# **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

Client Na	ame:
Measure	Name

Custom Qualifier Page	Please Select
Custom Invitation Text?	Please Select
Custom Tracker Text?	Please Select
Custom Welcome/ Thank You Text?	Please Select

Language(s)	If other language not listed, please specify.	Website URL	MID(s) (DOT FILL THIS IN)	Measure Name(s) (DOT WIII FILL THIS IN)
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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**

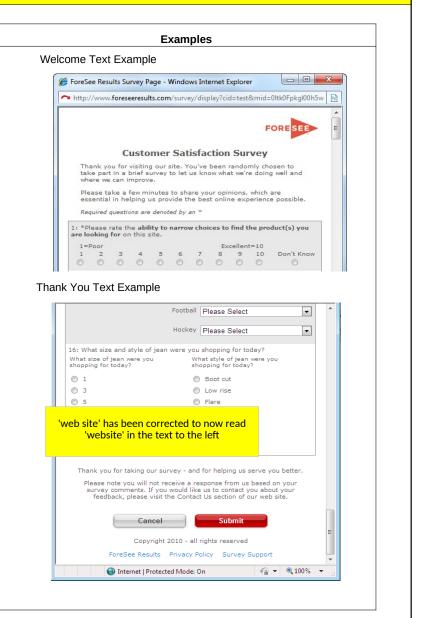
Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

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.



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Partitioned (Y/N)? Y

Date: 2/1/2012



	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
MQ Label	<u> </u>	MQ Label		MQ Label	
	Site Information (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Recommend (1=Very Unlikely, 10=Very Likely)
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?
Site Information - Understandable	Please rate how understandable the information is on this site.	21 Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Primary Resource (1=Very Unlikely, 10=Very Likely)
Site Information - Answers	Please rate how well the information provides answers to your questions.	22 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	24 Primary Resource	How likely are you to use this site as your <b>primary resource</b> obtaining information from this organization?
	Navigation (1=Poor, 10=Excellent, Don't Know)			l	Return (1=Very Unlikely, 10=Very Likely)
Navigation -	Please rate how well the site is organized.			25 Return	How likely are you to return to this site?
Organized					
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				I
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				I
Look and Feel - Appeal	Please rate the visual appeal of this site.				
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
Online Transparency - Disclose	Please rate how <b>thoroughly</b> this site <b>discloses information</b> about what this agency is doing.				
Online Transparency - Quick	Please rate how quickly agency information is made available on this site.				
Online Transparency - Access	Please rate how well information about this agency's actions can be accessed by the public on this site.				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
Plain Language - Clear	Please rate the <b>clarity of the wording</b> on this site.				
Plain Language - Understandable	Please rate how well you understand the wording on this site.				
Plain Language - Concise	Please rate this site on its use of short, clear sentences.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)		1		l .
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				

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Date: 9.3.14

MID:

Date.	9.3.14								
			FTC.gov Satisfaction Survey CUSTOM QUEST	ION 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
AC7765	How old are you?	How old are you?	Under 18 18-24 25-34 35-44 45-54		Drop down, select one	S	Y		Age
			43-34 55-64 65-74 75 and up Prefer not to say						
AC7766		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
AC7767		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
C7768	Α	Please specify your other reason for visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Prima Reason
AC7769		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		Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	
otherwise we	e might have a lo	r consumer tips today" as a response option, ot of people writing that in the "other" category.	Unwanted Calls, Emails, or Postal Mail I was not looking for consumer tips today Other, please specify	С	Mutually exclusive				
AC7770	С	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Cons mer Tips
AC7771		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 Ro
SAC7772	Α	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gr	OE_Primar Role

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			FTC.gov Satisfaction Survey CUSTOM QUESTION	ON 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
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 G	Accomplish
SAC7774		Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplis h
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 Gı	Sections of Site
HAR0045203		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 G	Navigation experience- single
HAR0064383		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 Gı	Navigation experience
SAC7782	Α	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 i be?			Text area, no char limit		N		One Improvement

