



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>Content</b> (1=Poor, 10=Excellent, Don't Know)</p> <p>1 Please rate the <b>accuracy of information</b> on this site.</p> <p>2 Please rate the <b>quality of information</b> on this site.</p> <p>3 Please rate the <b>freshness of content</b> on this site.</p> <p><b>Functionality</b> (1=Poor, 10=Excellent, Don't Know)</p> <p>4 Please rate the usefulness of the services provided on this site.</p> <p>5 Please rate the convenience of the services on this site.</p> <p>6 Please rate the ability to accomplish what you wanted to on this site.</p> <p><b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)</p> <p>7 Please rate the ease of reading this site.</p> <p>8 Please rate the clarity of site organization.</p> <p>9 Please rate the clean layout of this site.</p> <p><b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)</p> <p>10 Please rate the degree to which the number of steps it took to get where you want is acceptable.</p> <p>11 Please rate the ability to find information you want on this site.</p> <p>12 Please rate the clarity of site map/directory.</p> <p>13 Please rate the ease of navigation on this site.</p> <p><b>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)</p> <p>14 Please rate the speed of loading the page on this site.</p> <p>15 Please rate the consistency of speed on this site.</p> <p>16 Please rate the reliability of site performance on this site.</p> <p><b>Search</b> (1=Poor, 10=Excellent, Don't Know)</p> <p>23 Please rate the usefulness of search results on this site.</p> <p>24 Please rate how this site provides comprehensive search results.</p> <p>25 Please rate the organization of search results on this site.</p> <p>26 Please rate how the search feature helps you to narrow the results to find the information you want.</p>	<p><b>Satisfaction</b> (1=Poor, 10=Excellent)</p> <p>23 What is your <b>overall satisfaction</b> with this site?</p> <p>24 How well does this site <b>meet your expectations</b>?</p> <p>25 How does this site <b>compare to your idea of an ideal website</b>?</p>	<p><b>Likelihood to Return</b> (1=Not Very Likely, 10=Very Likely)</p> <p>26 How likely are you to <b>return to this site</b>?</p> <p><b>Recommend</b> (1=Not Very Likely, 10=Very Likely)</p> <p>27 How likely are you to <b>recommend this site to someone else</b>?</p>

Model Instance Name:

FSIS Content + Search

MID: JE8v9CfbjD62ON5xttnyuw==

Date: 12/17/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

FSIS Content + Search 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
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		Dropdown (Select-one)	Single	Y
3980		What best describes you?	FSIS Employee Consumer Educator Constituent Group Member Business Small plant owner/operator Scientist or Researcher Partner		Radio button, one-up vertical	Single	Y
5190931		Which of the following best describes what you were looking for?	Career/job Information Codex Alimentarius Commission Compliance Assistance Current recalls Educational materials for students or clients Export/import; international food safety Federal Register publications & related documents Food defense information Food handling information for myself/my family Food security information Forms FSIS contact information or organizational structure FSIS Notices or Directives HACCP resources News, meetings, conferences Past recalls Regulations and policies in general Scientific data and reports Training materials		Checkbox, one-up vertical	Multi	Y
FS00149		What specific task did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Text area, no char limit	open	N
AG00150		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News feeds (tabs) Browse by Audience (Information For) Browse by Subject (Topics or Programs tab) Global (top or footer) navigation		Checkbox, one-up vertical	multi	Y

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Spotlights/Image carousel				
			Popular Topics list				
			Followed links in text				
EDO04067		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site		Checkbox, one-up vertical	multi	y
			Could not navigate back to previous information				
			Would often feel lost, not know where I was				
			Links did not take me where I expected				
			Links/labels are difficult to understand				
			Too many links or navigational choices				
			Had technical difficulties (e.g. broken link)				
			Other, please specify:				
EDO04068	A	Other navigational difficulties:		A	Text field, <100 char	S	N
EDO04069		If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?	I did not encounter any difficulties		Checkbox, one-up vertical	multi	y
			Search results were helpful				
			Search results were not helpful				
			Returned too many results				
			Returned not enough results				
			Returned no results				
			Returned results that were too similar/redundant				
			Results were not relevant to my search				
			I did not use the search tool today.				
			Other, please specify:				
EDO04070	B	Other search difficulties:		B	Text field, <100 char	S	N
EDO04071		Did you use the Ask Karen virtual representative system to ask a food safety question today?	Yes	C	Radio button, one-up vertical	Single	Y
			No				
AG00151	C	Please rate how satisfied you were with the help from the Ask Karen virtual representative system:	1-Extremely dissatisfied		Radio button, scale, has don't know	Single	Y
			2				
			3				
			4				

