FTC OnGuardOnline

MID: kwEhBtA44gQQsMZUlc00pQ==

Date: 8/13/2009

Model questions ut	tilize the ACSI methodology to determine scores and	1 impacts
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Site Information (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Very dissatisfied, 10=Very satisfied)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the thoroughness of information on this site.	23 What is your overall satisfaction with this site?	26 How likely are you to return to this site?
2 Please rate how understandable the information is on this site.	24 How well does this site meet your expectations?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate how well the information provides answers to your questions.	25 How does this site compare to your idea of an ideal website?	27 How likely are you to recommend this site to someone else?
Functionality (1=Poor, 10=Excellent, Don't Know)		28 Primary Resource (1=Not Very Likely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		How likely are you to use this site as your primary resource for obtaining information about online security?
5 Please rate the convenience of the features on this site.		
6 Please rate the variety of features on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the visual appeal of this site.		
8 Please rate the balance of graphics and text on this site.		
9 Please rate the ease of reading pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized.		
11 Please rate the options available for navigating this site.		
12 Please rate how well the site layout helps you find what you are looking for.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how quickly pages load on this site.		
15 Please rate the consistency of speed from page to page on this site.		
16 Please rate the ability to load pages without getting error messages on this site.		

Model Instance FTC OnGuardO MID: kwEhBtA4 Date:	nline		red & sink-through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + ->: REWORDING						
			FTC OnGuardOnline CUSTOM QUESTION LIST						
QID	Skip Logic		Answer Choices			Single or	Required	Special	
(Group ID) ACQSto0006033	Label	Question Text What is your primary role in visiting OnGuardOnline.gov	(limited to 50 characters) Computer User	Skip to	Type (select from list) Radio button, one-up vertical	Multi Single	Ý/N Y	Instructions	CQ Label Primary Role
4003100000033		today?			Radio button, one-up ventical	Siligie	'		Fillinary Rol
			Teacher/Educator						
			I.T. Professional Student						
			Parent						
			Small Business Owner Military	_					
			Press/Media						
CWS02197		What topic brought you to the site today?	Other Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To S
			Social networking						
			Wireless security Phishing	-					
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online Email/Internet Scams	_					
			Laptop security						
			General tips and information	_					
CWS02198	A	Please tell us what specifically what topic you were	Other, please specify	A			N	OPS Group	OE_Brought to
24/20000		researching.	Fried the web a second section (Oscala) (sheet NON sec)		Text area, no char limit	Market Street		0000 0000	
CWS02203		How did you learn about OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc) Referred by another website or link	_	Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About S
			Referred by a friend or family member						
			News source (magazine/newspaper/radio/television) Prior visit to the site	_					
CWS02204		Disconstalling and if calls have an income dischart	Other, please specify	A		Cinada	N	000 0000	05 1
200502204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn Ab Site
CWS02199		Did the site help you do what you wanted today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wan
			No Partially	C					
CWS02200	С	If you were not able to do what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Try Do
ACQCol0003662		During your visit today, how did you navigate OnGuardOnline.gov?	I use the links in the middle of the home page.		Radio button, one-up vertical	Single	Y		Navigation
			I use the top navigation bar. I use the search box.	_					
ACQSto0006034		Did you read any of the following articles during your visit today? (Please select all that apply)	Phishing	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Artic
		(riease select all that apply)	Malware	в					
			Email Scams	C D					
			Understanding Mobile Apps None of the above						
ACQSto0006035	A	Do you have any comments or suggestions for improving the Phishing Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phis
ACQSto0006060	В	Do you have any comments or suggestions for improving the Malware Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malv
ACQSto0006036	с	Do you have any comments or suggestions for improving the Email Scams Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Em Scams
ACQSto0006399	D	Do you have any comments or suggestions for improving the Understanding Mobile Apps Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Mol Apps
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding.		Radio button, one-up vertical	Single	N		Content
			I thought it was too complicated. I thought it was too simplistic or not detailed enough.						
			I'm not sure.						
ACQSto0006372		If OnGuardOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)	i ext Message		Checkbox, one-up vertical	Multi	Y		Updates-Prefe method
			Email		, she up to tout				
			RSS The OnGuardOnline.gov Facebook page	_					
			Other						
WS02205		Did you learn something on this site that might change your	I would decline updates.		Radio button, one-up vertical	Single	Y		Change Beha
		online behavior in the future?			radio batton, one-up ventical	Single	'		Shange bella
			No Mavhe	_					
CQSto0006061		How frequently do you visit OnGuardOnline.gov?	Maybe This is my first time		Drop down, select one	Single	Y		Visit Frequer
			Weekly	_					
			Monthly Every few months						
CWS02201		How old are you?	Under 18	_	Radio button, one-up vertical	Single	N		Age
			18-24 25-34	_					
			35-44					1	1

