



The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text

Welcome Text

Thank you for visiting Consumer.FTC.gov. 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.

Welcome Text - Tablet / Phone

Thank you for visiting Consumer.FTC.gov. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

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.

Thank You Text - Tablet / Phone

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Example Desktop


Customer Satisfaction Survey

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 **

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.

Example Mobile




Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

Required questions are denoted by an *

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

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Model Name	FTC.gov Consumer Mobile Informational	Red & Strike-Through: Delete	
Model ID		<u>Underlined & Italicized</u> : Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date		Blue: Reword	
Model Version	17.3.Y		

Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
	Satisfaction		Site Performance (1=Poor, 10=Excellent, Don't Know)		Return (1=Very Unlikely, 10=Very Likely)
1 Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Site Performance - Speed	Please rate the speed that pages and content loaded for you.	21 Return	How likely are you to return to Consumer.FTC.gov in the future?
2 Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	6 Site Performance - Completeness	Please rate the consistency of complete loading of pages and content.		Recommend (1=Very Unlikely, 10=Very Likely)
3 Satisfaction - Ideal	How does this site compare to an ideal mobile site ? <i>(1=Not Very Close, 10=Very Close)</i>	7 Site Performance - Responsiveness	Please rate the responsiveness of the pages to your actions.	22 Recommend	How likely are you to recommend Consumer.FTC.gov to someone else?
			Look and Feel (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
		8 Look and Feel - Appeal	Please rate the visual appeal of the pages that you visited.	23 Primary Resource	How likely are you to use Consumer.FTC.gov as your primary resource for information?
		9 Look and Feel - Spacing	Please rate the spacing between items on the pages that you visited.		
		10 Look and Feel - Readability	Please rate the legibility of the pages that you visited.		
			Navigation (1=Poor, 10=Excellent, Don't Know)		
		11 Navigation - Ease	Please rate the ease of finding what you were looking for.		
		12 Navigation - Layout	Please rate the page layout on displaying content and links where you could find them.		
		13 Navigation - Links	Please rate the links on taking you where you needed to go.		
			Site Information (1=Poor, 10=Excellent, Don't Know)		
		14 Site Information - Relevance	Please rate the relevance to your interests of the information that you found.		
		15 Site Information - Thoroughness	Please rate the thoroughness of the information that you found.		
		16 Site Information - Readability	Please rate the readability of the information that you found.		

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
			How often do you visit this site?	First time Daily Weekly Monthly Once every few months Once every 6 months or less			Y	Drop down, select one		Visit Frequency
			Which of the following topics if any, were you interested in while on the site today? (Please select all that apply)	Money and credit Homes and mortgages Health and fitness Jobs and making money Privacy, identity and online security Scams None of these			Y	Checkbox, one-up vertical	Mutually Exclusive	Topics
			What was your primary reason for visiting consumer.FTC.gov today?	File a consumer complaint Find out if something is a scam Learn what to do if I was scammed Report a scam Learn about refunds or getting my money back Register for "Do Not Call" Report identity theft Get my free credit report Order free printed resources Sign up for email updates Get tips about a specific topic Other (please specify)	A		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
		A	Please specify your other reason for visiting consumer.FTC.gov today.				N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
			Who were you looking for information for today?	Myself A friend A family member Other			Y	Radio button, one-up vertical	Skip Logic Group*	Audience
			What is your primary role in visiting the site today?	Consumer Consumer advocate or educator Military Academic Other	A		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Role
		A	Please specify your other role in visiting consumer.FTC.gov today.				N	Text area, no char limit	Skip Logic Group*	OE_Primary Role
			Did you accomplish what you wanted to do today on consumer.FTC.gov?	Yes No	A		Y	Drop down, select one	Skip Logic Group*	Accomplish
		A	Please tell us why you were unable to accomplish your task today.				N	Text area, no char limit	Skip Logic Group*	OE_Not Accomplish
			How would you describe your experience navigating 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		Y	Radio button, one-up vertical	Skip Logic Group*	Navigation experience-single
		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 I had difficulty finding relevant information Too many options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a navigation difficulty not listed above	A		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation experience
		A	Please specify your other navigation difficulty.				N	Text area, no char limit	Skip Logic Group*	OE_Nav Experience
			Did you find the search feature helpful?	Yes No I did not use the search feature	A		Y	Drop down, select one	Skip Logic Group*	Search experience
		A	Please describe why you did not find the search feature helpful.				N	Text area, no char limit	Skip Logic Group*	OE_Search experience
			Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond			Y	Drop down, select one		Age
			If you could make one improvement to Consumer.FTC.gov, what would it be?				N	Text area, no char limit		One Improvement