

## 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
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

### Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks\\_SRA](#)
- 5 [Model and Custom Question Checks\\_Team LeadManager](#)
- 6 [Model and Custom Question Checks\\_DOT](#)
- 7 [Foreign Language Survey Instructions](#)



Model Instance Name:  
FTC.gov Satisfaction Survey

MID: 44tglcx05IE91JYUdxlBIA==

Date: 2/1/2012



## Welcome and Thank You Text

### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

### Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

## Examples

### Welcome Text Example

The screenshot shows a web browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w". The page content includes the FORESEE logo, the title "Customer Satisfaction Survey", and the following text: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. Required questions are denoted by an \*". Below this is a question: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." followed by a rating scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option.

### Thank You Text Example

The screenshot shows a web browser window displaying a survey question. At the top, there are dropdown menus for "Football" and "Hockey", both set to "Please Select". The question is "16: What size and style of jean were you shopping for today?". It has two columns of radio button options: "What size of jean were you shopping for today?" with options 1, 3, and 5; and "What style of jean were you shopping for today?" with options Boot cut, Low rise, and Flare. A yellow callout box points to the word "web site" in the question text, stating "'web site' has been corrected to now read 'website' in the text to the left". Below the question is the thank you text: "Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." At the bottom are "Cancel" and "Submit" buttons, and a copyright notice: "Copyright 2010 - all rights reserved".

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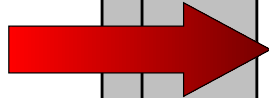
Partitioned (Y/N)? Y

Date: 2/1/2012



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
1	Site Information - Thoroughness Please rate the <b>thoroughness of information</b> on this site.	20	Satisfaction - Overall What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23	Recommend How likely are you to <b>recommend this site</b> to someone else?
2	Site Information - Understandable Please rate how <b>understandable the information is</b> on this site.	21	Satisfaction - Expectations How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)		
3	Site Information - Answers Please rate how well the <b>information provides answers to your questions</b> .	22	Satisfaction - Ideal How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	24	Primary Resource How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b> ?
4	Navigation - Organized Please rate <b>how well the site is organized</b> .			25	Return How likely are you to <b>return</b> to this site?
5	Navigation - Options Please rate the <b>options available for navigating</b> this site.				
6	Navigation - Layout Please rate <b>how well the site layout helps you find what you are looking for</b> .				
7	Navigation - Clicks Please rate the <b>number of clicks to get where you want</b> on this site.				
8	Look and Feel - Appeal Please rate the <b>visual appeal</b> of this site.				
9	Look and Feel - Balance Please rate the <b>balance of graphics and text</b> on this site.				
10	Look and Feel - Readability Please rate the <b>readability of the pages</b> on this site.				
11	Online Transparency - Disclose Please rate how <b>thoroughly</b> this site <b>discloses information</b> about what this agency is doing.				
12	Online Transparency - Quick Please rate how <b>quickly agency information is made available</b> on this site.				
13	Online Transparency - Access Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this site.				
14	Plain Language - Clear Please rate the <b>clarity of the wording</b> on this site.				
15	Plain Language - Understandable Please rate how <b>well you understand the wording</b> on this site.				
16	Plain Language - Concise Please rate this site on its <b>use of short, clear sentences</b> .				
17	Site Performance - Loading Please rate how <b>quickly pages load</b> on this site.				
18	Site Performance - Consistency Please rate the <b>consistency of speed from page to page</b> on this site.				
19	Site Performance - Errors Please rate the <b>ability to load pages without getting error messages</b> on this site.				



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

**FTC.gov Satisfaction Survey CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
SAC7765		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Drop down, select one	S	Y		Age
SAC7766		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	Single	Y		Visit Frequency
SAC7767		What is your <b>primary reason</b> for visiting ftc.gov today?	Report a scam or file a complaint Register for Do Not Call Get news about the FTC or FTC Events Report or learn about identity theft Learn about scams or get other info for consumers Learn about FTC cases or rules Get info about a refund Find an FTC report Order resources to share with others Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Reason
SAC7768	A	Please specify your other reason for visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Reason
SAC7769		If you were looking for consumer tips, which topics were you interested in? (Please check all that apply)	Automobiles Credit and Debit Computers and Mobile Devices Identity and Privacy Health and Fitness Jobs and Making Money Scams Shopping Unwanted Calls, Emails, or Postal Mail I was not looking for consumer tips today Other, please specify	C	Checkbox, one-up vertical  Mutually exclusive	Multi	Y	Skip Logic Gr	Consumer Tips
		I added "I was not looking for consumer tips today" as a response option, otherwise we might have a lot of people writing that in the "other" category. →							
SAC7770	C	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consumer Tips
SAC7771		What is your <b>primary role</b> in visiting ftc.gov today?	Consumer or citizen Victim of fraud or identity theft Business person or attorney Law enforcement or government employee Consumer advocate or educator Academic Media person or blogger Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
SAC7772	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Role

