				Text field, <100 char	
	1	Which event?				Text area, no char limit	
KR2329		What <b>area</b> of the site were you primarily visiting today?	Houses			Radio button, one-up vertical	single
			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		с		
KR2330	с	Other area visited				Text field, <100 char	
7923		What is your <b>primary reason</b> for visiting the site today?	Just browsing the site			Radio button, one-up vertical	Single
1 3 2 3		what is your primary reason for visiting the site today?	Looking for: Real estate or property (houses, b	uildings property and farms)	1		Single
			Vehicles and parts				
			Aviation or marine equipment		1		
			Computers		1		
			Electronics		1		
	1				1		
			Communication and detection equipment				

# GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ

Date: 1/11/2013

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			GovSales Survey CUSTOM QUESTION L	IST		
	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 able to access and search the GovSales.gov website for	Yes		Radio button, one-up vertical	Single
		property available for sale to the public.	No			
7924		Did you find what you were looking for?	Yes		Radio button, one-up vertical	Single

# GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ

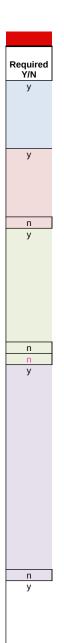
Date: 1/11/2013

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			GovSales Survey CUS	TOM QUESTION L	IST			
QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current No		Skip To D	Туре	(select from list)	Single or Multi
			Partially					
	D	If "No", what were you looking for? Please be brief and specific.						
7925 7928								0.1
7928		What <b>method</b> do you use to find your information?	Site's search feature		-	Radio bu	tton, one-up vertical	Single
			Top navigation bar Quick links		-			
			Just browsing		1			
		Combination of search and navigation		1				
			Other, please specify:		E			
7929	E	Other method				Text	field, <100 char	
(R2331		Please tell us about your experience with the site's search	Search results were helpful			Checkb	ox, one-up vertical	Single
		feature today. (Please select all that apply.)	Results were not relevant/not what I wanted					
			Too many results/I needed to refine my search					
			Not enough results	Updated the wordin	ng and ansv	ver choices		
			Returned NO results	for this question. P		raing might		
			Received error message(s)	caus	se bias.			
			<u>Search speed was too slow</u>		-		-	
			<u>I experienced a different search issue (please explain):</u>		E			
(20000	_		<u>Other, please specify: (go to A)</u>				<u> </u>	
(R2332		Other search difficulty					<u>field, &lt;100 char</u>	Circula
<u>R2333</u>		How would you describe your <b>navigation</b> experience on this site today? (Please select all that apply.)	Lhad no difficulty navigating this site		-	Спеско	<u>ox, one-up vertical</u>	<u>Single</u>
		<u>iouay : (riease select al that apply.)</u>	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		1 👝			
			Had technical difficulties (error messages, broken links, etc.)		1	Lindotod th	a wording and anou	ior.
			Could not navigate back to previous information		1	Updated the wording and answ choices for this question. Previo wording might cause bias.		
			I had a navigation difficulty not listed above:		G			
			Could not navigate back to previous information		1 -			
			Had difficulty finding detailed information on your web pages		-			
			Had difficulty finding related information on your web pages		1			
			Had various technical difficulties (links didn't work, received en	<del>ror messages, etc.)</del>				
					1			
			<u>Other, please specify: (go to A)</u>					
<u>R2334</u>		Other navigational difficulty					field, <100 char	
R2335		When you found the item/product of interest, which auction site were you redirected to?	Homesales.gov		-	Checkb	ox, one-up vertical	multi
		were you redirected to?	USDA		-			
			US Department of State Bid4Assets.com		-			
			GSAacutions.gov		+			
			Don't know		-			
			Can't remember					
7931		Have you used any of the following websites?	Amazon			Checkh	ox, one-up vertical	Multi
			Bidz		1		,	
			BizRate		1			
			eBay		1			
			Property Room		1			
			uBid					
			Yahoo Auctions					
			Other, please specify:		н			
7932	н	Other website				Text	field, <100 char	

Model Instance Name:	r <del>ed &amp; strike-through</del> : DELETE
GovSales Survey	underlined & italicized: RE-ORDER
MID: hYR0MQ0MY4ss9dY5gIFJ	pink: ADDITION
Date: 1/11/2013	blue +>: REWORDING
	violet (bold): SKIP-LOGIC
	GovSales Survey CUSTOM QUESTION LIST
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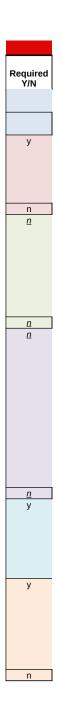
QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single or Multi
7933		If you could make <b>one improvement</b> to the site, what would it be?				
					Text area, no char limit	
7934		Do you have any comments about our site? (Please specify)			Text area, no char limit	