Model Instance FTC OnGuardO MID: kwEhBtA4 Date:	nline	IZUIc00pQ==	red & strike-through : DELETE <i>underlined & italicized</i> : RE-ORDER pink: ADDITION blue +>: REWORDING						
			FTC OnGuardOnline CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) 45-54	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			45-54 55-64 65-74 75 and up						
CWS02206		If you could make one improvement to the site, what would it be?			Text area, no char limit		N		Site Improvement

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			FTC OnGuardOnline CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N Y	Special Instructions	CQ Label
ACQSto0006033		What is your primary role in visiting OnGuardOnline.gov today?	Computer User Teacher/Educator I.T. Professional Student Parent Small Business Owner Military Press/Media Patent		Radio button, one-up vertical	Single	Y		Primary Role
CWS02197		What topic brought you to the site today?	Other Identity theft Social networking Wireless security Phishing Kid's privacy Net Cetera. Chatting with Kids About Being Online Email/Internet Scams Laptop security General tips and information Other, please specify		Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Si
CWS02198	A	Please tell us what specifically what topic you were	Other, please specify		Taut and a share limit		N	OPS Group	OE_Brought to
CWS02203		researching. How did you learn about OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc) Referred by another website or link. Referred by a friend or family member News source (magazine/newspaper/radio/television) Prior visit to the site Other, please specify	A	Text area, no char limit Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About S
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn Abo Site
CWS02199		Did the site help you do what you wanted today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Want
			No Partially	C					
CWS02200	С	If you were not able to do what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Try Do
ACQCol0003662		During your visit today, how did you navigate OnGuardOnline.gov?	I use the links in the middle of the home page. I use the top navigation bar.		Radio button, one-up vertical	Single	Y		Navigation
ACQSto0006034		Did you read any of the following articles during your visit today? (Please select all that apply)	I use the search box. Phishing Malware Email Scams Understanding Mobile Apps None of the above	A B C D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Artic
ACQSto0006035	A	Do you have any comments or suggestions for improving the Phishing Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phisl
ACQSto0006060	В	Do you have any comments or suggestions for improving the Malware Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malw
ACQSto0006036	С	Do you have any comments or suggestions for improving the Email Scams Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Em Scams
ACQSto0006399	D	Do you have any comments or suggestions for improving the Understanding Mobile Apps Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Mot Apps
ACQCol0003664		What did you think of OnGuard Online's written content?	thought it was appropriate for my level of understanding. thought it was too complicated. thought it was too simplistic or not detailed enough. I'm not sure.		Radio button, one-up vertical	Single	N		Content
ACQSto0006372		If OnGuardOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)			Checkbox, one-up vertical	Multi	Y		Updates-Prefe method
CWS02205		Did you learn something on this site that might change your online behavior in the future?		_	Radio button, one-up vertical	Single	Y		Change Beha
ACQSto0006061		How frequently do you visit OnGuardOnline.gov?	This is my first time Weekly Monthly Every few months		Drop down, select one	Single	Y		Visit Frequen
CWS02201		How old are you?	Under 18 18-24 25-34 35-44		Radio button, one-up vertical	Single	N		Age

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			FTC OnGuardOnline CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) 45-54	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			45-54 55-64 65-74 75 and up						
CWS02206		If you could make one improvement to the site, what would it be?			Text area, no char limit		N		Site Improvement