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			FTC.gov Satisfaction Survey CUSTOM QUES						
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
AC7765		How old are you?	Under 18		Drop down, select one	S	Y		Age
			18-24						
			25-34						
			35-44						
			45-54 55-64						
			65-74	_					
			75 and up						
			Prefer not to say						
AC7766		How frequently do you visit this site?	This is my first visit		Radio button, one-up vertical	Single	Y		Visit
					, , , , , , , , , , , , , , , , , , , ,	3			Frequency
			Every few months or less often						
			Monthly						
			Weekly						
			Several times a week						
			Daily						
AC7767		What is your <b>primary reason</b> for visiting ftc.gov today?			Radio button, one-up vertical	Single	Y	Skip Logic Gr	
			Get news about the FTC or FTC Events						Reason
			Get consumer tips	B					
			Get business guidance						
			Report a scam or file a complaint						
			Comment on a rule-making						
			Learn about FTC Cases						
			Check the status of a merger review						
			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	Α .					
AC7768	Α	Please specify your other reason for visiting ftc.gov today.	Chief, piedes opening		Text area, no char limit		N	Skip Logic Gr	OE_Primary Reason
AC7769	В	If you were looking for consumer tips, which topics were			Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	
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		you interested in? (Please check all that apply)	IAutomobiles		Checkbox, one up vertical	Iviuiu	, r	Skip Logic Gi	Consumer II
		you interested in? (Please check all that apply)	Automobiles Computers & the Internet		Choches, one up vertical	Ividiti	T T	Skip Logic Gi	Consumer 11
		you interested in? (Please check all that apply)	Computers & the Internet		ondandon, one apronada.	Willia	ī	Skip Logic Gi	Consumer 11
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		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement		one ap reason	iviuiti	r	Skip Lugic Gi	Consumer 11
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment		Should a first the same and the	ividid	r	Skip Lugic Gi	Consumer 11
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services			ividiti	, i	SKIP LUGIC GI	Consumer 11
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID-Theft, Privacy, & Services Investments & Business Opportunities			Wutt	'	SKIP LUGIC GI	Consumer 11
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services			Wutt	,	SKIP LUGIC GI	Consumer 11
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID-Thoft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone-Services Credit and Debit			Wutt	'	SKIP LUGIC GI	Consumer ii
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services			Wutt	'	SKIP LUGIC GI	Consumer II
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services Credit and Debit Computers and Mobile Devices Identity and Privacy			Wulu		Skip Lugic Gi	Consumer II
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services Credit and Debit Computers and Mobile Devices Identity and Privacy Health and Fitness			Wuu		Skip Lugic Gi	Consumer in
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services Credit and Debit Computers and Mobile Devices Identity and Privacy			Wuld	'	Skip Lugic Gi	Consumer II
		you interested in? (Please check all that apply)	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID-Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services Credit and Debit Computers and Mobile Devices Identity and Privacy Health and Fitness Jobs and Making Money Scams			Wuld		Skip Lugic Gi	Consumer II
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l added "I wa otherwise we	as not looking fo	r consumer tips today" as a response option,	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services 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			Wuu		Skip Lugic Gi	Consumer II
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otherwise we	e might have a lo	r consumer tips today" as a response option, ot of people writing that in the "other" category.	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services 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	С		Wull			
otherwise we	as not looking fo e might have a lo	r consumer tips today" as a response option,	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Felemarketing & Telephone Services 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	C		Wull	N	Skip Logic Gr	Other_Cons
otherwise we	e might have a lo	r consumer tips today" as a response option, ot of people writing that in the "other" category.  Please specify the consumer topic that you were interested in.	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Telemarketing & Telephone Services 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	Mutually exclusive		N	Skip Logic Gr	Other_Cons mer Tips
therwise we	e might have a lo	r consumer tips today" as a response option, ot of people writing that in the "other" category.	Computers & the Internet Credit & Loans Education, Scholarships, & Job Placement Energy & the Environment ID Theft, Privacy, & Services Investments & Business Opportunities Felemarketing & Telephone Services 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	c		Single			Other_Cons mer Tips

