Welcome and Thank You Text Welcome Text Welcome Text - Tablet / Phone Thank you for visiting consumer.ftc.gov. You've been randomly chosen to take Thank you for visiting ftct.gov. You've been selected to participate in a brief part in a brief survey to let us know what we're doing well and where we can survey to let us know how we can improve your experience. Please take a minute to share your opinions. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. (To give feedback on ftc.gov or ReportFraud.ftc.gov, please visit those sites directly.) Thank You Text Thank You Text - Tablet / Phone Thank you for taking our survey - and for helping us serve you better. Thank you for taking our survey - and for helping us serve you better. We appreciate your input! 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. **Example Desktop Example Mobile**

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FTC.gov Consumer Desktop Informational JscEk88FBQt50F1xYpskgQ4C Yes - 2MQ

Model Name Model ID Partitioned Date Model Version 17.3.Y

Red & Strike-Through: Delete Underlined & Italicized: Re-order

Pink: Addition Blue: Reword

Label	Satisfaction Questions		Label	Element Questions		Label	Future Behaviors
	Satisfaction			Site Performance (1=Poor, 10=Excellent, Don't Know)	1 1		Brand Confidence (1=Not At All Confident, 10=Very Confident)
	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)		Site Performance - Speed	Please rate the speed that pages and content loaded for you.	20	Brand Confidence	Please rate your level of confidence in the FTC.
	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	6	Site Performance - Completeness	Please rate the consistency of complete loading of pages and content.			Return (1=Very Unlikely, 10=Very Likely)
Satisfaction - Ideal	How does this site compare to an ideal website? 7 Site Performance - Responsiveness of the pages to your actions. Responsiveness		21	Return	How likely are you to return to consumer.FTC.gov in the future?		
				Look and Feel (1=Poor, 10=Excellent, Don't Know)			Recommend (NPS) (1=Very Unlikely, 10=Very Likely)
			Look and Feel - Appeal	Please rate the visual appeal of the pages that you visited.	22 F	Recommend	How likely are you to recommend consumer.FTC.gov to someone else?
			Look and Feel - Spacing	Please rate the spacing between items on the pages that you visited.			Primary Resource (1=Very Unlikely, 10=Very Likely)
			Look and Feel - Readability	Please rate the legibility of the pages that you visited.	23	Primary Resource	How likely are you to use consumer.FTC.gov as your primary resource for information?
				Navigation (1=Poor, 10=Excellent, Don't Know)	1		
		11	Navigation - Ease	Please rate the ease of finding what you were looking for.	1 1		
		12		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)	ΙI		
				Please rate the relevance to your interests of the information that you found.			
			Site Information - Thoroughness	Please rate the thoroughness of the information that you found.			
			Site Information - Readability	Please rate the readability of the information that you found.			

Red & Strike-Through: Delete Underlined & Italicized: Re-order

Pink: Addition Blue: Reword

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Туре	Special Instructions	CQ Label
SBD8849Q001			How often do you visit this site?	First time			Y	Drop down, select one		Visit Frequency
				Daily	4					
				Weekly Monthly	-					
				Once every few months	+					
				Once every 6 months or less	+					
SBD8849Q002			Which of the following topics if any, were you interested in while					Checkbox, one-up		Topics
02200 10 Q002			on the site today? (Please select all that apply)	Money and credit			Y	vertical		Горюо
				Homes and mortgages	1					
				Health and fitness	7					
				Jobs and making money	1					
				Privacy, identity and online security						
				Scams						
				None of these					Mutually Exclusive	
SBD8849Q003			What was your primary reason for visiting consumer.FTC.gov					Radio button, one-up		Primary Reason
			today?	File a consumer complaint			Y	vertical	Skip Logic Group*	
				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	1					
				Get tips about a specific topic	1					
				Other (please specify)	A					
SBD8849Q004		Α	Please specify your other reason for visiting consumer.FTC.gov							OE_Primary
			today.				N	Text area, no char limit	Skip Logic Group*	Reason
SBD8849Q005			Who were you looking for information for today?				.,	Radio button, one-up		Audience
				Myself	-		Y	vertical		
				A friend	-					
				A family member	-					
CDD0040000C			NAME - A in communication and a line similar to the site Andrew	Other				D 11 1 11		Driver - Dele
SBD8849Q006			What is your primary role in visiting the site today?	0			Y	Radio button, one-up	Chia Lauia Casasa	Primary Role
				Consumer Consumer advocate or educator	+		l t	vertical	Skip Logic Group*	
				Military	+					
				Academic	+					
				Other	٠,					
SBD8849Q007		Α		Ottlet	Α					OE_Primary Role
`			Please specify your other role in visiting consumer.FTC.gov today.				N	Text area, no char limit	Skip Logic Group*	OE_Philliary Role
SBD8849Q008			Did you accomplish what you wanted to do today on						01.1	Accomplish
				Yes	١.		Y	Drop down, select one	Skip Logic Group*	
CDD00400000		_		No	A		N			OF Not Apparentiate
SBD8849Q009			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	I had no difficulty navigating the site				Radio button, one-up		Navigation
			today?				Y	vertical	Skip Logic Group*	experience-single
				I had some difficulty navigating the site	z					
				I had a lot of difficulty navigating the site	z					
SBD8849Q011		Z		Links and labels were confusing or didn't take me where expected				Checkbox, one-up		Navigation
			(Please select all that apply.)				Y	vertical	Skip Logic Group*	experience
				I had difficulty finding relevant information						
				Too many options to choose from						
				I had technical difficulties (error messages, broken links, etc.)						
				l could not navigate back to previous information						
				I had a navigation difficulty not listed above	Α					
SBD8849Q012		Α	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?	Ye	s		Y	Drop down, select one	Skip Logic Group*	Search experience
SBD88490013			,	No.				, coloct one	Simp Logic Group	- Saron experience
SBD8849Q013										
SBD8849Q013					e					
-		A	Please describe why you did not find the search feature helpful.	I did not use the search feature	е		N	Text area, no char limit	Skip Logic Group*	OE Search
SBD8849Q013 SBD8849Q014		A	Please describe why you did not find the search feature helpful.		е		N	Text area, no char limit	Skip Logic Group*	OE_Search experience
-		A	Which category includes your age?	I did not use the search feature	e		N Y	Text area, no char limit Drop down, select one	Skip Logic Group*	
SBD8849Q014		А	Which category includes your age?	I did not use the search feature	e				Skip Logic Group*	experience