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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	Special Instructions	CQ Label
ACQSto0006033	Laber	What is your primary role in visiting OnGuardOnline.gov	Computer User		Radio button, one-up vertical	Single	Y	instructions	Primary Role
		today?	Teacher/Educator I.T. Professional Student Small Business Owner Military Press/Nedia Other						
CWS02197		What topic brought you to the site today?	Cinemic Method (denity theft Social networking Wireless security Phishing Kid's privacy Net Cetera: Chatting with Kids About Being Online Email/Internet Scams Laptop security General tips and information Other, please specify	A	Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Sit
CWS02198	Α	Please tell us what specifically what topic you were					N	OPS Group	OE_Brought to S
CWS02203		researching. How did you learn about OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc) Referred by another website or link Referred by a friend or family member News source (magazine/newspaper/radio/television) Prior visit to the site Other, please specify	A	Text area, no char limit Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About Sit
CWS02204	Α	Please tell us specifically how you learned about	other, please specify	^		Single	N	OPS Group	OE_Learn Abo
CWS02199		OnGuardOnline.gov. Did the site help you do what you wanted today?	Yes No Partially	C C	Text area, no char limit Radio button, one-up vertical	Single	Y	Skip Logic Group	Site Help Do Wante
CWS02200	С	If you were not able to do what you wanted, what were you	Paruany		Text area, no char limit		N	Skip Logic Group	OE_What Tryin
ACQCol0003662		trying to do? During your visit today, how did you navigate OnGuardOnline.gov?	I use the links in the middle of the home page. I use the top navigation bar. U use the search box.	_	Radio button, one-up vertical	Single	Y		Do Navigation
ACQSto0006034		Did you read any of the following articles during your visit today? (Please select all that apply)	Malware Email Scams Indectanting Mobile Apps Indectanting Indec	A B C D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Article
ACQSto0006035	Α	Do you have any comments or suggestions for improving the Phishing Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phishi
ACQSto0006060	В	Do you have any comments or suggestions for improving the Malware Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malwa
ACQSto0006036	С	Do you have any comments or suggestions for improving	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Ema
NEW	D	the Email Scams Article? Do you have any comments or suggestions for improving	Open Ended	-	Text area, no char limit	Single	N	Skip Logic Group	Scams Revised Mobi
ACOC+10000000 1		the Understanding Mobile Apps Article?	I thought it upo oppropriate for my level of up denotes the			Circula		, Jos 2120p	Apps
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding. thought it was too complicated. I thought it was too simplistic or not detailed enough. I'm not sure.		Radio button, one-up vertical	Single	N		Content
ACQSto0006372		If OnGuardOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)			Checkbox, one-up vertical	Multi	Y		Updates-Prefer method
CWS02205		Did you learn something on this site that might change your online behavior in the future?	Yes		Radio button, one-up vertical	Single	Y		Change Behavi
ACQSto0006061		How frequently do you visit OnGuardOnline.gov?	Maybe This is my first time Weekly Monthly Eveny few monthe		Drop down, select one	Single	Y		Visit Frequenc
CWS02201		How old are you?	Every few months Under 18 18-24 25-34 35-44 45-54		Radio button, one-up vertical	Single	N		Age

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			FTC OnGuardOnline 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	Special Instructions	CQ Label
			55-64 65-74 75 and up	_					
CWS02206		If you could make one improvement to the site , what would it be?			Text area, no char limit		N		Site Improvement