Model Instance Name:
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			FTC.gov Satisfaction Survey CUSTOM QUESTI	ON 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
			Government Employee						
			Attorney						
			Victim of fraud or identity theft						
			Business person or attorney						
			Law enforcement or government employee						
			Consumer advocate or educator						
			<u>Academic</u>						
			<u>Media person or blogger</u>						
			Other, please specify	Α					
SAC7772	Α	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	
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 G	·
SAC7774	Α	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic G	OE_Accomplis
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	А	Checkbox, one-up vertical  Mutually exclusive	Multi	Y	Skip Logic Gı	Sections of Site
HAR0045203	А	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic Gr	OE_Sections of Site
<del>SAC7777</del>		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	¥	<del>Skip Logic G</del> ı	Arrive to Site
SAC7778	A	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic G	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	<del>Single</del>	¥	Skip Logic Gi	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 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 I had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from I 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	Checkbox, one up vertical	multi	¥	Skip Logic G	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 Gı	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 Gı	Navigation experience

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	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		
SAC7782	Α	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	¥		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 CUSTOM QU	ESTION 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		Drop down, select one	S	Y		Age
			18-24						
			25-34						
			35-44 45-54						
			55-64						
			65-74						
			75 and up						
			Prefer not to say						
SAC7766		How frequently do you visit this site?	This is my first visit		Radio button, one-up vertical	Single	Y		Visit Frequency
			Every few months or less often						
			Monthly						
			Weekly						
			Several times a week						
SAC7767		What is your <b>primary reason</b> for visiting ftc.gov today?	Daily		Radio button, one-up vertical	Single	Υ	Skip Logic Gr	Primary
SACTION		what is your <b>primary reason</b> for visiting itc.gov today?	Get news about the FTC or FTC Events		Radio buttori, orie-up vertical	Sirigle	T T	Skip Logic Gi	Reason
			Get consumer tips	В					11000011
			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						
SAC7768	A	Disease appoint your other role in visiting the governder	Other, please specify	A	Text area, no char limit	-	N	Skip Logic Gr	OF Drimon
		Please specify your other role in visiting ftc.gov today.			·				Reason
SAC7769	В	If you were looking for consumer tips, which topics were you interested in? (Please check all that apply)	Automobiles		Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Consumer Tip
			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	С					
SAC7770	С	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consi mer Tips
SAC7771		What is your <b>primary role</b> in visiting ftc.gov today?	Consumer		Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
			Business Person						
			Law Enforcement						
			Government Employee						
			Attorney Consumer Advocate/Educator						
			Academic						
				Α					

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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	Α	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplis h
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	Α	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	Α	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	Α	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	Α	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 i be?	t		Text area, no char limit		N		One Improvement

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

8.12.14 Date:

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 Labe
SAC7765		How old are you?	Under 18		Drop down, select one	S	Y		Age
		,	18-24		'				
			25-34	7					
			35-44	+					
			45-54	-					
				-					
			55-64	4					
			65-74						
			75 and up						
			Prefer not to say						
AC7766		How frequently do you visit this site?	This is my first visit		Radio button, one-up vertical	Single	Y		Visit Frequenc
			Every few months or less often	A					
			Monthly	A					
			Weekly	Ā					
			Several times a week	_ A					
			Daily	A					
\R0045182	A	Did you notice any changes to ftc.gov during your visit today?		B,C,D,E	Radio button, one-up vertical	S	¥	Skip Logic Gr	HP-Homep change
			Yes						
			<del>No</del>						
AR0045183	В	Please tell us whether you agree or disagree with the			Drop down, select one	S	¥	Skip Logic Gr	HP-Look
1110040100		following statements about the new home page:			Brop down, Scient one			Only Logic Of	Feel
		The new site look and feel is visually pleasing.	Ctrongly Discores						1 001
		The new site rook and rook to vicually producing.	Strongly Disagree	_					
			Disagree						
			<del>Neutral</del>						
			Agree						
			Strongly Agree						
			<del>Don't know</del>						
AR0045184	E	The new site made it easier to determine which section I			Drop down, select one	S	¥	Skip Logic Gr	HP-Nav
	_	needed to navigate to.	Strongly Disagree			_			
		3	Disagree						
			Neutral	-					
				_					
			Agree						
			Strongly Agree						
			<del>Don't know</del>						
AR0045185	Đ	The new layout on the site made it easier to find the			Drop down, select one	S	¥	Skip Logic Gr	HP-Find Ir
		information I was looking for.	Strongly Disagree						
			Disagree						
			Neutral Neutral						
			Agree	+					
				_					
			Strongly Agree	4					
			<del>Don't know</del>						
AR0045186	E	The new site design is an improvement over the previous design.			<del>Drop down, select one</del>	S	¥	Skip Logic Gr	HP- Improveme
			Strongly Disagree						from pre
			Disagree						
			Neutral Neutral	1					
			Agree	+					
			Strongly Agree						
			<del>Don't know</del>						
AC7767		What is your <b>primary reason</b> for visiting ftc.gov today?			Radio button, one-up vertical	Single	Y	Skip Logic Gr	
			Get news about the FTC or FTC Events						Reason
			Get consumer tips	В					
			Get business guidance						
			Report a consumer complaint						
				+					
			Comment on a rule-making	_					
			Learn about FTC Cases Check the status of a merger review						