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			5 6 7 8 9 Extremely satisfied - 10 Not Applicable				
EDO04072		Did you use the askFSIS system to ask a food regulation question today?	Yes          No	D	Radio button, one-up vertical	Single	Y
AG00152	D	Please rate how satisfied you were with the help from the askFSIS system:	1-Extremely dissatisfied          Extremely satisfied - 10 Not Applicable		Radio button, scale, has don't know	Single	Y
AG00153		If you have signed up for the <b>FSIS E-mail Subscription Service</b> , please rate your satisfaction with it:	1-Extremely dissatisfied          Extremely satisfied - 10 Not Applicable		Radio button, scale, has don't know	Single	Y
AG00154		To help FSIS <b>plan new content and features</b> , please tell us which one of these you would find most useful:	Video clips/video news releases  Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these		Drop down, select one	Single	Y



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5190931		Which of the following best describes what you were looking for?	Career/job Information Codex Alimentarius Commission Compliance Assistance Current recalls Educational materials for students or clients Export/import; international food safety Federal Register publications & related documents Food defense information Food handling information for myself/my family Food security information Forms FSIS contact information or organizational structure FSIS Notices or Directives HACCP resources News, meetings, conferences Past recalls Regulations and policies in general Scientific data and reports Training materials		Checkbox, one-up vertical	Multi	Y
FS00149		What specific task did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Text area, no char limit	open	N
AG00150		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box <a href="#">News feeds (tabs)</a> <a href="#">Browse by Audience (Information For)</a> <a href="#">Browse by Subject (Topics or Programs tab)</a> <a href="#">Global (top or footer) navigation</a>		Checkbox, one-up vertical	multi	Y



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			Spotlights/Image carousel Popular Topics list <del>I Want To...</del> (Right Nav) Followed links in text				
EDO04067		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site Could not navigate back to previous information Would often feel lost, not know where I was Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Had technical difficulties (e.g. broken link) Other, please specify:	A	Checkbox, one-up vertical	multi	y
EDO04068	A	Other navigational difficulties:			Text field, <100 char	S	N
EDO04069		If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?	I did not encounter any difficulties Search results were helpful Search results were not helpful Returned too many results Returned not enough results Returned no results Returned results that were too similar/redundant Results were not relevant to my search I did not use the search tool today. <i>Other, please specify:</i>	B	Checkbox, one-up vertical	multi	y
EDO04070	B	Other search difficulties:			Text field, <100 char	S	N
EDO04071		Did you use the Ask Karen virtual representative system to ask a food safety question today?	Yes No	C	Radio button, one-up vertical	Single	Y
AG00151	C	Please rate how satisfied you were with the help from the Ask Karen virtual representative system:	1-Extremely dissatisfied 2 3		Radio button, scale, has don't know	Single	Y

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			4 5 6 7 8 9 Extremely satisfied - 10 Not Applicable				
EDO04072		Did you use the askFSIS system to ask a food regulation question today?	Yes	D	Radio button, one-up vertical	Single	Y
			No				
AG00152	D	Please rate how satisfied you were with the help from the askFSIS system:	1-Extremely dissatisfied 2 3 4 5 6 7 8 9 Extremely satisfied - 10 Not Applicable		Radio button, scale, has don't know	Single	Y
AG00153		If you have signed up for the <b>FSIS E-mail Subscription Service</b> , please rate your satisfaction with it:	1-Extremely dissatisfied 2 3 4 5 6 7 8 9 Extremely satisfied - 10 Not Applicable		Radio button, scale, has don't know	Single	Y
AG00154		To help FSIS <b>plan new content and features</b> , please tell us which one of these you would find most useful:	Video clips/video news releases Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these		Drop down, select one	Single	Y



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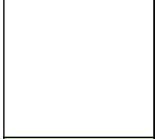
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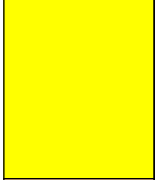
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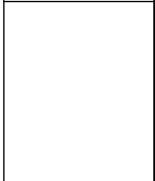
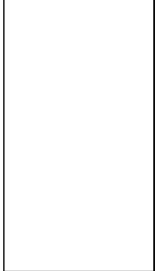


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3980		What best describes you?	FSIS Employee Consumer Educator Constituent Group Member Business Small plant owner/operator Scientist or Researcher Partner		Radio button, one-up vertical	Single	Y
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			No				
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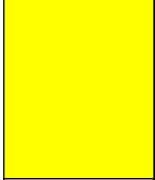
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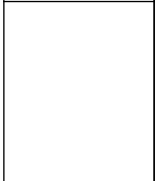
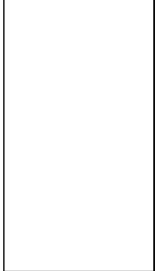