		35 - 44]			i I	
		45 - 54	1			·	
		55 - 64					
		65 or older				·	
		Prefer not to respond					
SBD8849Q016	If you could make one improvement to Consumer.FTC.gov,						One Improvement
1	what would it be?			N	Text area, no char limit	'	

Model Name	FTC.gov Consumer Desktop Informational	Red & Strike-Through: Delete
Model ID	JscEk88FBQt50F1xYpskgQ4C	<u>Underlined & Italicized</u> : Re-order
Partitioned	Yes - 2MQ	Pink: Addition
Date		Blue: Reword

QID	AP Question Tag Ski		Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Туре	Special Instructions	CQ Label
SBD8849Q001			How often do you visit this site?	First time			Y	Drop down, select one		Visit Frequency
				Daily	1					
				Weekly	-					
				Monthly Once every few months	-					
				Once every 6 months or less	1					
SBD8849Q002			Which of the following topics if any, were you interested in while	Office every of months of fess				Checkbox, one-up		Topics
05500-104005		- 1		Money and credit			Y	vertical		Topics
				Homes and mortgages	1					
				Health and fitness	1					
				Jobs and making money						
				Privacy, identity and online security						
				Scams						
				None of these					Mutually Exclusive	
SBD8849Q003		1	What was your primary reason for visiting consumer.FTC.gov					Radio button, one-up		Primary Reason
		- 1		File a consumer complaint	-		Y	vertical	Skip Logic Group*	
				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	1					
				Sign up for email updates	1					
				Get tips about a specific topic	1					
				Other (please specify)	A					
SBD8849Q004			Please specify your other reason for visiting consumer.FTC.gov	(Final Spanis)						OE_Primary
SBD8849Q005			today. Who were you looking for information for today?				N	Text area, no char limit Radio button, one-up	Skip Logic Group*	Reason Audience
0550010000				Myself			Y	vertical		/ tadicrice
				A friend	1					
				A family member	1					
				Other	1					
SBD8849Q006			What is your primary role in visiting the site today?					Radio button, one-up		Primary Role
				Consumer			Y	vertical	Skip Logic Group*	
				Consumer advocate or educator						
				Military						
				Academic						
				Other	Α					
SBD8849Q007		Α	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							Accomplish
		- 1	consumer.FTC.gov?	Yes			Y	Drop down, select one	Skip Logic Group*	
				No	Α					
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	I had no difficulty navigating the site				Radio button, one-up	Skip Logic Group	Navigation
3550043Q010		- 1	today?	i had no difficulty flavigating the site			Y	vertical	Skip Logic Group*	experience-single
			,	I had some difficulty navigating the site	z					
				I had a lot of difficulty navigating the site	z					
SBD8849Q011		Z	What specific problems did you have with the site's navigation?	Links and labels were confusing or didn't take me where expected				Checkbox, one-up		Navigation
			(Please select all that apply.)				Y	vertical	Skip Logic Group*	experience
				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	Α					
SBD8849Q012		Α	Please specify your other navigation difficulty.				N	Text area, no char limit	Chin Logio Crount	OE_Nav Experience
SBD8849Q013			Did you find the search feature helpful?	Yes	Δ		Y	Drop down, select one	Skip Logic Group* Skip Logic Group*	Search experience
C2D0049Q013				No	A			_ op dom, select dile	Only Logic Group	Scarcii experience
SBD8849Q014		^	Please describe why you did not find the coarch feeture heleful	I did not use the search feature			N	Text area, no char limit	Skin Logio Croum*	OE_Search
			Please describe why you did not find the search feature helpful.						Skip Logic Group*	experience
SBD8849Q015			Which category includes your age?	Under 18	-		Y	Drop down, select one		Age
				18 - 24	-					
				25 - 34 35 - 44	+		1			
				45 - 54	1		1			
				45 - 54 55 - 64	1		1			
				55 - 64 65 or older	1					
				Prefer not to respond	1					
SBD8849Q016			If you could make one improvement to Consumer.FTC.gov,							One Improvement
	1	- 1	what would it be?		1		N	Text area, no char limit		1