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blue + -->: REWORDING

Date: 8.12.14

			FTC.gov Satisfaction Survey CUSTOM QUEST	ION 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
			Find an FTC report Other, please specify	A					
SAC7768	Α	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gı	OE_Primary Reason
SAC7769	В	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 G	Consumer Tips
SAC7770	С	Please specify the consumer topic that you were interested in.					N	Skip Logic Gı	Other_Consu mer 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 Gı	Primary Role
SAC7772	Α	Please specify your other role in visiting ftc.gov today.			Text area, no char limit		N	Skip Logic Gı	OE_Primary Role

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Date: 8.12.14

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FTC.gov Satisfaction Survey CUSTOM QUESTION LIST

			FIG.gov Satisfaction Survey CUSTOM QUESTIC	JN LIST					
QID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CO Label
SAC7773		Did you accomplish what you wanted on ftc.gov today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Gr	•
			Partially	Α					
			No	Α					
SAC7774	Α	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N		OE_Accomplis h
HAR0045202		What sections of the site did you <b>primarily</b> visit today? (Please select all that apply.)	About the FTC		Checkbox, one-up vertical	Multi	Y	Skip Logic G	Sections of Site
			News and events						
			Enforcement						
			Policy						
			Tips and advice						
			Don't Know	_					
HAR0045203	A	Please specify the section of the site you primarily visited	Other, please specify	Α	Text area, no char limit		N	Ckin Logia C	OE Sections
	A	today.						, ,	of Site
SAC7777		How did you learn about ftc.gov?	Search Engine		Radio button, one-up vertical	Single	Y	Skip Logic G	Arrive to Site
			Referred by another website						
			Social media  News Source (magazine/newspaper/radio/television)						
			Referred by a friend or family member						
			Prior visit						
			Other, please specify	Α					
SAC7778	Α	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic G	OE_Arrive to Site
SAC7779		How did you <b>primarily</b> look for information on the site today?	Search feature		Radio button, one-up vertical	Single	Y	Skip Logic G	Look for Info
		loudy.	Advanced search tool						
			Top and Left navigation bar						
			Links in the center of the page						
			Bottom navigation links						
			Other, please specify	Α					
SAC7780	Α	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		Checkbox, one-up vertical	multi	Y	Skip Logic G	Navigation experience
			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.)						
			Osadd ast assistate hards to an incident						
			Could not navigate back to previous information						
SAC7782	A	Please specify your other navigation difficulty:	I had a navigation difficulty not listed above:	Α	Text area, no char limit		N	Skip Logic Gr	OE Nav
	A							Skip Lugic Gi	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						
CA 07704	-	Mary and describe and increase and the first of the second	Too simplistic		Total control of the back	-	L		0:
SAC7784		If you could make one improvement to ftc.gov, what would i be?			Text area, no char limit		N		One Improvement
	1				1	L	1		P 2000

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11/5/2013 Date:

