

Model Instance Name:

NHTSA

MID: gQxhR1hsRxERRwJVhkAtlg==

Date: 3/12/2010

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b>	<b>Return</b> (1=Very Unlikely, 10=Very Likely)
1 Please rate the <b>accuracy of information</b> on this site.	20 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.	21 How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10= Exceeds)	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
3 Please rate the <b>freshness of content</b> on this site.	22 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	24 How likely are you to <b>recommend this site to someone else</b> ?
<b>Functionality</b> (1=Poor, 10=Excellent, Don't Know)		<b>Primary Resource</b> (1=Very Unlikely, 10=Very Likely)
4 Please rate the <b>usefulness of the features provided</b> on this site.		How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b> ?
5 Please rate the <b>convenience of the features</b> on this site.		<b>Trust</b> (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the <b>variety of features</b> on this site.		I can count on this agency to <b>act in my best interests</b> .
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)		I consider this agency to be <b>trustworthy</b> .
7 Please rate the <b>visual appeal</b> of this site.		This agency can be trusted to <b>do what is right</b> .
8 Please rate the <b>balance of graphics and text</b> on this site.		
9 Please rate the <b>readability of the pages</b> on this site.		
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		
10 Please rate <b>how well the site is organized</b> .		
11 Please rate the <b>options available for navigating</b> this site.		
12 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
13 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how <b>quickly pages load</b> on this site.		
15 Please rate the <b>consistency of speed from page to page</b> on this site.		
16 Please rate the <b>ability to load pages without getting error messages</b> on this site.		
<b>Online Transparency</b> (1=Poor, 10=Excellent, Don't Know)		
17 Please rate how <b>thoroughly</b> this website <b>discloses information</b> about what this agency is doing.		
18 Please rate how <b>quickly agency information is made available</b> on this website.		
19 Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this website.		



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 pink: ADDITION  
 blue + -->: REWORDING

NHTSA 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	Special Instructions
CWS04090		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single	Y	
CWS04091		What best describes your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	A	Drop down, select one	Single	Y	Skip Logic Group
CWS04092	A	Other best describes			Text area, no char limit		N	Skip Logic Group
CWS04093		What type(s) of information were you looking for on the site? (Please select all that apply.)	Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.) Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.) About NHTSA (Administrator, calendar, jobs, press releases, etc.)	F H	Checkbox, one-up vertical	Multi	Y	Skip Logic Group



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CWS04099	A	Other type of complaint			Text area, no char limit	Single	N	Skip Logic Group
CWS04100	C	Did you <b>file your complaint</b> ?	Yes No	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04101	D	If you <b>did not file your complaint</b> , why not?			Text area, no char limit		N	Skip Logic Group
CWS04102	C	If you could <b>improve one area of the complaint process</b> , what would it be?			Text area, no char limit		N	Skip Logic Group
ACQCol0010154		How do you want to use the information you were looking for today?	For personal research To research for work To research for school Not applicable		Radio button, one-up vertical	Single	Y	Skip Logic Group
ACQhar0015017		More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)			Text area, no char limit	Single	N	
CWS04103		Were you able to <b>find what you were looking for</b> on the site today?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04104	E	What <b>were you looking for</b> that you could not find?			Text area, no char limit		N	Skip Logic Group
CWS04105		Did you have any trouble <b>navigating the site</b> today?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04106	F	What type of difficulty did you encounter with the <b>navigation process</b> ?	Too many links to choose from Links did not take me where I expected Links/labels were difficult to understand Technical difficulties (e.g. broken links, error messages) Other (please specify)	B A	Drop down, select one	Single	Y	Skip Logic Group
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single	N	Skip Logic Group
ACQCol0010156	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single	N	Skip Logic Group
CWS04108		Did you use the <b>search feature</b> today?	Yes No	G	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results Returned not enough results I was not sure what words to use in my search Search speed was too slow		Checkbox, one-up vertical	Multi	Y	

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CWS04091		What best describes your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	A	Drop down, select one	Single	Y	Skip Logic Group
CWS04092	A	Other best describes			Text area, no char limit		N	Skip Logic Group
CWS04093		What type(s) of information were you looking for on the site? (Please select all that apply.)	Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.) Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.) About NHTSA (Administrator, calendar, jobs, press releases, etc.)	F H	Checkbox, one-up vertical	Multi	Y	Skip Logic Group



