

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 | |
|---|---|
| <p>Welcome Text</p> <p>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.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p> <p>(To give feedback on ftc.gov or ReportFraud.ftc.gov, please visit those sites directly.)</p> | <p>Welcome Text - Tablet / Phone</p> <p>Thank you for visiting 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.</p> |
| <p>Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>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.</p> | <p>Thank You Text - Tablet / Phone</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p> |
| <p>Example Desktop</p> | <p>Example Mobile</p> |

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| <p>Example Desktop</p> | <p>Example Mobile</p> |

| | | |
|---------------|--|--|
| Model Name | FTC.gov Consumer Desktop Informational | Red & Strike-Through: Delete |
| Model ID | JscEk88FBQ50F1xYpskgQ4C | <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 |
|-------------------------------|---|-------------------------------------|---|---------------------|---|
| 1 Satisfaction - Overall | Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i> | 5 Site Performance - Speed | Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate the speed that pages and content loaded for you. | 20 Brand Confidence | Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in the FTC. |
| 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. | 21 Return | Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to consumer.FTC.gov in the future? |
| 3 Satisfaction - Ideal | How does this site compare to an ideal website ? <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 | Recommend (NPS) (1=Very Unlikely, 10=Very Likely) How likely are you to recommend consumer.FTC.gov to someone else? |
| | | 8 Look and Feel - Appeal | Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of the pages that you visited. | 23 Primary Resource | Primary Resource (1=Very Unlikely, 10=Very Likely) 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. | | |
| | | 11 Navigation - Ease | Navigation (1=Poor, 10=Excellent, Don't Know) 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. | | |
| | | 14 Site Information - Relevance | Site Information (1=Poor, 10=Excellent, Don't Know) 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. | | |

| | | |
|--------------------|--|--|
| Model Name | FTC.gov Consumer Desktop Informational | Red & Strike-Through: Delete |
| Model ID | JscEk88FBQ150F1xYpskgQ4C | Underlined & Italicized: Re-order |
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| QID | AP Question Tag | Skip From | Question Text | Answer Choices | Skip To | AP Answer Tag | Required Y/N | Type | Special Instructions | CQ Label |
|-------------|-----------------|-----------|--|--|---------|---------------|--------------|-------------------------------|----------------------|------------------------------|
| SBD8849Q001 | | | 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 |
| SBD8849Q002 | | | 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 |
| SBD8849Q003 | | | 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 or download 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 |
| SBD8849Q004 | | A | Please specify your other reason for visiting consumer.FTC.gov today. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Primary Reason |
| SBD8849Q005 | | | Who were you looking for information for today? | Myself A friend A family member Other | | | Y | Radio button, one-up vertical | | Audience |
| SBD8849Q006 | | | 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 |
| SBD8849Q007 | | A | Please specify your other role in visiting consumer.FTC.gov today. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Primary Role |
| SBD8849Q008 | | | 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 |
| SBD8849Q009 | | 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 |
| SBD8849Q010 | | | 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 Z | | Y | Radio button, one-up vertical | Skip Logic Group* | Navigation experience-single |
| SBD8849Q011 | | 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 |
| SBD8849Q012 | | A | Please specify your other navigation difficulty. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Nav Experience |
| SBD8849Q013 | | | 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 |
| SBD8849Q014 | | A | Please describe why you did not find the search feature helpful. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Search experience |
| SBD8849Q015 | | | Which category includes your age? | Under 18 18 - 24 25 - 34 | | | Y | Drop down, select one | | Age |

| | | | | | | | | | | |
|-------------|--|--|--|-----------------------|--|--|---|--------------------------|--|-----------------|
| | | | | 35 - 44 | | | | | | |
| | | | | 45 - 54 | | | | | | |
| | | | | 55 - 64 | | | | | | |
| | | | | 65 or older | | | | | | |
| | | | | Prefer not to respond | | | | | | |
| SBD8849Q016 | | | If you could make one improvement to Consumer.FTC.gov, what would it be? | | | | N | Text area, no char limit | | One Improvement |

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| QID | AP Question Tag | Skip From | Question Text | Answer Choices | Skip To | AP Answer Tag | Required Y/N | Type | Special Instructions | CQ Label |
|-------------|-----------------|-----------|--|--|---------|---------------|--------------|-------------------------------|----------------------|------------------------------|
| SBD8849Q001 | | | 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 |
| SBD8849Q002 | | | 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 |
| SBD8849Q003 | | | 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 or download 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 |
| SBD8849Q004 | | A | Please specify your other reason for visiting consumer.FTC.gov today. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Primary Reason |
| SBD8849Q005 | | | Who were you looking for information for today? | Myself A friend A family member Other | | | Y | Radio button, one-up vertical | | Audience |
| SBD8849Q006 | | | 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 |
| SBD8849Q007 | | A | Please specify your other role in visiting consumer.FTC.gov today. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Primary Role |
| SBD8849Q008 | | | 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 |
| SBD8849Q009 | | 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 |
| SBD8849Q010 | | | 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 Z | | Y | Radio button, one-up vertical | Skip Logic Group* | Navigation experience-single |
| SBD8849Q011 | | 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 |
| SBD8849Q012 | | A | Please specify your other navigation difficulty. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Nav Experience |
| SBD8849Q013 | | | Did you find the search feature helpful? | Yes No I did not use the search feature | A A | | Y | Drop down, select one | Skip Logic Group* | Search experience |
| SBD8849Q014 | | A | Please describe why you did not find the search feature helpful. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Search experience |
| SBD8849Q015 | | | 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 |
| SBD8849Q016 | | | If you could make one improvement to Consumer.FTC.gov, what would it be? | | | | N | Text area, no char limit | | One Improvement |

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| SBD8849Q002 | | | 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 |
| SBD8849Q003 | | | 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 or download 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 |
| SBD8849Q004 | | A | Please specify your other reason for visiting consumer.FTC.gov today. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Primary Reason |
| SBD8849Q005 | | | Who were you looking for information for today? | Myself A friend A family member Other | | | Y | Radio button, one-up vertical | | Audience |
| SBD8849Q006 | | | 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 |
| SBD8849Q007 | | A | Please specify your other role in visiting consumer.FTC.gov today. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Primary Role |
| SBD8849Q008 | | | 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 |
| SBD8849Q009 | | 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 |
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| SBD8849Q013 | | | Did you find the search feature helpful? | Yes No I did not use the search feature | A A | | Y | Drop down, select one | Skip Logic Group* | Search experience |
| SBD8849Q014 | | A | Please describe why you did not find the search feature helpful. | | | | N | Text area, no char limit | Skip Logic Group* | OE_Search experience |
| SBD8849Q015 | | | 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 |
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| Attribute | Value |
|----------------------------------|-------------------|
| Channel | Web |
| Touchpoint Name | Informational |
| Hierarchy | No |
| Model Type | PredCSAT Web Info |
| Journey Phase | Awareness |
| Touchpoint Type | Standard |
| Partner Involved | No |
| Replay | No |
| Version Number of Model Template | 17.3.Y |

| | |
|---------------|--------------|
| Survey Type | PREDCSAT_NPS |
| Look and Feel | Single Page |
| Theme Color | #009fea |