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AG00152		If you have used the <b>askFSIS</b> system to ask a food regulation question, please your overall satisfaction:	1-Extremely dissatisfied _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 10- Extremely satisfied Not Applicable		Radio button, scale, has don't know	Single
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Required Y/N	Special Instructions
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Required Y/N	Special Instructions
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AG00152		If you have used the askFSIS system to ask a food regulation question, please your overall satisfaction:			Radio button, scale, has don't know	Single
AG00153		If you have signed up for the FSIS E-mail Subscription Service, please rate your satisfaction with it:			Radio button, scale, has don't know	
AG00154		To help FSIS plan new content and features, please tell us which one of these you would find most useful:	Video clips/video news releases Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these		Drop down, select one	Single
AAG00043		If you have heard of the Be Food Safe campaign, how did you hear about it? (select all that apply)	In a magazine/newspaper  On the TV/radio In an email/Listserv From a Be Food Safe mailing At conferences/meetings I have not heard of the Be Food Safe Campaign		Radio button, one-up vertical	Single
AAG00044		After having visited this site, what action do you anticipate taking within the next month to Be Food Safe?	Washing hands and surfaces with soap and water before touching food  Using separate cutting boards for meats and produce Using a food thermometer when cooking meals Placing leftovers in refrigerator within 2 hours of cooking A combination of the above steps None of the steps I have not heard of the Be Safe Food campaign		Drop down, select one	Single
AAG00045		If you are a food safety educator, which action do you most anticipate taking within the next 6 months to implement the Be Food Safe campaign? (mark all that apply)	Collaborate with partners, i.e. a local health dept, Co-op extension, to increase awareness of the Be Food Safe messages  Place posters up around my place of work Place Be Food Safe messages on my organization's web site Work with radio stations to place local radio advertisements Send one of the feature articles to a local newspaper None of the above		Checkbox, one-up vertical	Multi



Required Y/N	Special Instructions
Y	
Y	
Y	
Y	





Required Y/N	Special Instructions
N	
Y	
Y	
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Model Instance Name:  
 FSIS Content + Search  
 MID: JE8v9CfbjD62ON5xttnyuw==  
 Date: 3/1/2008

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	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		Dropdown (Select-one)	Single
3980		What best describes you?	FSIS Employee Consumer Educator Constituent Group Member Business Scientist or Researcher Partner Small plant owner/operator		Radio button, one-up vertical	Single
5190931		Which of the following best describes what you were looking for?	Career/job Information Codex Alimentarius Commission <a href="#">Compliance Assistance</a> Current recalls Educational materials for students or clients Export/import; international food safety <a href="#">Federal Register publications &amp; related documents</a> Food defense information Food handling information for myself/my family Food security information Forms FSIS contact information or organizational structure <a href="#">FSIS Notices or Directives</a> HACCP resources News, meetings, conferences Past recalls Regulations and policies in general Scientific data and reports Training materials		Checkbox, one-up vertical	Multi
AG00150		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News or Spotlight Fact Sheets (home page) Browse by Audience (Left Nav) Browse by Subject (Left Nav) Global Nav Buttons (Top Nav) Clicking on images (promo ads) Right Nav Bar I Want To... (Right Nav) Links in text		Radio button, one-up vertical	Single

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FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
FS00149		What specific task did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Text area, no char limit	open
AG00151		If you have used the Ask Karen virtual representative system to ask a food safety question, please rate how satisfied you were with the help:			Radio button, scale, has don't know	Single
AG00152		If you have used the askFSIS system to ask a food regulation question, please your overall satisfaction:			Radio button, scale, has don't know	Single
AG00153		If you have signed up for the FSIS E-mail Subscription Service, please rate your satisfaction with it:			Radio button, scale, has don't know	
AG00154		To help FSIS plan new content and features, please tell us which one of these you would find most useful:	Video clips/video news releases Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these		Drop down, select one	Single
AAG00043		If you have heard of the Be Food Safe campaign, how did you hear about it? (select all that apply)	In a magazine/newspaper On the TV/radio In an email/Listserv From a Be Food Safe mailing At conferences/meetings I have not heard of the Be Food Safe Campaign		Radio button, one-up vertical	Single
AAG00044		After having visited this site, what action do you anticipate taking within the next month to Be Food Safe?	Washing hands and surfaces with soap and water before touching food Using separate cutting boards for meats and produce Using a food thermometer when cooking meals Placing leftovers in refrigerator within 2 hours of cooking A combination of the above steps None of the steps I have not heard of the Be Safe Food campaign		Drop down, select one	Single
AAG00045		If you are a food safety educator, which action do you most anticipate taking within the next 6 months to implement the Be Food Safe campaign? (mark all that apply)	Collaborate with partners, i.e. a local health dept, Co-op extension, to increase awareness of the Be Food Safe messages Place posters up around my place of work Place Be Food Safe messages on my organization's web site Work with radio stations to place local radio advertisements Send one of the feature articles to a local newspaper None of the above		Checkbox, one-up vertical	Multi