QID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
AC7765		How old are you?	Under 18		Drop down, select one	S	Y		Age
			18-24						_
			25-34						
			35-44						
			45-54						
			55-64						
			65-74	-					
			75 and up	-					
			Prefer not to say	-					
AC7766		How frequently do you visit this site?	,		Radio button, one-up vertical	Cinglo	Υ		Visit
AC7766		How frequently do you visit this site?	This is my first visit		Radio button, one-up vertical	Single	Y		Frequenc
				-					Frequenc
			Every few months or less often	Α					
			Monthly	A					
			Weekly	Α					
			Several times a week	Α					
			Daily	Α					
AR0045182	Α	Did you notice <b>any changes to ftc.gov</b> during your visit today?		B,C,D,E	Radio button, one-up vertical	S	Y	Skip Logic Gr	HP-Homepa change
			Yes						
			No						
AR0045183	В	Please tell us whether you agree or disagree with the			Drop down, select one	S	Y	Skip Logic Gr	HP-Look
	_	following statements about the new home page:			Drop dom, coloct one		·	Cimp Logic Ci	Feel
		The new site look and feel is visually pleasing.	Strongly Disagree						
		, , , , , , , , , , , , , , , , , , , ,	Disagree	-					
			Neutral	_					
			Agree	_					
			Strongly Agree						
			Don't know						
AR0045184	С	The new site made it easier to determine which section I			Drop down, select one	S	Y	Skip Logic Gr	HP-Nav
		needed to navigate to.	Strongly Disagree						
			Disagree						
			Neutral						
			Agree						
			Strongly Agree						
			Don't know						
AR0045185	D	The new layout on the site made it easier to find the			Drop down, select one	S	Y	Skip Logic Gr	HP-Find In
		information I was looking for.	Strongly Disagree		, , , , , , , , , , , , , , , , , , , ,				
			Disagree						1
			Neutral	-					
			Agree						
			Strongly Agree						
			Don't know	-					
A DOO 45400		The control of the co			Duran danima andrast and			Older I and o	LID
AR0045186	E	The new site design is an improvement over the previous			Drop down, select one	S	Υ	Skip Logic Gr	
		design.	0. 1.5:						Improveme from prev
			Strongly Disagree						nom prev
			Disagree						
			Neutral						
			Agree						
			Strongly Agree						
			Don't know						
AC7767		What is your <b>primary reason</b> for visiting ftc.gov today?			Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary
			Get news about the FTC or FTC Events		land, and ap 13 took				Reason
			Get consumer tips	В					23.2311
			Get business guidance	- P					
			leet business guidance						
			December 2 - 1 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 -		The state of the s				
			Report a consumer complaint	4					
			Comment on a rule-making						

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Date: 11/5/2013

			FTC.gov Satisfaction Survey CUSTOM QUESTI	ON 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
			Find an FTC report Other, please specify	A					
SAC7768	Α	Please specify your other role in 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 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	С	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Consumer Tips
SAC7770	С	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consu mer 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	Α	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
SAC7772	Α	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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Date: 11/5/2013

			FTC.gov Satisfaction Survey CUSTOM QUESTION	ON 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	
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	Α	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplis h
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	Α	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	Α	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	Α	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	experience
SAC7782	Α	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 i be?	it		Text area, no char limit		N		One Improvement