ForeSee Results - Confidential and Proprietary



ForeSee Results - Confidential and Proprietary





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	GovSales Survey CUSTOM QUESTION LIST					
QID	Skip Logic Label		Answer Choices (limited to 50 characters) Current	Skip To	Type (select from list)	Single o Multi
235		How frequently do you visit this site?	First time		Radio button, one-up vertical	Single
			More than once a day			_
			Daily			
			About once a week			
			About once a month			
			Every 6 months or less			
7921		What <b>best describes</b> you?	Citizen/General public		Radio button, one-up vertical	Single
			Government employee	_		
			Reseller	_		
			Realtor	_		
			Car dealer			
7000	<u> </u>		Other, please specify:	A	Taut field 1100 share	
7922	A	Other role			Text field, <100 char	0.1
7926		What <b>source</b> brought you to our site?	Search engine	-	Radio button, one-up vertical	Single
			Other government site Bookmark	-		
			Referral / Link from another site			
			Media/news story we need to add others'	? ·		
			Billboard			
			GovSales representative at an event	-		
			Other, please specify:	в		
7927	В	Other source			Text field, <100 char	
-	1	Which event?			Text area, no char limit	
KR2329		What <b>area</b> of the site were you primarily visiting today?	Houses		Radio button, one-up vertical	single
			Buildings & Land	1		
			Farms	1		
			International Real Estate			
			Vehicles & Parts			
			Aviation & Marine			
			Computers			
			Electronics			
			Communications			
			Office	_		
			Medical & Dental	4		
			Industrial	_		
			Clothing & Personal	-		
			Household Goods	-		
			Jewelry & Collectibles	-		
			Sporting Goods Books & Music	-		
			More/Other	c		
<r2330< td=""><td>с</td><td>Other area visited</td><td></td><td></td><td>Text field, &lt;100 char</td><td></td></r2330<>	с	Other area visited			Text field, <100 char	
7923		What is your <b>primary reason</b> for visiting the site today?	Just browsing the site		Radio button, one-up vertical	Single
. 525		interest your primary reason for visiting the site today?	Looking for: Real estate or property (houses, buildings, property and farms)	1	i tadio battori, one up vertical	Cingle
			Vehicles and parts	1		
			Aviation or marine equipment	1		
			Computers	1		
			Electronics	-		
			Communication and detection equipment			

Model	Instance Name:	
~ ~		

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Date: 1/11/2013

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			GovSales Survey CUSTOM QUESTION L	IST		
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 able to access and search the GovSales.gov website for	Yes		Radio button, one-up vertical	Single
		property available for sale to the public.	No			
7924		Did you find what you were looking for?	Yes		Radio button, one-up vertical	Single

# GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ

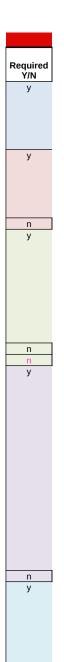
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			GovSales Survey CUST	OM QUESTION L	IST				
QID	Skip Logic Label	Question Text Current Question	Answer Choices (limited to 50 characters) Current		Skip To	Туре	(select from list)	Single o Multi	
			No		D				
7005			Partially			_			
7925 7928	D	If "No", what were you looking for? Please be brief and specific. What <b>method</b> do you use to find your information?	Citate a same facture			De die bu	the second s	Circula	
1920		what method up you use to find your finormation?	Site's search feature			Radio bu	tton, one-up vertical	Single	
			Top navigation bar Quick links						
			Just browsing						
			Combination of search and navigation						
			Other, please specify:		Е				
7929	Е	Other method	Other, please specify.		<u> </u>	Tevt	field, <100 char		
(R2331	<b>E</b>	Please tell us about your experience with the site's search	Search results were helpful				tton, one-up vertical	Single	
4682331		feature today. (Please select all that apply.)	Results were not relevant/not what I wanted				non, one-up vertical	Single	
		routire today. (Freuse select all that apply.)	Too many results/I needed to refine my search			-			
			Not enough results	Updated the wordin	a and answ	er choices			
			Returned NO results	for this question. P					
			Received error message(s)		e bias.				
			Search speed was too slow						
			I experienced a different search issue (please explain):		F				
			Other, please specify: (go to A)		F				
R2332	F	Other search difficulty	Other, piease specify. (go to A)			Toyt	field, <100 char		
R2333		How would you describe your navigation experience on this site	I had no difficulty navigating this site				tton, one-up vertical	Single	
12000		today? (Please select all that apply.)	Links often did not take me where I expected			Raulo bu	lion, one-up vertical	Single	
			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				e wording and answ		
			I had a navigation difficulty not listed above:		G	choices for	this question. Previo	bus	
			Could not navigate back to previous information		U U	wordinę	g might cause bias.	š.	
			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 erro	o <del>r messages, etc.)</del>					
			Other, please specify: (go to A)						
R2334	G	Other navigational difficulty				Text	field, <100 char		
R2335		When you found the item/product of interest, which auction site	Homesales.gov			Checkb	ox, one-up vertical	multi	
		were you redirected to?	USDA						
			US Department of State						
			Bid4Assets.com						
			GSAacutions.gov						
			Don't know						
			Can't remember						
931		Have you used any of the following websites?	Amazon			Checkb	ox, one-up vertical	Multi	
			Bidz						
			BizRate						
			еВау						
			Property Room						
			uBid						
			Yahoo Auctions						
			Other, please specify:		н				
7932	н	Other website					field, <100 char		