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CWS04101	D	If you <b>did not file your complaint</b> , why not?			Text area, no char limit		N	Skip Logic Group
CWS04102	C	If you could <b>improve one area of the complaint process</b> , what would it be?			Text area, no char limit		N	Skip Logic Group
ACQCol0010154		How do you want to use the information you were looking for today?	For personal research To research for work To research for school Not applicable		Radio button, one-up vertical	Single	Y	Skip Logic Group
ACQhar0015017		More specifically, how will you use the information. Please be <b>brief</b> . (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)			Text area, no char limit	Single	N	
CWS04103		Were you able to <b>find what you were looking for</b> on the site today?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04104	E	What <b>were you looking for</b> that you could not find?			Text area, no char limit		N	Skip Logic Group
CWS04105		Did you have any trouble <b>navigating the site</b> today?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04106	F	What type of difficulty did you encounter with the <b>navigation process</b> ?	Too many links to choose from Links did not take me where I expected Links/labels were difficult to understand Technical difficulties (e.g. broken links, error messages) Other (please specify)	B A	Drop down, select one	Single	Y	Skip Logic Group
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single	N	Skip Logic Group
ACQCol0010156	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single	N	Skip Logic Group
CWS04108		Did you use the <b>search feature</b> today?	Yes No	G	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results Returned not enough results I was not sure what words to use in my search Search speed was too slow		Checkbox, one-up vertical	Multi	Y	

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CWS04090		How <b>frequently</b> do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single	Y	
CWS04091		What <b>best describes</b> your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	<b>A</b>	Drop down, select one	Single	Y	Skip Logic Group
CWS04092	<b>A</b>	Other best describes			Text area, no char limit		N	Skip Logic Group
CWS04093		What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)	<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) <b>Vehicle Safety</b> (air bags, brakes, <b>recalls &amp; defects, complaints</b> , tires, etc.) <b>Research</b> (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) <b>Data</b> (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) <b>Laws &amp; Regulations</b> (air bags, fuel economy, seat belts, tires, etc.) <b>About NHTSA</b> (Administrator, calendar, jobs, press releases, etc.)	<b>F</b> <b>H</b>	Checkbox, one-up vertical	Multi	Y	Skip Logic Group



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CWS04094	A	Other information	Other (please specify)	A	Text area, no char limit		N	Skip Logic Group
ACQwil0013864	F	What type(s) of driving safety information were you looking for? (Please select all that apply.)	Aggressive Driving Bicycles Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other (please specify)	B G	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
ACQwil0013865	G	Other driving safety information			Text area, no char limit		N	Skip Logic Group
CWS04095	B	What type(s) of car seat information were you looking for? (Please select all that apply.)	Car seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS04096	C	Other car seat information			Text area, no char limit		N	Skip Logic Group
	H	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)	Air Bags Brakes Odometer Fraud Other Equipment (head restraints, vehicle backover avoidance technology, transportation recorders) Recalls & Defects or Complaints Test Procedures Tires Vehicle-Related Theft Other (please specify)	I	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
	I	Other vehicle safety information			Text area, no char limit		N	Skip Logic Group
ACQWro0012163		What made you decide to look for this type of information?			Text area, no char limit		N	
CWS04097		Did you come to the site today to file a complaint?	Yes No	C	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04098	C	What type of complaint?	Vehicle Tires Equipment Child Restraints		Drop down, select one	Single	Y	Skip Logic Group

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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	Special Instructions
			Consumer					
			Other (please specify)	A				
CWS04099	A	Other type of complaint			Text area, no char limit	Single	N	Skip Logic Group
CWS04100	C	Did you <b>file your complaint</b> ?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
			No	D				
CWS04101	D	If you <b>did not file your complaint</b> , why not?			Text area, no char limit		N	Skip Logic Group
CWS04102	C	If you could <b>improve one area of the complaint process</b> , what would it be?			Text area, no char limit		N	Skip Logic Group
ACQCoI0010154		How do you want to use the information you were looking for today?	<del>To decide what vehicle or car seat to buy</del>		Radio button, one-up vertical	Single	Y	Skip Logic Group
			<del>To find out about the safety of a vehicle or car seat I already own</del>					
			For personal research					
			To research for work					
			To research for school					
			Not applicable					
			Other (please specify)	A				
ACQCoI0010155	A	<del>How you want to use information</del>			Text area, no char limit	Single	N	Skip Logic Group
		<del>More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)</del>			Text area, no char limit	Single	N	
CWS04103		Were you able to <b>find what you were looking for</b> on the site today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
			No	E				
CWS04104	E	What <b>were you looking for</b> that you could not find?			Text area, no char limit		N	Skip Logic Group
CWS04105		Did you have any trouble <b>navigating the site</b> today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
			No	F				
CWS04106	F	What type of difficulty did you encounter with the <b>navigation process</b> ?	Too many links to choose from		Drop down, select one	Single	Y	Skip Logic Group
			Links did not take me where I expected					
			Links/labels were difficult to understand	B				
			Technical difficulties (e.g. broken links, error messages)					
			Other (please specify)	A				
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single	N	Skip Logic Group
ACQCoI0010156	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single	N	Skip Logic Group
CWS04108		Did you use the <b>search feature</b> today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
			No	G				
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature		Checkbox, one-up vertical	Multi	Y	
			Returned results that were too similar/redundant					
			Results were not relevant to my search terms or needs					
			Returned too many results					
			Returned not enough results					