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SAC7773		Did you accomplish what you wanted on ftc.gov today?	Yes Partially No	A A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Accomplish
SAC7774	A	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplish
HAR0045202		What sections of the site did you <b>primarily</b> visit today? (Please select all that apply.)	About the FTC News and Events Enforcement Policy Tips and Advice File a Complaint or Do Not Call Bulk order site Don't Know Other, please specify	A	Checkbox, one-up vertical  Mutually exclusive	Multi	Y	Skip Logic Gr	Sections of Site
HAR0045203	A	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
HAR0064368		How would you describe your <b>experience navigating</b> the site today?	I had no difficulty navigating the site I had some difficulty navigating the site. I had a lot of difficulty navigating the site.	Z Z	Radio button, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience-single
HAR0064383	Z	What specific problems did you have with the site's navigation? (Please select all that apply.)	Links and labels were confusing or didn't take me where expected Had difficulty finding relevant information Too many options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience
SAC7782	A	Please specify your other navigation difficulty:			Text area, no char limit		N	Skip Logic Gr	OE_Nav Experience
SAC7784		If you could make one improvement to ftc.gov, what would it be?			Text area, no char limit		N		One Improvement



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			<u>Government Employee</u> <u>Attorney</u> <u>Victim of fraud or identity theft</u> <u>Business person or attorney</u> <u>Law enforcement or government employee</u> <u>Consumer advocate or educator</u> <u>Academic</u> <u>Media person or blogger</u> Other, please specify						
SAC7772	A	Please specify your other role in visiting ftc.gov today.		A	Text area, no char limit		N	Skip Logic Gr	OE_Primary Role



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SAC7773		Did you accomplish what you wanted on ftc.gov today?	Yes Partially No	A A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Accomplish
SAC7774	A	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplish
HAR0045202		What sections of the site did you <b>primarily</b> visit today? (Please select all that apply.)	About the FTC News and Events Enforcement Policy Tips and Advice File a Complaint or Do Not Call Bulk order site Don't Know Other, please specify	A	Checkbox, one-up vertical  Mutually exclusive	Multi	Y	Skip Logic Gr	Sections of Site
HAR0045203	A	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
SAC7777		How did you learn about ftc.gov?	Search Engine Referred by another website Social media News Source (magazine/newspaper/radio/television) Referred by a friend or family member Prior visit Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Arrive-to Site
SAC7778	A	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic Gr	OE_Arrive-to Site
SAC7779		How did you <b>primarily</b> look for information on the site today?	Search feature Advanced search tool Top and Left navigation bar Links in the center of the page Bottom navigation links Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Look for Info
SAC7780	A	Please specify how you looked for information on the site today.			Text area, no char limit		N	Skip Logic Gr	OE_Look for Info
SAC7781		How would you describe your <b>experience navigating</b> the site today? (Please select all that apply.)	I had no difficulty navigating the site I had some difficulty navigating the site. I had a lot of difficulty navigating the site. 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.) Could not navigate back to previous information I had a navigation difficulty not listed above:	Z Z A	Checkbox, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience
		How would you describe your <b>experience navigating</b> the site today?	I had no difficulty navigating the site I had some difficulty navigating the site. I had a lot of difficulty navigating the site.	Z Z	Radio button, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience
	Z	What specific problems did you have with the site's navigation? (Please select all that apply.)	Links and labels were confusing or didn't take me where expected Had difficulty finding relevant information Too many options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience

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SAC7782	A	Please specify your other navigation difficulty:			Text area, no char limit		N	Skip Logic Gr	OE_Nav Experience
SAC7783		What do you think of ftc.gov's written content?	<u>Appropriate for my level of understanding</u> <del>Too complex</del> <del>Too simplistic</del>		Radio button, one-up-vertical	Single	Y		Site Content
SAC7784		If you could make one improvement to ftc.gov, what would it be?			Text area, no char limit		N		One Improvement