Model Instance FTC OnGuardO MID: kwEhBtA4 Date:	online		r <mark>ed & stike-through</mark> : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING						
			FTC OnGuardOnline CUSTOM QUESTION LIST						
QID	Skip Logic	Question Text	Answer Choices	Skin to	Type (select from list)	Single or	Required	Special	CQ Label
(Group ID) ACQSto0006033	Label	What is your primary role in visiting OnGuardOnline.gov	(limited to 50 characters) Computer User	Skip to	Radio button, one-up vertical	Multi Single	Y/N Y	Instructions	Primary Role
		today?	Teacher/Educator I.T. Professional Student Small Business Owner Military Press/Media Other						
CWS02197		What topic brought you to the site today?	Identity theft Social networking Wireless security Phishing Kid's privacy Net Cetera: Chating with Kids About Being Online Email/Internet Scams Laptop security General tips and information Other, please specify	A	Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To Site
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	OE_Brought to Site
CWS02203		How did you learn about OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc) Referred by another website or link Referred by a friend or family member News source (magazine/newspaper/radio/television) Prior visit to the site Other, please specify	A	Checkbox, one-up vertical	Multi	Y	OPS Group	Learn About Site
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	Single	N	OPS Group	OE_Learn About Site
CWS02199		Did the site help you do what you wanted today?	Yes No Partially	c c	Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wanted
CWS02200	С	If you were not able to do what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	OE_What Trying Do
ACQCol0003662		During your visit today, how did you navigate OnGuardOnline.gov?	I use the links in the middle of the home page. I use the top navigation bar.		Radio button, one-up vertical	Single	Y		Navigation
ACQSto0006034		Did you read any of the following articles during your visit today? (Please select all that apply)	l use the search box. Phishing Malware Email Scams None of the above	A B C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Revised Articles
ACQSto0006035	A	Do you have any comments or suggestions for improving the Phishing Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Phishing
ACQSto0006060	В	Do you have any comments or suggestions for improving the Malware Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Malware
ACQSto0006036	с	Do you have any comments or suggestions for improving the Email Scams Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Revised_Email Scams
ACQCol0003664		What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding. I thought it was too complicated. I thought it was too simplistic or not detailed enough. I'm not sure.	-	Radio button, one-up vertical	Single	N		Content
NEW		If OnCourdOnline.gov offered to send you news and content updates, how would you prefer to receive them? (please select all that apply)	Text Message Email RSS The OnGuardOnline.gov Facebook page Other Voould decline updates.		Checkbox, one-up vertical	Multi	Y		Updates-Prefered method
CWS02205		Did you learn something on this site that might change your online behavior in the future?	No Mavbe		Radio button, one-up vertical	Single	Y		Change Behavior
ACQSto0006061		How frequently do you visit OnGuardOnline.gov?	This is my first time Weekly Monthly Every few months	-	Drop down, select one	Single	Y		Visit Frequency
CWS02201		How old are you?	Under 18 16-24 25-34 25-34 35-44 45-54 55-64 65-74 75 and up		Radio button, one-up vertical	Single	N		Age

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	FTC OnGuardOnline 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	Special Instructions	CQ Label			
CWS02206		If you could make one improvement to the site, what would it be?			Text area, no char limit		N		Site Improvement			

