

Look and Feel (1=Poor, 10=Excellent, Don't Know)
Please rate the **visual appeal** of this site.
Please rate the **balance of graphics and text** on this site.
Please rate the **readability of the pages** on this site.

Site Performance (1=Poor, 10=Excellent, Don't Know)
Please rate how **quickly pages load** on this site.
Please rate the **consistency of speed from page to page** on this site.
Please rate how **completely the page content loads** on this site.

Navigation (1=Poor, 10=Excellent, Don't Know)
Please rate **how well the site is organized**.
Please rate the **options available for navigating** this site.
Please rate **how well the site layout helps you find what you need**.

Information Browsing (1=Poor, 10=Excellent, Don't Know)
Please rate the ability to **sort information by criteria that are important to you** on this site.
Please rate the **ability to narrow choices to find the information you are looking for** on this site.
Please rate how well the **features on the site help you find the information you need**.

Site Information (1=Poor, 10=Excellent, Don't Know)
Please rate the **thoroughness of information** provided on this site.
Please rate how **understandable** this site's information is.
Please rate how well the site's **information provides answers to your questions**.

Site Images (1=Poor, 10=Excellent, Don't Know)
Please rate how **realistic the images** are on this site.
Please rate the ability to **see the desired views** of things you wanted to review.
Please rate how well the site **images show item details**.

Task Process (1=Poor, 10=Excellent, Don't Know)
Please rate the **time it takes to complete task(s)** on this site.
Please rate the **site procedures** to accomplish tasks on this site.
Please rate the **number of steps needed** to complete task(s) on this site.

Satisfaction
What is your **overall satisfaction** with this site?
(1=Very Dissatisfied, 10=Very Satisfied)
How well does this site **meet your expectations**?
(1= Falls Short, 10=Exceeds)
How does this site **compare to your idea of an ideal website**?
(1=Not Very Close, 10=Very Close)

Recommend (1=Very Unlikely, 10=Very Likely)
How likely are you to **recommend this site** to someone else?

Primary Resource (1=Very Unlikely, 10=Very Likely)
How likely are you to use this site as your **primary resource** for...?

Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely)
How likely are you to **use this site rather than seeking information from other**