Required Y/N	Special Instructions
Y	
Y	
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Required Y/N	Special Instructions
N	
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	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		Dropdown (Select-one)	Single
C3980		What best describes you?	FSIS Employee Consumer Educator Constituent Group Member Business Scientist or Researcher Partner Small plant owner/operator		Radio button, one-up vertical	Single
C3981		Which of the following best describes what you were looking for?	<u>Career/job Information</u> <u>Codex Alimentarius Commission</u> <u>Compliance Assistance</u> <u>Current recalls</u> <u>Educational materials for students or clients</u> <u>Export/import: international food safety</u> <u>Federal Register publications &amp; related documents</u> <u>Food defense information</u> <u>Food handling information for myself/my family</u> <u>Food security information</u> <u>Forms</u> <u>FSIS contact information or organizational structure</u> <u>FSIS Notices or Directives</u> <u>HACCP resources</u> <u>News, meetings, conferences</u> <u>Past recalls</u> <u>Regulations and policies in general</u> <u>Scientific data and reports</u> <u>Training materials</u>		Checkbox, one-up vertical	Multi
CFS00149		What specific task did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Text area, no char limit	open
C6148		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News or Spotlight Fact Sheets (home page) Browse by Audience (Left Nav) Browse by Subject (Left Nav) Global Nav Buttons (Top Nav) Clicking on images (promo ads) Right Nav Bar		Radio button, one-up vertical	Single

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FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			I Want To... (Right Nav)			
			Links in text			
CAG00151		If you have used the Ask Karen virtual representative system to ask a food safety question, please rate how satisfied you were with the help:			Radio button, scale, has don't know	Single
CAG00152		If you have used the askFSIS system to ask a food regulation question, please your overall satisfaction:			Radio button, scale, has don't know	Single
CAG00153		If you have signed up for the FSIS E-mail Subscription Service, please rate your satisfaction with it.			Radio button, scale, has don't know	
CAG00154		To help FSIS plan new content and features, please tell us which one of these you would find most useful:	Video clips/video news releases		Drop down, select one	Single
			Audio broadcasts (MP3 or Podcast)			
			RSS Feed			
			Image files to download			
			Blog			
			Wiki			
			None of these			
CAAG00043		If you have heard of the Be Food Safe campaign, how did you hear about it? (select all that apply)	In a magazine/newspaper		Radio button, one-up vertical	Single
			On the TV/radio			
			In an email/Listserv			
			From a Be Food Safe mailing			
			At conferences/meetings			
			I have not heard of the Be Food Safe Campaign			
CAAG00044		After having visited this site, what action do you anticipate taking within the next month to Be Food Safe?	Washing hands and surfaces with soap and water before touching food		Drop down, select one	Single
			Using separate cutting boards for meats and produce			
			Using a food thermometer when cooking meals			
			Placing leftovers in refrigerator within 2 hours of cooking			
			A combination of the above steps			
			None of the steps			
			I have not heard of the Be Safe Food campaign			
CAAG00045		If you are a food safety educator, which action do you most anticipate taking within the next 6 months to implement the Be Food Safe campaign? (mark all that apply)	Collaborate with partners, i.e. a local health dept, Co-op extension, to increase awareness of the Be Food Safe messages		Checkbox, one-up vertical	Multi
			Place posters up around my place of work			
			Place Be Food Safe messages on my organization's web site			
			Work with radio stations to place local radio advertisements			
			Send one of the feature articles to a local newspaper			
			None of the above			



Required Y/N	Special Instructions
Y	
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Required Y/N	Special Instructions
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AG00150		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News or Spotlight Fact Sheets (home page) Browse by Audience (Left Nav) Browse by Subject (Left Nav) Global Nav Buttons (Top Nav) Clicking on images (promo ads) Right Nav Bar I Want To... (Right Nav) Links in text		Radio button, one-up vertical	Single

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Required Y/N	Special Instructions
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