Model Instance FTC OnGuardO MID: kwEhBtA4	nline	471 IIc00p0	r ed & strike through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION						
	8/13/200		blue +>: REWORDING						
			FTC OnGuardOnline CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructions	CQ Labe
IEW		What is your primary role in visiting OnGuardOnline.gov today?	Computer User Teacher/Educator		Radio button, one-up vertical	Single	Y		Primary R
			I.T. Professional Student Small Business Owner						
			Military Press/Media Other	-					
WS02197		What topic brought you to the site today?	Identity theft Social networking Wireless security		Checkbox, one-up vertical	Multi	Y	OPS Group	Brought To
			Phishing Kid's privacy Net Cetera: Chatting with Kids About Being Online Freel/Heterat Ceare						
			Email/Internet Scams Laptop security General tips and information						
WS02198	A	Please tell us what specifically what topic you were researching.	Other, please specify	A	Taut area in a shar limit		N	OPS Group	OE_Brough Site
<u>WS02203</u>		How did you learn about OnGuardOnline.gov?	Found through a search engine (Google, Yahoo, MSN, etc)	+	Text area, no char limit Checkbox, one-up vertical	Multi	Ŷ	OPS Group	Learn About
			Referred by another website or link Referred by a friend or family member News source (magazine/newspaper/radio/television)		Checkbox, one-up venicar				
			Prior visit to the site Other, please specify	A					
<u>WS02204</u>	A	Please tell us specifically how you learned about OnGuardOnline.gov.			Text area, no char limit	<u>Single</u>	₽	OPS Group	<u>OE_Learn A</u> <u>Site</u>
CWS02199		Did the site help you do what you wanted today?	Yes No	с	Radio button, one-up vertical	Single	Y	Skip Logic Group	Help Do Wa
CWS02200	С	If you were not able to do what you wanted, what were you	Partially	с	Text area, no char limit		N	Skip Logic Group	
CQCol0003662		trying to do? How do you prefer to navigate OnGuard Online?> During your visit today, how did you navigate OnGuardOnline.gov?	I use the links in the middle of the home page.		Checkbox, one-up-vertical	multi	N	OPS Group	Do Navigatio
			l use the top navigation bar. I use the search box. Other, please specify		Radio button, one-up vertical	Single	Y		
CQCol0003663	Ð	Please tell us specifically how prefer to navigate OnCuardOnline.			Text field, <100 char	Single	N	OPS Group	other Navig
IEW		Did you read any of the following articles during your visit today? (Please select all that apply)	Phishing Malware	AB	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Article Rev
			Email Scams None of the above	C					
IEW	A	Do you have any comments or suggestions for improving the Phishing Article?	Open Ended		Text area, no char limit	Single	N	Skip Logic Group	Article Rev
	C	the Malware Article? Do you have any comments or suggestions for improving Do you have any comments or suggestions for improving	Open Ended		Text area no char limit	Single	N	Skip Logic Group	Article Rev Article Rev
CQCol0003664	Ŭ	the Email Scams Article? What did you think of OnGuard Online's written content?	L thought it was appropriate for my level of understanding.		rext area, no chai innit	Single	N	Skip Logic Orodp	Conten
			I thought it was too complicated. I thought it was too simplistic or not detailed enough.		Radio button, one-up vertical				
WS02202		Choose the statement that best describes your use of the	I'm not sure. I use the Internet extensively and am eager to adopt new technologies	.	Radio button, one-up vertical	Single	¥		Describe L
		Internet and related technologies:	Luse the Internet frequently and may adopt new technologies. Luse the Internet frequently but only for specific tasks. Luse the Internet infrequently.						Interne
CWS02205		Did you learn something on this site that might change your online behavior in the future?	i am still learning to use the Internet. Y <u>es</u>		Radio button, one-up vertical	Single	Y		Change Beh
			<u>No</u> <u>Maybe</u>	-					
IEW		How frequently do you visit OnGuardOnline.gov?	Weekly	-	Drop down, select one	Single	Y		Visit Frequ
IEW 2WS02201		How frequently do you visit OnGuardOnline.gov?	This is my first time		Drop down, select one Radio button, one-up vertical	Single Single	Y N		Visit Freque

Model Instance Name: red & stille-through: DELETE FTC OnGuardOnline underlined & italicized: RE-ORDER MID: kwEhBtA44gQQsMZUIc00pQ== pink: ADDITION Date: 8/13/2009									
			FTC OnGuardOnline 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	Special Instructions	CQ Label
			55-64 65-74 75 and up						
CWS02206		If you could make one improvement to the site , what would it be?			Text area, no char limit		N		Site Improvement