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SAC7765		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Drop down, select one	S	Y		Age
SAC7766		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	Single	Y		Visit Frequency
SAC7767		What is your <b>primary reason</b> for visiting ftc.gov today?	Get news about the FTC or FTC Events Get consumer tips Get business guidance Report a consumer complaint Comment on a rule-making Learn about FTC Cases Check the status of a merger review Find an FTC report Other, please specify	B         A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Reason
SAC7768	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Reason
SAC7769	B	If you were looking for consumer tips, which topics were you interested in? (Please check all that apply)	Automobiles Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment Health ID Theft, Privacy, & Services Investments & Business Opportunities Shopping for Products & Services Telemarketing & Telephone Services Other, please specify	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Consumer Tips
SAC7770	C	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consumer Tips
SAC7771		What is your <b>primary role</b> in visiting ftc.gov today?	Consumer Business Person Law Enforcement Government Employee Attorney Consumer Advocate/Educator Academic Media/Blogger Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
SAC7772	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Role

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SAC7773		Did you accomplish what you wanted on ftc.gov today?	Yes Partially No	A A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Accomplish
SAC7774	A	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplish
HAR0045202		What sections of the site did you <b>primarily</b> visit today? (Please select all that apply.)	About the FTC News and events Enforcement Policy Tips and advice Don't Know Other, please specify	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Sections of Site
HAR0045203	A	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
SAC7777		How did you learn about ftc.gov?	Search Engine Referred by another website Social media News Source (magazine/newspaper/radio/television) Referred by a friend or family member Prior visit Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Arrive to Site
SAC7778	A	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic Gr	OE_Arrive to Site
SAC7779		How did you <b>primarily</b> look for information on the site today?	Search feature Advanced search tool Top and Left navigation bar Links in the center of the page Bottom navigation links Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Look for Info
SAC7780	A	Please specify how you looked for information on the site today.			Text area, no char limit		N	Skip Logic Gr	OE_Look for Info
SAC7781		How would you describe your <b>experience navigating</b> the site today? (Please select all that apply.)	I had no difficulty navigating the site 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.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience
SAC7782	A	Please specify your other navigation difficulty:			Text area, no char limit		N	Skip Logic Gr	OE_Nav Experience
SAC7783		What do you think of ftc.gov's written content?	Appropriate for my level of understanding Too complex Too simplistic		Radio button, one-up vertical	Single	Y		Site Content
SAC7784		If you could make one improvement to ftc.gov, what would it be?			Text area, no char limit		N		One Improvement

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SAC7765		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Drop down, select one	S	Y		Age
SAC7766		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily	A A A A A	Radio button, one-up vertical	Single	Y		Visit Frequency
HAR0045182	A	Did you notice <b>any changes to ftc.gov</b> during your visit today?-	Yes No	B,C,D,E	Radio button, one-up vertical	S	Y	Skip Logic Gr	HP-Homepage change
HAR0045183	B	Please tell us whether you agree or disagree with the following statements about the new home page:- The new site <b>look and feel is visually pleasing.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Look & Feel
HAR0045184	C	The new site made it <b>easier to determine which section I needed to navigate to.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Nav
HAR0045185	D	The <b>new layout</b> on the site made it <b>easier to find the information I was looking for.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Find Info
HAR0045186	E	The new site design is an <b>improvement over the previous design.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Improvement from prev
SAC7767		What is your <b>primary reason</b> for visiting ftc.gov today?	Get news about the FTC or FTC Events Get consumer tips Get business guidance Report a consumer complaint Comment on a rule-making Learn about FTC Cases Check the status of a merger review	B	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Reason

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			Find an FTC report Other, please specify	A					
SAC7768	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Reason
SAC7769	B	If you were looking for consumer tips, which topics were you interested in? (Please check all that apply)	Automobiles Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment Health ID Theft, Privacy, & Services Investments & Business Opportunities Shopping for Products & Services Telemarketing & Telephone Services Other, please specify	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Consumer Tips
SAC7770	C	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consumer Tips
SAC7771		What is your <b>primary role</b> in visiting ftc.gov today?	Consumer Business Person Law Enforcement Government Employee Attorney Consumer Advocate/Educator Academic Media/Blogger Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
SAC7772	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Role