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			I was not sure what words to use in my search Search speed was too slow					

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CWS04090		How <b>frequently</b> do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single	Y	
CWS04091		What <b>best describes</b> your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	<b>A</b>	Drop down, select one	Single	Y	Skip Logic Group
CWS04092	<b>A</b>	Other best describes			Text area, no char limit		N	Skip Logic Group
CWS04093		What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)	<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) <b>Vehicle Safety</b> (air bags, brakes, tires, etc.) <b>Research</b> (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) <b>Data</b> (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) <b>Laws &amp; Regulations</b> (air bags, fuel economy, seat belts, tires, etc.) <b>Car Seats</b> <b>About NHTSA</b> (Administrator, calendar, jobs, press releases, etc.)	<b>F</b>      <b>B</b>	Checkbox, one-up vertical	Multi	Y	Skip Logic Group

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	<b>A</b>	Other <b>vehicle</b> information	Other (please specify)	<b>A</b>				
CWS04094	<b>F</b>	What type(s) of driving safety information were you looking for?	Aggressive Driving Bicycles Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other (please specify)	<b>B</b>         <b>G</b>	Text area, no char limit Radio button, one-up vertical		N Y	Skip Logic Group Skip Logic Group
	<b>G</b>	Other driving safety information			Text area, no char limit		N	Skip Logic Group
CWS04095	<b>B</b>	What type(s) of car seat information were you looking for?	Car seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	<b>C</b>	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS04096	<b>C</b>	Other car seat information			Text area, no char limit		N	Skip Logic Group
ACQWro0012163		What made you decide to look for this type of information?			Text area, no char limit		N	
CWS04097		Did you come to the site today to file a complaint?	Yes No	<b>C</b>	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04098	<b>C</b>	What type of complaint?	Vehicle Tires Equipment Child Restraints Consumer Other (please specify)	<b>A</b>	Drop down, select one	Single	Y	Skip Logic Group
CWS04099	<b>A</b>	Other type of complaint			Text area, no char limit	Single	N	Skip Logic Group
CWS04100	<b>C</b>	Did you file your complaint?	Yes No	<b>D</b>	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS04101	<b>D</b>	If you did not file your complaint, why not?			Text area, no char limit		N	Skip Logic Group
CWS04102	<b>C</b>	If you could improve one area of the complaint process, what would it be?			Text area, no char limit		N	Skip Logic Group
ACQCol0010154		How do you want to use the information you were looking for today?	To decide what vehicle or car seat to buy To find out about the safety of a vehicle or car seat I already own To research for work		Radio button, one-up vertical	Single	Y	Skip Logic Group

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			To research for school Other (please specify)	A				
ACQCol0010155	A	How you want to use information			Text area, no char limit	Single	N	Skip Logic Group
CWS04103		Were you able to <b>find what you were looking for</b> on the site today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
			No	E				
CWS04104	E	What <b>were you looking for</b> that you could not find?			Text area, no char limit		N	Skip Logic Group
CWS04105		Did you have any trouble <b>navigating the site</b> today?	Yes	F	Radio button, one-up vertical	Single	Y	Skip Logic Group
			No					
CWS04106	F	What type of difficulty did you encounter with the <b>navigation process</b> ?	Too many links to choose from		Drop down, select one	Single	Y	Skip Logic Group
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			No					
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature		Checkbox, one-up vertical	Multi	Y	
			Returned results that were too similar/redundant					
			Results were not relevant to my search terms or needs					
			Returned too many results					
			Returned not enough results					
			I was not sure what words to use in my search					
			Search speed was too slow					