	dOnline	QsMZUIc00pQ==	red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue +>: REWORDING						
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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructions	CQ Label
CWS02197		What topic brought you to the site today?	Identify theft Social networking Wireless security Phishing Kid's privacy Net Cetera: Chatting with Kids About Being Online Email/Internet Scams Laptop security General tips and information Other, please specify		Checkbox, one-up vertical	Multi	Y	OPS Group	
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	
CWS02199		Did the site help you do what you wanted today?	Yes No Partially	C C	Radio button, one-up vertical	Single	Y	Skip Logic Group	
CWS02200	С	If you were not able to do what you wanted, what were you trying to do?			Text area, no char limit		N	Skip Logic Group	
CWS02201		How old are you?	Under 18 18-24 25-34 35-34 45-54 45-54 55-64 65-74 75 and up		Radio button, one-up vertical	Single	N		
CWS02202		Choose the statement that best describes your use of the Internet and related technologies:			Radio button, one-up vertical	Single	Y		
		How do you prefer to navigate OnGuard Online?	I use the links in the middle of the home page. I use the top navigation bar. Use the search box. Other, please specify		Checkbox, one-up vertical	Singl	N	OPS Group	
	D	Please tell us specifically how prefer to navigate OnGuardOnline. What did you think of OnGuard Online's written content?	I thought it was appropriate for my level of understanding. I thought it was too complicated. I thought it was too simplistic or not detailed enough. I'm not sure.		Text area, no char limit Checkbox, one-up vertical	Single Singl	N N	OPS Group OPS Group	
CWS02203		How did you learn about OnGuardOnline?	Found through a search engine (Google, Yahoo, MSN, etc) Referred by another website or link Referred by a friend or family member News source (magazine/newspaper/radio/television) Prior visit to the site Other, please specify	A	Checkbox, one-up vertical	Multi	Y	OPS Group	
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.			Text area, no char limit	Single	N	OPS Group	
CWS02205		Did you learn something on this site that might change your online behavior in the future?	No		Radio button, one-up vertical	Single	Y		
CWS02206		If you could make one improvement to the site, what would it be?	Maybe		Text area, no char limit		N		

ForeSee Results - Confidential and Proprietary

Model Instance Name: FTC OnGuardOnline MID: kwEhBtA44gQQsMZUIc00pQ== Date: 8/13/2009			red & strike-through: DELETE underlined & trailicized: RE-ORDER pink: ADDITION blue +>: REWORDING						
			FTC OnGuardOnline 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	Special Instructions	25 cl Leav want this CQ Label
CWS02197		What topic brought you to the site today?	Identity theft		Checkbox, one-up vertical	Multi	Y	OPS Group	
			Social networking	7					
			Wireless security						
			Phishing						
			Kid's privacy						
			Net Cetera: Chatting with Kids About Being Online						
			Email/Internet Scams						
			Laptop security						
			General tips and information						
			Other, please specify	Α					
CWS02198	A	Please tell us what specifically what topic you were researching.			Text area, no char limit		N	OPS Group	
CWS02199		Did the site help you do what you wanted today?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	
			No	c					
CWS02200	с	If you were not able to do what you wanted, what were you trying to do?	Partially	С	The state of the state of the state			Olvin I ania Oneur	
CWS02200 CWS02201	L	How old are you?	Under 18		Text area, no char limit Radio button, one-up vertical	Single	N	Skip Logic Group	
CW302201			18-24	-	Radio button, one-up vertical	Single	IN		
			25-34	-					
			35-44	-					
			45-54	-					
			55-64	-					
			65-74	-					
			75 and up						
CWS02202		Choose the statement that best describes your use of the Internet and related technologies:			Radio button, one-up vertical	Single	Y		
			I use the Internet frequently and may adopt new technologies.						
			I use the Internet frequently but only for specific tasks.						
			I use the Internet infrequently.						
			I am still learning to use the Internet.						
CWS02203		How did you learn about OnGuardOnline?	Found through a search engine (Google, Yahoo, MSN, etc)		Checkbox, one-up vertical	Multi	Y	OPS Group	
			Referred by another website or link	_					
			Referred by a friend or family member	-					
			News source (magazine/newspaper/radio/television) Prior visit to the site	-					
			Other, please specify	A					
CWS02204	A	Please tell us specifically how you learned about OnGuardOnline.		A	Text area, no char limit	Single	N	OPS Group	
CWS02204	-	Did you learn something on this site that might change your online behavior in	Yes		Radio button, one-up vertical	Single	Y	OI 3 Gloup	
011002200		the future?			induce solution, one up vertical				
			No	1					
			Maybe	1					
CWS02206		If you could make one improvement to the site, what would it be?			Text area, no char limit		N		