

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	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. (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. We appreciate your input!
Example Desktop	Example Mobile

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Model Name	FTC.gov Consumer Mobile Informational	Red & Strike-Through : Delete
Model ID	hBkQNdBgVVhJco0Jld51lg4C	<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 (NPS) (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.		

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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
SBD8853Q001		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
SBD8853Q002		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
SBD8853Q003		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)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
SBD8853Q004	A	Please specify your other reason for visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
SBD8853Q005		Who were you looking for information for today?	Myself A friend A family member Other		Y	Radio button, one-up vertical		Audience
SBD8853Q006		What is your primary role in visiting the site today?	Consumer Consumer advocate or educator Military Academic Other		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Role
SBD8853Q007	A	Please specify your other role in visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Role
SBD8853Q008		Did you accomplish what you wanted to do today on consumer.FTC.gov?	Yes No		Y	Drop down, select one	Skip Logic Group*	Accomplish
SBD8853Q009	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
SBD8853Q010		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		Y	Radio button, one-up vertical	Skip Logic Group*	Navigation experience-single
SBD8853Q011	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		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation experience
SBD8853Q012	A	Please specify your other navigation difficulty.			N	Text area, no char limit	Skip Logic Group*	OE_Nav Experience
SBD8853Q013		Did you find the search feature helpful?		Yes	Y	Drop down, select one	Skip Logic Group*	Search experience

			No	A				
SBD8853Q014	A	Please describe why you did not find the search feature helpful.	I did not use the search feature		N	Text area, no char limit	Skip Logic Group*	OE_Search experience
SBD8853Q015		Which category includes your age?	Under 18		Y	Drop down, select one		Age
			18 - 24					
			25 - 34					
			35 - 44					
			45 - 54					
			55 - 64					
			65 or older					
			Prefer not to respond					
SBD8853Q016		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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SBD8853Q001		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
SBD8853Q002		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
SBD8853Q003		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)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
SBD8853Q004	A	Please specify your other reason for visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
SBD8853Q005		Who were you looking for information for today?	Myself A friend A family member Other		Y	Radio button, one-up vertical		Audience
SBD8853Q006		What is your primary role in visiting the site today?	Consumer Consumer advocate or educator Military Academic Other		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Role
SBD8853Q007	A	Please specify your other role in visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Role
SBD8853Q008		Did you accomplish what you wanted to do today on consumer.FTC.gov?	Yes No		Y	Drop down, select one	Skip Logic Group*	Accomplish
SBD8853Q009	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
SBD8853Q010		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		Y	Radio button, one-up vertical	Skip Logic Group*	Navigation experience-single
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SBD8853Q012	A	Please specify your other navigation difficulty.			N	Text area, no char limit	Skip Logic Group*	OE_Nav Experience
SBD8853Q013		Did you find the search feature helpful?	Yes	A	Y	Drop down, select one	Skip Logic Group*	Search experience

			No	A				
SBD8853Q014	A	Please describe why you did not find the search feature helpful.	I did not use the search feature		N	Text area, no char limit	Skip Logic Group*	OE_Search experience
SBD8853Q015		Which category includes your age?	Under 18		Y	Drop down, select one		Age
			18 - 24					
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SBD8853Q003		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)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
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SBD8853Q006		What is your primary role in visiting the site today?	Consumer Consumer advocate or educator Military Academic Other		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Role
SBD8853Q007	A	Please specify your other role in visiting consumer.FTC.gov today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Role
SBD8853Q008		Did you accomplish what you wanted to do today on consumer.FTC.gov?	Yes No		Y	Drop down, select one	Skip Logic Group*	Accomplish
SBD8853Q009	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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