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 Date: 3/1/2008

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

NHTSA 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	Special Instructions
CWS04090		How <b>frequently</b> do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single	Y	
CWS04091		What <b>best describes</b> your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	A	Drop down, select one	Single	Y	Skip
CWS04092	A	Other best describes			Text area, no char limit		N	Skip
CWS04093		What <b>type(s) of information</b> were you looking for on the site?	Driving Safety Vehicle Safety Research Data Laws & Regulations <del>Child Safety Car</del> Seats About NHTSA	B	Checkbox, one-up vertical	Multi	Y	Skip

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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	Special Instructions
			Other (please specify)	A				
CWS04094	A	Other information			Text area, no char limit		N	Skip
CWS04095	B	What type(s) of car child-safety seat information were you looking for?	Child-safety Car seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	C	Checkbox, one-up vertical	Multi	Y	Skip
CWS04096	C	Other child-safety car seat information			Text area, no char limit		N	Skip
ACQWro0012163		What made you decide to look for this type of information?			Text area, no char limit		N	
CWS04097		Did you come to the site today to file a complaint?	Yes No	C	Radio button, one-up vertical	Single	Y	Skip
CWS04098	C	What type of complaint?	Vehicle Tires Equipment Child Restraints Consumer Other (please specify)	A	Drop down, select one	Single	Y	Skip
CWS04099	A	Other type of complaint			Text area, no char limit	Single	N	Skip
CWS04100	C	Did you file your complaint?	Yes No	D	Radio button, one-up vertical	Single	Y	Skip
CWS04101	D	If you did not file your complaint, why not?			Text area, no char limit		N	Skip
CWS04102	C	If you could improve one area of the complaint process, what would it be?			Text area, no char limit		N	Skip
ACQCo0010154		How do you want to use the information you were looking for today?	To decide what vehicle or car seat to buy To find out about the safety of a vehicle or car seat I already own To research for work To research for school Other (please specify)	A	Radio button, one-up vertical	Single	Y	Skip
ACQCo0010155	A	How you want to use information			Text area, no char limit	Single	N	Skip
CWS04103		Were you able to find what you were looking for on the site today?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip
CWS04104	E	What were you looking for that you could not find?			Text area, no char limit		N	Skip
CWS04105		Did you have any trouble navigating the site today?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip
CWS04106	F	What type of difficulty did you encounter with the navigation process?	Too many links to choose from Links did not take me where I expected Links/labels were difficult to understand	B	Drop down, select one	Single	Y	Skip



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			Technical difficulties (e.g. broken links, error messages) Other (please specify)	A				
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single	N	Skip
ACQCo0010156	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single	N	Skip
CWS04108		Did you use the <b>search feature</b> today?	Yes No	G	Radio button, one-up vertical	Single	Y	Skip
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results Returned not enough results I was not sure what words to use in my search Search speed was too slow		Checkbox, one-up vertical	Multi	Y	

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CWS04090		How <b>frequently</b> do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single	Y	
CWS04091		What <b>best describes</b> your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	A	Drop down, select one	Single	Y	Skip
CWS04092	A	Other best describes			Text area, no char limit		N	Skip
CWS04093		What <b>type(s) of information</b> were you looking for on the site?	Driving Safety Vehicle Safety Research Data Laws & Regulations Child Safety Seats About NHTSA	B	Checkbox, one-up vertical	Multi	Y	Skip