Model Instance Name:	r <del>ed &amp; strike-through</del> : DELETE							
GovSales Survey	underlined & italicized: RE-ORDER							
MID: hYR0MQ0MY4ss9dY5gIFJ	pink: ADDITION							
Date: 1/11/2013	blue +>: REWORDING							
	violet (bold): SKIP-LOGIC							
	GovSales Survey CUSTOM QUESTION LIST							
Ol in								

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 comments about our site? (Please specify)			Text area, no char limit	



ForeSee Results - Confidential and Proprietary







### GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ Date: 7/22/2008

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

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?	

### GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ Date: 7/22/2008

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

### 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)

### underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

GovSales Survey CUSTOM QUESTION LIST				
Answer Choices (limited to 50 characters) Current	Answer Choices Proposed New	Type (select from list)	Single or Multi	Require Y/N
First time		Radio button, one-up vertical	Single	y
More than once a day		radio batton, one up ventical	Single	y
Daily				
About once a week				
About once a month				
Every 6 months or less				
Citizen/General public		Radio button, one-up vertical	Single	у
Government employee		··· · · · · · · · · · · · · · ·	2	,
Reseller				
Realtor				
Car dealer				
Dther, please specify:				
		Text field, <100 char		n
Search engine		Radio button, one-up vertical	Single	у
Other government site				,
Bookmark				
Referral / Link from another site				
Printed materials				
Media/news story				
Other, please specify:				
Julei, please specify.		Text field, <100 char		n
	Houses	Radio button, one-up vertical	single	v
	Buildings & Land	radio button, one up ventical	Single	У
	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	У
Looking for: Real estate or property (houses, buildings, property and farms)				
/ehicles 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				

### underlined & italicized: RE-ORDER

pink: ADDITION blue + -->: REWORDING

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	у
Disagree	No			
Neither agree or disagree				
Agree				
Strongly Agree				
Yes		Radio button, one-up vertical	Single	у

### underlined & italicized: RE-ORDER

pink: ADDITION

### blue + -->: REWORDING

GovSales Survey CUSTOM QUESTION LIST				
Answer Choices (limited to 50 characters) Current	Answer Choices Proposed New	Type (select from list)	Single or Multi	Require Y/N
No				
Partially				
Site's search feature		Radio button, one-up vertical	Single	У
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	Raulo bullon, one-up vertical	Single	- "
	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	у
	USDA			
	US Department of State			
	Bid4Assets.com			
	GSAacutions.gov			
	Don't know			
	Can't remember			
Yes		Radio button, one-up vertical	Single	¥
₩0				
Bidz	Amazon	Checkbox, one-up vertical	Multi	у
Bay	Bidz			,
Property Room	BizRate			
IBid	eBay			
Yahoo Auctions	Property Room			
Other, please specify:	<u>uBid</u>			
	Yahoo Auctions Other, please specify: (go to A)			

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
				n
		Text area, no char limit		
				n
		Text area, no char limit		