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SAC7774	A	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplish
HAR0045202		What sections of the site did you <b>primarily</b> visit today? (Please select all that apply.)	About the FTC News and events Enforcement Policy Tips and advice Don't Know Other, please specify	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Sections of Site
HAR0045203	A	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
SAC7777		How did you learn about ftc.gov?	Search Engine Referred by another website Social media News Source (magazine/newspaper/radio/television) Referred by a friend or family member Prior visit Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Arrive to Site
SAC7778	A	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic Gr	OE_Arrive to Site
SAC7779		How did you <b>primarily</b> look for information on the site today?	Search feature Advanced search tool Top and Left navigation bar Links in the center of the page Bottom navigation links Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Look for Info
SAC7780	A	Please specify how you looked for information on the site today.			Text area, no char limit		N	Skip Logic Gr	OE_Look for Info
SAC7781		How would you describe your <b>experience navigating</b> the site today? (Please select all that apply.)	I had no difficulty navigating the site 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.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience
SAC7782	A	Please specify your other navigation difficulty:			Text area, no char limit		N	Skip Logic Gr	OE_Nav Experience
SAC7783		What do you think of ftc.gov's written content?	Appropriate for my level of understanding Too complex Too simplistic		Radio button, one-up vertical	Single	Y		Site Content
SAC7784		If you could make one improvement to ftc.gov, what would it be?			Text area, no char limit		N		One Improvement

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 FTC.gov Satisfaction Survey  
 MID: 44tglcx05IE91JYUdxIBIA==  
 Date: 11/5/2013

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 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

**FTC.gov Satisfaction Survey CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
SAC7765		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Drop down, select one	S	Y		Age
SAC7766		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily	A A A A A	Radio button, one-up vertical	Single	Y		Visit Frequency
HAR0045182	A	Did you notice <b>any changes to ftc.gov</b> during your visit today?	Yes No	B,C,D,E	Radio button, one-up vertical	S	Y	Skip Logic Gr	HP-Homepage change
HAR0045183	B	Please tell us whether you agree or disagree with the following statements about the new home page: The new site <b>look and feel is visually pleasing.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Look & Feel
HAR0045184	C	The new site made it <b>easier to determine which section I needed to navigate to.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Nav
HAR0045185	D	The <b>new layout</b> on the site made it <b>easier to find the information I was looking for.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Find Info
HAR0045186	E	The new site design is an <b>improvement over the previous design.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Improvement from prev
SAC7767		What is your <b>primary reason</b> for visiting ftc.gov today?	Get news about the FTC or FTC Events Get consumer tips Get business guidance Report a consumer complaint Comment on a rule-making Learn about FTC Cases Check the status of a merger review	B	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Reason



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			Find an FTC report Other, please specify	A					
SAC7768	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Reason
SAC7769	B	If you were looking for consumer tips, which topics were you interested in? (Please check all that apply)	Automobiles Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment Health ID Theft, Privacy, & Services Investments & Business Opportunities Shopping for Products & Services Telemarketing & Telephone Services Other, please specify	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Consumer Tips
SAC7770	C	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consumer Tips
SAC7771		What is your <b>primary role</b> in visiting ftc.gov today?	Consumer Business Person Law Enforcement Government Employee Attorney Consumer Advocate/Educator Academic Media/Blogger Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
SAC7772	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Role

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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	CQ Label
SAC7773		Did you accomplish what you wanted on ftc.gov today?	Yes Partially No	A A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Accomplish
SAC7774	A	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplish
HAR0045202		What sections of the site did you <b>primarily</b> visit today? (Please select all that apply.)	About the FTC News and events Enforcement Policy Tips and advice Don't Know Other, please specify	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Sections of Site
HAR0045203	A	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
SAC7777		How did you learn about ftc.gov?	Search Engine Referred by another website Social media News Source (magazine/newspaper/radio/television) Referred by a friend or family member Prior visit Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Arrive to Site
SAC7778	A	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic Gr	OE_Arrive to Site
SAC7779		How did you <b>primarily</b> look for information on the site today?	Search feature Advanced search tool Top and Left navigation bar Links in the center of the page Bottom navigation links Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Look for Info
SAC7780	A	Please specify how you looked for information on the site today.			Text area, no char limit		N	Skip Logic Gr	OE_Look for Info
SAC7781		How would you describe your <b>experience navigating</b> the site today? (Please select all that apply.)	I had no difficulty navigating the site 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.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience
SAC7782	A	Please specify your other navigation difficulty:			Text area, no char limit		N	Skip Logic Gr	OE_Nav Experience
SAC7783		What do you think of ftc.gov's written content?	Appropriate for my level of understanding Too complex Too simplistic		Radio button, one-up vertical	Single	Y		Site Content
SAC7784		If you could make one improvement to ftc.gov, what would it be?			Text area, no char limit		N		One Improvement