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			Other (please specify)	<b>A</b>				
CWS04094	<b>A</b>	Other information			Text area, no char limit		N	Skip
CWS04095	<b>B</b>	What <b>type(s) of child safety seat information</b> were you looking for?	Child safety seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	<b>C</b>	Checkbox, one-up vertical	Multi	Y	Skip
CWS04096	<b>C</b>	Other child safety seat information <i>What made you decide to look for this type of information?</i>			Text area, no char limit <i>Text area, no char limit</i>		N <i>N</i>	Skip
CWS04097		Did you come to the site today to <b>file a complaint</b> ?	Yes No	<b>C</b>	Radio button, one-up vertical	Single	Y	Skip
CWS04098	<b>C</b>	What <b>type of complaint</b> ?	Vehicle Tires Equipment Child Restraints Consumer Other (please specify)	<b>A</b>	Drop down, select one	Single	Y	Skip
CWS04099	<b>A</b>	Other type of complaint			Text area, no char limit	Single	N	Skip
CWS04100	<b>C</b>	Did you <b>file your complaint</b> ?	Yes No	<b>D</b>	Radio button, one-up vertical	Single	Y	Skip
CWS04101	<b>D</b>	If you <b>did not file your complaint</b> , why not?			Text area, no char limit		N	Skip
CWS04102	<b>C</b>	If you could <b>improve one area of the complaint process</b> , what would it be?			Text area, no char limit		N	Skip
ACQCo0010154		How do you want to use the information you were looking for today?	To decide what vehicle or car seat to buy To find out about the safety of a vehicle or car seat I already own To research for work To research for school Other (please specify)	<b>A</b>	Radio button, one-up vertical	Single	Y	Skip
ACQCo0010155	<b>A</b>	How you want to use information			Text area, no char limit	Single	N	Skip
CWS04103		Were you able to <b>find what you were looking for</b> on the site today?	Yes No	<b>E</b>	Radio button, one-up vertical	Single	Y	Skip
CWS04104	<b>E</b>	What <b>were you looking for</b> that you could not find?			Text area, no char limit		N	Skip
CWS04105		Did you have any trouble <b>navigating the site</b> today?	Yes No	<b>F</b>	Radio button, one-up vertical	Single	Y	Skip
CWS04106	<b>F</b>	What type of difficulty did you encounter with the <b>navigation process</b> ?	Too many links to choose from Links did not take me where I expected Links/labels were difficult to understand	<b>B</b>	Drop down, select one	Single	Y	Skip

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			Technical difficulties (e.g. broken links, error messages) Other (please specify)	A				
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single	N	Skip
ACQCo0010156	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single	N	Skip
CWS04108		Did you use the <b>search feature</b> today?	Yes No	G	Radio button, one-up vertical	Single	Y	Skip
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results Returned not enough results I was not sure what words to use in my search Search speed was too slow		Checkbox, one-up vertical	Multi	Y	

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CWS04090		How <b>frequently</b> do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single	Y	
CWS04091		What <b>best describes</b> your role during your site visit today?	State or local government employee Parent <b>Child care provider/Caregiver</b> Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	<b>A</b>	Drop down, select one	Single	Y	Skip
CWS04092	<b>A</b>	Other best describes			Text area, no char limit		N	Skip
CWS04093		What <b>type(s) of information</b> were you looking for on the site?	Driving Safety Vehicle Safety Research Data Laws & Regulations Child Safety Seats About NHTSA	<b>B</b>	Checkbox, one-up vertical	Multi	Y	Skip

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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	Special Instructions
CWS04094	A	Other information	Other (please specify)	A	Text area, no char limit		N	Skip
CWS04095	B	What <b>type(s) of child safety seat information</b> were you looking for?	Child safety seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	C	Checkbox, one-up vertical	Multi	Y	Skip
CWS04096	C	Other child safety seat information			Text area, no char limit		N	Skip
CWS04097		Did you come to the site today to <b>file a complaint</b> ?	Yes No	C	Radio button, one-up vertical	Single	Y	Skip
CWS04098	C	What <b>type of complaint</b> ?	Vehicle Tires Equipment Child Restraints Consumer Other (please specify)	A	Drop down, select one	Single	Y	Skip
CWS04099	A	Other type of complaint			Text area, no char limit	Single	N	Skip
CWS04100	C	Did you <b>file your complaint</b> ?	Yes No	D	Radio button, one-up vertical	Single	Y	Skip
CWS04101	D	If you <b>did not file your complaint</b> , why not?			Text area, no char limit		N	Skip
CWS04102	C	If you could <b>improve one area of the complaint process</b> , what would it be?			Text area, no char limit		N	Skip
ACQCol0010154		How do you want to use the information you were looking for today?	To decide what vehicle or car seat to buy To find out about the safety of a vehicle or car seat I already own To research for work To research for school Other (please specify)	A	Radio button, one-up vertical	Single	Y	Skip
ACQCol0010155	A	How you want to use information			Text area, no char limit	Single	N	Skip
CWS04103		Were you able to <b>find what you were looking for</b> on the site today?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip
CWS04104	E	What <b>were you looking for</b> that you could not find?			Text area, no char limit		N	Skip
CWS04105		Did you have any trouble <b>navigating the site</b> today?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip
CWS04106	F	What type of difficulty did you encounter with the <b>navigation process</b> ?	Too many links to choose from Links did not take me where I expected Links/labels were difficult to understand Technical difficulties (e.g. broken links, error messages) Other (please specify)	B    A	Drop down, select one	Single	Y	Skip