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

	GovSales Survey MODEL		
	Model questions utilize the ACSI methodology		
ELEMENTS (drivers of satisfaction) CURRENT QUESTIONS	ELEMENTS (drivers of satisfaction) PROPOSED NEW QUESTIONS	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Functionality (1=Poor, 10=Excellent, Don't Know)	Functionality (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
Please rate the usefulness of the information provided on this site.	Please rate the <b>usefulness of the information provided</b> on this site.	21 What is your overall satisfaction with this site?	24 How likely are you to return to this site?
Please rate the convenience of the information on this site.	Please rate the convenience of the information on this site.	22 How well does this site meet your expectations?	Recommend (1=Not Very Likely, 10=Very Likely)
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 compare to your idea of an ideal website?	25 How likely are you to recommend this site to someone else?
Look and Feel (1=Poor, 10=Excellent, Don't Know)	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Not Very Likely, 10=Very Likely)
Please rate the <b>visual appeal</b> of the site.	Please rate the <b>visual appeal</b> of this site.	the same	26 How likely are you to use this site as your primary resource for brow property or products for sale by the government?
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.	Stays the same	
Please rate the ease of reading the pages on this site.	Please rate the <b>readability of the pages</b> on this site.		amo
Navigation (1=Poor, 10=Excellent, Don't Know)			Stays the same
Please rate how well the site is organized.			Stays me
Please rate the options that are available for you to navigate on this site.	the same		
Please rate how well the site layout helps you find what you are looking for.	Stays the same		
Please rate the number of clicks to get where you want on this site.			
Search (1=Poor, 10=Excellent, Don't Know)			
Please rate the relevance of search results on this site.			
Please rate the organization of search results on this site.	ame		
Please rate how well the <b>search results help you decide what to select</b> .	Stays the same		
Please rate how well the search feature helps you to narrow the results to find what you want.			
Site Performance (1=Poor, 10=Excellent, Don't Know)	Site Performance (1=Poor, 10=Excellent, Don't Know)		
Please rate the <b>speed that pages load</b> on this site.	Please rate how quickly pages load on this site.		
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.		
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.		
Product Browsing (1=Poor, 10=Excellent, Don't Know)			
Please rate the ability to <b>sort products by criteria that are important to</b> you on this site.	ame		
Please rate the <b>ability to narrow choices to find the product(s) you are</b> looking for on this site.	Stays the same		
Please rate how well the <b>features</b> on the site <b>help you find the product(s)</b> you are looking for.			
Product Descriptions (1=Poor, 10=Excellent, Don't Know)	Product Descriptions (1=Poor, 10=Excellent, Don't Know)		
Please rate the thoroughness of product descriptions on this site.	Please rate the thoroughness of product descriptions on this site.		
Please rate how easy it is for you to understand the product descriptions on this site.	Please rate how understandable the product descriptions are on this sit	9.	
Please rate how well the product descriptions provide answers to your questions.	Please rate how well the product descriptions provide answers to your questions.		

Date: 7/22/2008

GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ

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

ovSales Survey :0MQ0MY4ss9dY5glFJ

Date: 7/22/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Requir Y/N
235		How frequently do you visit this site?	First time	Radio button, one-up vertical	Single	у
			More than once a day			
			Daily			
			About once a week			
			About once a month			
			Every 6 months or less			
7921		What best describes you?	Citizen/General public	Radio button, one-up vertical	Single	У
			Government employee			
			Reseller			
			Realtor			
			Car dealer			
			Other, please specify:			
7922		Other role		Text field, <100 char		n
7923		What is your <b>primary reason</b> for visiting the site today?	Just browsing the site	Radio button, one-up vertical	Single	у
			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			
		I was able to access and search the GovSales.gov website	Strongly disagree		Single	У
8002		for property available for sale to the public.		Radio button, one-up vertical		
			Disagree			
			Neither agree or disagree			
			Agree			
			Strongly Agree			$\vdash$
7924		Did you find what you were looking for?	Yes	Radio button, one-up vertical	Single	>

ovSales Survey :0MQ0MY4ss9dY5glFJ

Date: 7/22/2008

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blue + -->: REWORDING

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

GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ Date: 7/22/2008 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

blue + -->: REWORDING violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Requir Y/N
235		How frequently do you visit this site?	First time	Radio button, one-up vertical	Single	y
			More than once a day		J J	
			Daily			
			About once a week			
			About once a month			
			Every 6 months or less			
7921		What best describes you?	Citizen/General public	Radio button, one-up vertical	Single	у
			Government employee		J J	'
			Reseller	-		
			Realtor			
			Car dealer			
			Other, please specify:	7		
7922		Other role		Text field, <100 char		n
7923		What is your <b>primary reason</b> for visiting the site today?	Just browsing the site	Radio button, one-up vertical	Single	y 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			
			Jewelry and collectibles			
			Sporting goods			
			Books and music			
			Other			
		I was able to access and search the GovSales.gov website	Strongly disagree		Single	у
8002		for property available for sale to the public.		Radio button, one-up vertical		'
			Disagree			
			Neither agree or disagree	_		
			Agree			
			Strongly Agree			
7924		Did you find what you were looking for?	Yes	Radio button, one-up vertical	Single	v v

### GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ Date: 7/22/2008

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	Skip Logic		SovSales Survey CUSTOM QUESTION LIST Answer Choices		Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Type (select from list)	Multi	Y/N
<b>-</b>	_450.	Quotion Town	No	<u></u>		
			Partially			
7925		If " <b>No</b> ", what were you looking for? Please be brief and specific.				
7926		What source brought you to our site?	Search engine	Radio button, one-up vertical	Single	у
			Other government site		-	-
			Bookmark			
			Referral / Link from another site			
			Printed materials			
			Media/news story			
			Other, please specify:			
7927		Other source		Text field, <100 char		n
7928		What <b>method</b> do you use to find your information?	Site's search feature	Radio button, one-up vertical	Single	у
			Top navigation bar			
			Quick links			
			Just browsing			
			Combination of search and navigation			
			Other, please specify:			
7929		Other method		Text field, <100 char		n
7930		Have you ever used an online auction website before	YesNo	Radio button, one-up vertical	Single	у
		If you answered "Yes" above, which other online	Bidz		S	N
7931		auction sites have you used?		Radio button, one-up vertical		
			eBay			
			Property Room			
			uBid			
			Yahoo Auctions			
			Other, please specify:			
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 other comments about our site? (Please				n
		specify)		Text area, no char limit		

GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

### GovSales Survey CUSTOM QUESTION LIST

			Use cell	shading	a to	
				nt questi		
	Skip			-		
	Logic		J gr	oups.	Answer Choices	
QID	Label	Question Text			(limited to 50 characters)	Type (select from list)
CQ0004444		How frequently do you visit this site?	1		Daily	Dropdown (Select-one)
			/		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	
CQ0004444		Are you a <b>registered user</b> on this site?			am registered	Radio Button One Up Vertical
					am not registered, and do not intend to (go to A)	
				1	am not registered, but intend to register during my visit today	
	A	Please explain why you do not intend to register?				Open-ended
<del>CQ0004444</del>		Which best describes your primary role?			Registered project architect	Radio Button One Up Vertical
					Project designer	
					Unregistered architect	
					Contractor	
				-	Sub-contractor	
			1		General consumer Other (please specify)	
CO0004444		What best describes your primary reason for visiting	the cite today?		Researching products for possible inclusion in a design (go to A)	Radio Button One Up Vertical
CQ00044444		what best describes your primary reason for visiting	the site today?		Gathering information on a product or manufacturer specified in a design (go to B)	
					Other (please specify)	
	A	What type of information were you looking for when re	searching produc		CAD	Checkbox One Up Vertical
		possible inclusion in a design?	searching produc			Checkbox One Op Vertical
				5	Spec	
					3D models	
				Ċ	Green information	
					Product application	
					Manufacturer's contacts	
				C	Cost	
				C	Other (please specify)	
	В	What type of information were you looking for when repossible inclusion in a design?	esearching produc	cts for the	CAD	Checkbox One Up Vertical
				0	Spec	
					3D models	
				C	Green information	
				F	Product application	
				Ν	Manufacturer's contacts	
				C	Cost	
				C	Other (please specify)	

GovSales Survey MID: hYR0MQ0MY4ss9dY5gIFJ Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

### GovSales Survey CUSTOM QUESTION LIST

			cell shadin	n to	
	Ckin	nigi	hlight quest		
	Skip Logic		groups.	Answer Choices	
QID	Label	Question Text		(limited to 50 characters)	Type (select from list)
CQ0004444		How were you primarily seeking information on sweets.com?	- 1	Search by keyword feature	Radio Button One Up Vertical
020001111		· · · · · · · · · · · · · · · · · · ·		Browse by master format feature	
				Other (please specify)	
CQ0004444		Were you able to find what you were looking for today?		Yes	Radio Button One Up Vertical
				No (go to A then B)	
				Not sure (go to C then D)	
	A	Why were you not able to find what you were looking for?		I could not find the manufacturer I was looking for	Radio Button One Up Vertical
				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)	
	В	Since you could not find what you were looking for, what do you	u plan to do next?	Continue looking for the information at this site	Dropdown (Select-one)
				······································	
				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)	
	С	Why were you not sure?		I haven't completed my search on sweets.com yet	Radio Button One Up Vertical
				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)	
	D	Since you were not sure, what do you plan to do next?		Continue looking for the information at this site	Dropdown (Select-one)
				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)	
	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 constructio information?	on product	Google	Checkbox One Up Vertical
				Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)	
				Reed First Source	
				4specs	
				Arcat	
				Manufacturers websites	
				Sweets catalog	
				Other (please specify)	

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