Model Name	FTC.gov Consumer Desktop Informational	Red & Strike-Through: Delete
Model ID	JscEk88FBQt50F1xYpskgQ4C	Underlined & Italicized: Re-order
Partitioned	Yes - 2MQ	Pink: Addition
Date		Blue: Reword

QID	AP Question Tag Skip	p From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Туре	Special Instructions	CQ Label
SBD8849Q001				First time			Y	Drop down, select one		Visit Frequency
				Daily						
				Weekly						
				Monthly	l					
				Once every few months						
CDD00400003				Once every 6 months or less				Obsertations		Tonico
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			Y	Checkbox, one-up vertical		Topics
		ľ		Homes and mortgages	1		'	vertical		
				Health and fitness	ł					
				Jobs and making money	1					
				Privacy, identity and online security	1					
				Scams	ŀ					
				None of these					Manually Freshorter	
SBD8849Q003			Allert and the second s	Note of these				Dedictions	Mutually Exclusive	Driver Breeze
SBD8849Q003			What was your primary reason for visiting consumer.FTC.gov oday?	File a consumer complaint			Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
		ľ		Find out if compthing is a seem			1	vertical	Skip Logic Group	
				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)	Α					
SBD8849Q004		Α	Please specify your other reason for visiting consumer.FTC.gov						Olde Leeds Comme	OE_Primary
			oday.				N	Text area, no char limit	Skip Logic Group*	Reason
SBD8849Q005		[Who were you looking for information for today?	NW			Y	Radio button, one-up		Audience
				Myself A friend	ļ		Y	vertical		
				A friend A family member						
				Other						
SBD8849Q006		[What is your primary role in visiting the site today?	0			Y	Radio button, one-up	Olde Leeds Occurs	Primary Role
				Consumer			Y	vertical	Skip Logic Group*	
				Consumer advocate or educator						
				Military						
				Academic						
				Other	Α					
SBD8849Q007		Α	Please specify your other role in visiting consumer.FTC.gov						Olde Leeds Occurs	OE_Primary Role
SBD8849Q008			oday.				N	Text area, no char limit	Skip Logic Group*	A U - b
SBD8849Q008		ľ	Did you accomplish what you wanted to do today on	Waa			Y	Dron down colont one	Chin Logia Count	Accomplish
		ľ	consumer.FTC.gov?	Yes			T T	Drop down, select one	Skip Logic Group*	
CDD00400000				No .	Α		N.			OF Not Assemblish
SBD8849Q009		Α	Please tell us why you were unable to accomplish your task oday.				N	Text area, no char limit	Skip Logic Group*	OE_Not Accomplish
0000000000				Libraria and Milliande and another than the					Skip Logic Group	Mandagalan
SBD8849Q010			How would you describe your experience navigating the site oday?	I had no difficulty navigating the site			Y	Radio button, one-up	Chin Logia Count	Navigation experience-single
		ľ	ouay :	the decree of the decree decree the state	-		1	vertical	Skip Logic Group*	expellence-single
				I had some difficulty navigating the site	z					
0000000000		-		I had a lot of difficulty navigating the site	Z					Mandanadan
SBD8849Q011		z	Please select all that apply.)	Links and labels were confusing or didn't take me where expected			Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation experience
		ľ	riease select all triat apply.)	I had differely finding relevant information			1	vertical	Skip Logic Group	experience
				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	Α					
SBD8849Q012		Α	Please specify your other navigation difficulty.						Olde Leeds Comme	OE_Nav Experience
			Did and the second feet we half to				N	Text area, no char limit	Skip Logic Group*	
SBD8849Q013			Did you find the search feature helpful?		A		Y	Drop down, select one	Skip Logic Group*	Search experience
				No.						
000000000000000000000000000000000000000			None describe the second of the field the second of the se	I did not use the search feature			-	Total control of the first	Olde Leede Occo	05.0
SBD8849Q014		A I	Please describe why you did not find the search feature helpful.				N	Text area, no char limit	Skip Logic Group*	OE_Search
CDD00400045			Athich estages includes your ex-2	Under 18			V	Dron down select co-		experience
SBD8849Q015		- 1	Which category includes your age?	18 - 24	1		, ,	Drop down, select one		Age
				18 - 24 25 - 34	1					
1				20 * 34	1					
				35 - 44 45 - 54	1					
				45 - 54	1					
1				55 - 64	1					
1				65 or older						
				Prefer not to respond			+			0
			f you could make one improvement to Consumer.FTC.gov,		1		1	1		One Improvement
SBD8849Q016		l l	what would it be?		l		N	Text area, no char limit		

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