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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	CQ Label
SAC7765		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Drop down, select one	S	Y		Age
SAC7766		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily	A A A A A	Radio button, one-up vertical	Single	Y		Visit Frequency
NEW	A	Did you notice <b>any changes to ftc.gov</b> during your visit today?	Yes No	B,C,D,E	Radio button, one-up vertical	S	Y	Skip Logic Gr	HP-Homepage change
NEW	B	Please tell us whether you agree or disagree with the following statements about the new home page: The new site <b>look and feel is visually pleasing.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Look & Feel
NEW	C	The new site made it <b>easier to determine which section I needed to navigate to.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Nav
NEW	D	The <b>new layout</b> on the site made it <b>easier to find the information I was looking for.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Find Info
NEW	E	The new site design is an <b>improvement over the previous design.</b>	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Drop down, select one	S	Y	Skip Logic Gr	HP-Improvement from prev
SAC7767		What is your <b>primary reason</b> for visiting ftc.gov today?	Get news about the FTC or FTC Events Get consumer tips Get business guidance Report a consumer complaint Comment on a rule-making Learn about FTC Cases Check the status of a merger review	B	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Reason

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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	CQ Label
			Find an FTC report Other, please specify	A					
SAC7768	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Reason
SAC7769	B	If you were looking for consumer tips, which topics were you interested in? (Please check all that apply)	Automobiles Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment Health ID Theft, Privacy, & Services Investments & Business Opportunities Shopping for Products & Services Telemarketing & Telephone Services Other, please specify	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Consumer Tips
SAC7770	C	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consumer Tips
SAC7771		What is your <b>primary role</b> in visiting ftc.gov today?	Consumer Business Person Law Enforcement Government Employee Attorney Consumer Advocate/Educator Academic Media/Blogger Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
SAC7772	A	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primary Role

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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	CQ Label
SAC7773		Did you accomplish what you wanted on ftc.gov today?	Yes Partially No	A A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Accomplish
SAC7774	A	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplish
NEW		What sections of the site did you primarily visit today? (Please select all that apply.)	About the FTC News and events Enforcement Policy Tips and advice Don't Know Other, please specify	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Sections of Site
NEW	A	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
SAC7775		What sections of the site did you primarily visit today? (Please select all that apply.)	Actions Competition Congressional Consumer Protection Economics General Counsel International Affairs News Policy Don't Know Other, please specify	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Sections of Site
SAC7776	A	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
SAC7777		How did you learn about ftc.gov?	Search Engine Referred by another website Social media News Source (magazine/newspaper/radio/television) Referred by a friend or family member Prior visit Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Arrive to Site
SAC7778	A	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic Gr	OE_Arrive to Site
SAC7779		How did you primarily look for information on the site today?	Search feature Advanced search tool Top navigation bar Right "Hot Topics" navigation bar Top and Left navigation bar Links in the center of the page Site Map Bottom navigation links Other, please specify	A	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Look for Info
SAC7780	A	Please specify how you looked for information on the site today.			Text area, no char limit		N	Skip Logic Gr	OE_Look for Info
SAC7781		How would you describe your experience navigating the site today? (Please select all that apply.)	I had no difficulty navigating the site 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.)		Checkbox, one-up vertical	multi	Y	Skip Logic Gr	Navigation experience

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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	CQ Label
			Could not navigate back to previous information						
			I had a navigation difficulty not listed above:	A					
SAC7782	A	Please specify your other navigation difficulty:			Text area, no char limit		N	Skip Logic Gr	OE_Nav Experience
SAC7783		What do you think of ftc.gov's written content?	Appropriate for my level of understanding		Radio button, one-up vertical	Single	Y		Site Content
			Too complex						
			Too simplistic						
SAC7784		If you could make one improvement to ftc.gov, what would it be?			Text area, no char limit		N		One Improvement

Holiday 2010 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B**

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CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
		Not sure							
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y		
			Quality of merchandise						
			Merchandise selection						
			Good return policy						
			Online product prices						
			Shipping costs						
			Availability of merchandise						
			Better personal economic circumstances this year						
			Other (please specify):	Z					



**Special Instructions**

Skip Logic Group

Skip Logic Group