



Model Instance Name:

NIAID October 2011

MID: FxMhZ0ohpUwcNwZEQs10Zw==

Date: 8/31/2011



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>visual appeal</b> of this site.</p> <p>Please rate the <b>balance of graphics and text</b> on this site.</p> <p>Please rate the <b>readability of the pages</b> on this site.</p>	<p><b>Satisfaction</b> What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>How well does this site <b>meet your expectations</b>? (1=Falls Short, 10=Exceeds)</p> <p>How does this site <b>compare to your idea of an ideal website</b>? (1=Not Very Close, 10=Very Close)</p>	<p><b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to this site</b>?</p> <p><b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site to someone else</b>?</p>
<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate <b>how well the site is organized</b>.</p> <p>Please rate the <b>options available for navigating</b> this site. Please rate <b>how well the site layout helps you find what you are looking for</b>. Please rate the <b>number of clicks to get where you want</b> on this site.</p>		<p><b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b>?</p>
<p><b>Content (1=Poor, 10=Excellent, Don't Know)</b> Please rate your perception of the <b>accuracy of information</b> on this site. Please rate the <b>quality of information</b> on this site. Please rate the <b>freshness of content</b> on this site.</p>		
<p><b>Functionality (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>usefulness of the features provided</b> (i.e. Search, Links, Health &amp; Research Topics, Rotating Slideshow) on this site. Please rate the <b>convenience of the features</b> (i.e. Search, Links, Health &amp; Research Topics, Rotating Slideshow) on this site. Please rate the <b>variety of features</b> (i.e. Search, Links, Health &amp; Research Topics, Rotating Slideshow) on this site.</p>		

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~~red & strike-through~~: DELETE

*underlined & italicized*: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NIAID October 2011 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
SAC3980		How <b>frequently</b> do you visit this site?	First time		Radio button, one-up ver	Single	Y

**Special  
Instructions**

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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

Please Select a Language

Arabic - AR  
Australia - AU  
Belgium - BG  
Brazil Portuguese - BP  
China - CH  
Chinese Traditional - CT  
Colombian - CO  
Croatian - CR  
Czech Republic - CZ  
Danish - DN  
Dutch - DU  
English - EN  
Farsi - FS  
French - FR  
French Canadian - FC  
Germany - GR  
Global English - GE  
Greek - GK  
Hungary - HU  
Italian - IT  
Japan - JP  
Korean - KR  
Malaysian English - MA  
Mandarin - MD  
Norwegian - NW  
Persian - PN  
Poland - PL  
Portuguese - PO  
Russia - RU  
South Africa - SA  
South Korean - SK  
Spanish - SP  
Spanish Original - SO  
Spanish Traditional - ST  
Swedish - SW  
Turkey - TR  
United Kingdom - UK  
Vietnamese - VT  
OTHER LANGUAGE (PLEASE SEE DOT)

**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

Please Select

Yes  
No  
Unsure (PLEASE SEE DOT)