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Date: 11/5/2013

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
AC7765		How old are you?	Under 18	C.u.p to	Drop down, select one	S	Y		Age
		lion ou die you.	18-24	-	Drop domi, coloct one		'		, .gc
			25-34						
			35-44						
			45-54	-					
			55-64	_					
			65-74	_					
			75 and up	-					
AC7766		Harrist for any another discovering to their seitence	Prefer not to say		Dadia bastan ana ana ana	Circula.			) (i = i4
AC7766		How frequently do you visit this site?	This is my first visit		Radio button, one-up vertical	Single	Y		Visit Frequency
									riequency
			Every few months or less often	A					
			Monthly	Α					
			Weekly	Α					
			Several times a week	Α					
			Daily	Α					
EW	A	Did you notice <b>any changes to ftc.gov</b> during your visit today?		B,C,D,E	Radio button, one-up vertical	S	Y	Skip Logic Gr	HP-Homepa change
			Yes						
			No						
EW	В	Please tell us whether you agree or disagree with the			Drop down, select one	S	Υ	Skip Logic Gr	HP-Look 8
		following statements about the new home page:							Feel
		The new site look and feel is visually pleasing.	Strongly Disagree						
			Disagree						
			Neutral						
			Agree						
			Strongly Agree						
			Don't know						
EW	С	The new site made it easier to determine which section I			Drop down, select one	S	Υ	Skip Logic Gr	HP-Nav
		needed to navigate to.	Strongly Disagree					, ,	
			Disagree						
			Neutral						
			Agree						
			Strongly Agree						
			Don't know						
EW	D	The <b>new layout</b> on the site made it <b>easier to find the</b>			Drop down, select one	S	Y	Skip Logic Gr	HP-Find Inf
		information I was looking for.	Strongly Disagree		Brop down, select one		· ·	OKIP LOGIC OI	111 111101111
			Disagree	_					
			Neutral	-					
			Agree	-					
			Strongly Agree						
			Don't know	_					
EW	Е	The new site design is an improvement over the previous design.	Borrentow		Drop down, select one	S	Y	Skip Logic Gr	HP- Improvemen
		designi	Strongly Disagree						from prev
			Disagree	_					
			· ·						
			Neutral Agree						
			3	_					
			Strongly Agree						
			Don't know		5 5 1 11	0: 1		01: 1 : 5	5.
AC7767		What is your <b>primary reason</b> for visiting ftc.gov today?			Radio button, one-up vertical	Single	Y	Skip Logic Gr	
			Get news about the FTC or FTC Events						Reason
			Get consumer tips	В					
			Get business guidance						
			Report a consumer complaint						
			Comment on a rule-making						
			Learn about FTC Cases						
			Check the status of a merger review						

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Date: 11/5/2013

			FTC.gov Satisfaction Survey CUSTOM QUESTI	ON 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
			Find an FTC report Other, please specify	A					
SAC7768	Α	Please specify your other role in 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 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	С	Checkbox, one-up vertical	Multi	Y	Skip Logic Gr	Consumer Tips
SAC7770	С	Please specify the consumer topic that you were interested in.					N	Skip Logic Gr	Other_Consu mer 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	Α	Radio button, one-up vertical	Single	Y	Skip Logic Gr	Primary Role
SAC7772	Α	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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11/5/2013 Date:

			FTC.gov Satisfaction Survey CUSTOM QUESTION	ON 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
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 Gı	Accomplish
SAC7774	Α	Please specify what you were trying to accomplish during your visit to ftc.gov.			Text area, no char limit		N	Skip Logic Gr	OE_Accomplis
NEW		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 Gi	Sections of Site
NEW	Α	Please specify the section of the site you primarily visited today.			Text area, no char limit		N	Skip Logic G	OE_Sections of Site
SAC7775		What sections of the site did you <b>primarily</b> 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	¥	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	Α	Radio button, one-up vertical	Single	Y	Skip Logic Gi	Arrive to Site
SAC7778	Α	Please specify how you learned about ftc.gov			Text area, no char limit		N	Skip Logic Gı	OE_Arrive to Site
SAC7779		How did you <b>primarily</b> 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		Look for Info
SAC7780	Α	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.)		Checkbox, one-up vertical	multi	Y	Skip Logic Gı	Navigation experience

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Date: 11/5/2013

			FTC.gov Satisfaction Survey CUSTOM QUESTI	ON 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
			Could not navigate back to previous information						
			I had a navigation difficulty not listed above:	Α					
SAC7782	Α	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

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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
eneric ipend" tention for enchmarking nd to ompare to 008, 2009 nd 2010		Do you expect to <b>spend more or less online</b> during the 2010 holiday season compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the AI - DO NOT ADD ANSWER CHOICES OR DELET - DO NOT CHANGE ORDER OF ANSWER CHO order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the	E ANSWER DICES, if yo on	R CHOICES u would like answei		Y
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end ention with is retailer		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	- Tou may change your company name in the	ie questior	i wnich is nignlighte	d III BLOE	Y
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> <i>retailer.com</i> compared to 2009?	A little more	e question	i which is nighlighte	d III BLOE	
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year	R	i which is highlighte	d III BLOE	
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year A little less	R S	i which is nighlighte	d III BLOE	
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> <i>retailer.com</i> compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less	R	i which is nighlighte	WIII BLOE	
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ntion with	R	Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less	R S	Checkbox, one-up vertical	Multi	
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S			Y
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ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs	R S			Y



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