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CWS04107	A	Other navigational difficulties			Text area, no char limit	Single	N	Skip
ACQCo0010156	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single	N	Skip
CWS04108		Did you use the <b>search feature</b> today?	Yes No	G	Radio button, one-up vertical	Single	Y	Skip
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results Returned not enough results I was not sure what words to use in my search Search speed was too slow		Checkbox, one-up vertical	Multi	Y	

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CWS04090		How <b>frequently</b> do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less First-time visitor		Dropdown (Select-one)	Single
CWS04091		What <b>best describes</b> your role during your site visit today?	State or local government employee Parent Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other (please specify)	A	Drop down, select one	Single
CWS04092	A	Other best describes			Text area, no char limit	
CWS04093		What <b>type(s) of information</b> were you looking for on the site?	Driving Safety Vehicle Safety Research Data Laws & Regulations Child Safety Seats About NHTSA	B	Checkbox, one-up vertical	Multi



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			Other (please specify)	A		
CWS04094	A	Other information			Text area, no char limit	
CWS04095	B	What <b>type(s) of child safety seat information</b> were you looking for?	Child safety seat recalls Seat ratings Inspection center locations Car seat installation information Instructional videos Other (please specify)	C	Checkbox, one-up vertical	Multi
CWS04096	C	Other child safety seat information			Text area, no char limit	
CWS04097		Did you come to the site today to <b>file a complaint</b> ?	Yes No	C	Radio button, one-up vertical	Single
CWS04098	C	What <b>type of complaint</b> ?	Vehicle Tires Equipment Child Restraints Consumer Other (please specify)	A	Drop down, select one	Single
CWS04099	A	Other type of complaint			Text area, no char limit	Single
CWS04100	C	Did you <b>file your complaint</b> ?	Yes No	D	Radio button, one-up vertical	Single
CWS04101	D	If you <b>did not file your complaint</b> , why not?			Text area, no char limit	
CWS04102	C	If you could <b>improve one area of the complaint process</b> , what would it be?			Text area, no char limit	
		How do you want to use the information you were looking for today?	To decide what vehicle or car seat to buy To find out about the safety of a vehicle or car seat I already own Other (please specify)	A	Radio button, one-up vertical	Single
	A	How you want to use information			Text area, no char limit	Single
CWS04103		Were you able to <b>find what you were looking for</b> on the site today?	Yes No	E	Radio button, one-up vertical	Single
CWS04104	E	What <b>were you looking for</b> that you could not find?			Text area, no char limit	
CWS04105		Did you have any trouble <b>navigating the site</b> today?	Yes No	F	Radio button, one-up vertical	Single
CWS04106	F	What type of difficulty did you encounter with the <b>navigation process</b> ?	Too many links to choose from Links did not take me where I expected Links/labels were difficult to understand Technical difficulties (e.g. broken links, error messages) Other (please specify)	B A	Drop down, select one	Single
CWS04107	A	Other navigational difficulties			Text area, no char limit	Single
	B	Please tell us which links took you somewhere unexpected			Text area, no char limit	Single
CWS04108		Did you use the <b>search feature</b> today?	Yes No	G	Radio button, one-up vertical	Single
CWS04109	G	Please describe <b>your experience with the site's search</b>	I did not have any difficulty with the search feature Returned results that were too similar/redundant Results were not relevant to my search terms or needs Returned too many results		Checkbox, one-up vertical	Multi

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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
			Returned not enough results			
			I was not sure what words to use in my search			
			Search speed was too slow			

Required Y/N	Special Instructions
Y	
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group



Required Y/N	Special Instructions
N	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
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N	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	

Required Y/N	Special Instructions

**Types**

Text field, <100 char  
Text area, no char limit  
Drop down, select one  
Radio button, one-up vertical  
Radio button, two-up vertical  
Radio button, three-up vertical  
Radio button, scale, has don't know  
Radio button, scale, no don't know  
Checkbox, one-up vertical  
Checkbox, two-up vertical  
Checkbox, three-up vertical

**Instructions**

Randomize  
Shared  
OPS Group  
Matrix Group  
Rank Group  
Comparative Matrix Group  
Skip Logic Group  
Multiple Lists Group  
Anchor Answer Choice  
Partitioned  
Adjust Template/Style Sheet