FORESEE RESULTS MODEL QUESTIONS FOR IRS.GOV

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
NOTE: All* questions under each element are *required. Element questions are partitioned among surveys.	*Satisfaction questions are required.* *Satisfaction questions appear on all surveys.*	*Future behaviors may be modified based on your site's objectives.* *Future behavior questions appear on all surveys.*
REQUIRED ELEMENTS (common to all websites)		
Content *(1=Poor, 10=Excellent, Don't Know)*	**Satisfaction** *(1=Poor, 10=Excellent)*	**Likelihood to Return** *(1=Not Very Likely, 10=Very Likely)*
Please rate the **accuracy of information** on this site.	What is your **overall satisfaction** with this site?	How likely are you to **return to this site**?
Please rate the **quality of information** on this site.	How well does this site **meet your expectations**?	**Recommend** *(1=Not Very Likely, 10=Very Likely)*
Please rate the **freshness of content** on this site.	How does this site **compare to your idea of an ideal website**?	How likely are you to **recommend this site to someone else**?
Functionality (1=Poor, 10=Excellent, Don't Know)		**Primary Resource** *(1=Not Very Likely, 10=Very Likely)*
Please rate the **usefulness of the information provided** on this site.		How likely are you to use this site as your **primary resource** for tax information?
Please rate the **convenience of the information** on this site.		
Please rate the **ability to accomplish what you wanted to** on this site.		
Image *(1=Poor, 10=Excellent, Don't Know)*		
Please rate how this site **values you as a visitor**.		
Please rate how this site is **trustworthy**.		
Please rate how well **established** this site is.		
Look and Feel *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the **ease of reading** this site.		
Please rate the **clarity of site organization.**		
Please rate the **clean layout** of this site.		
Navigation *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the degree to which **the number of steps to get where you want** is acceptable.		
Please rate the **ability to find information you want** on this site.		
Please rate the **clarity of site map/directory.**		
Please rate the **ease of navigation** on this site.		
Privacy *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the **ability to limit sharing of your personal information** on this site.		
Please rate the **amount of personal information you are asked to submit** on this site.		
Please rate the **site's commitment to protecting your personal information.**		
Search *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the **usefulness of search results** on this site.		
Please rate how this site **provides comprehensive search results.**		
Please rate the **organization of search results** on this site.		
Please rate how the **search feature helps you to narrow the results** to find the information you want.		
Site Performance *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the **speed of loading the page** on this site.		
Please rate the **consistency of speed** on this site.		
Please rate the **reliability of site performance** on this site.		
Tasks/ Transactions *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the **ease of completing task(s)** on this site.		
Please rate the **degree of privacy in completing tasks** on this site.		
Please rate the **verification of task completion** on this site.		
Please rate the **availability of help with questions or problems** on this site.		

***Please See Next Tab for Recommended Custom Questions**

CUSTOM QUESTIONS FOR IRS.GOV
Custom questions complement the model questions and allow for additional data analysis

Question Text	Answer Choices (limited to 50 characters)	Type drop-down menu check boxes radio buttons open-ended	Required Y/N	Select one or all that apply
How **frequently** do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less	Drop-down menu	Y	select one
Which category **best describes** you? Are you …?	An Individual Tax Payer Representing a Business Representing a Charity or Non-Profit Organization Representing a Government Entity A Tax Professional An Academic/Researcher A Student An IRS Employee A VITA/TCE Volunteer Other	Drop-down menu	Y	select one
If you answered "**Other**" for "Which category best describes your role?", *please specify*.		Open-ended	N	
What is your **primary reason** for coming to the IRS.gov site?	Obtain general tax information Download a tax form, publication, or instructions Obtain info on tax regulations or written determinations Obtain info on revenue rulings or court cases Obtain info on e-file To sign-up for or login into e-services Obtain info on the status of your tax refund Obtain tax statistics Obtain an EIN Contact the IRS Find mailing addresses for tax forms Order forms from the IRS Use online tax calculators Link and Learn (VITA/TCE) training Other	Drop-down menu	Y	select one
If you answered "**Other**" for "What is your primary reason?", *please specify*.		Open-ended	N	
Were you able to **satisfy your primary reason** for using IRS.gov on **this** current visit to our web site?	Yes No Don't know / Not sure	Radio buttons	Y	select one
How do you usually **find information** on our site?	IRS.gov Search Engine Navigation to the Web page Site Map Bookmarks Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other	Radio buttons	Y	select one

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Question Text	Answer Choices (limited to 50 characters)	Type *drop-down menu* *check boxes* *radio buttons* *open-ended*	Required Y/N	Select one or all that apply
If you answered "**Other**" for "How usually find information?", *please specify*.		Open-ended	N	
Did you **find** the information you were **looking for**?	Yes No Partially	Radio buttons	Y	select one
If you answered "**No**" for "Did you find the information you were looking for", what **specific type** of information were you trying to find? *Please specify*.		Open-ended	N	
If you performed a search on IRS.gov today, what type of difficulty, if any, did you encounter? Please choose one response only.	No problems were encountered, the IRS.gov search engine worked fine Returned too many results Returned no results Results were not relevant to my search terms Results were too similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search speed was too slow Other	Drop-down menu	N	select one
If you answered "Other" above, please specify **other difficulty**.		Open-ended	N	
What type of difficulty, if any, did you encounter with the **navigation** on our site? Please choose one response only.	No problems were encountered with the navigation on IRS.gov Could not find the appropriate navigational links on most of your web pages Could not get started or did not know where to begin Too many links or navigational choices Would often feel lost, and did not know where I was on your site Links did not take me where I expected Navigation did not support what I was trying to accomplish Could not navigate back to previous information Had difficulty finding detailed information on your web pages Had various technical difficulties (links didn't work, received error messages, etc.) Other	Drop-down menu	N	select one
If you answered "Other" above, please specify **other difficulty**.		Open-ended	N	

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Question Text	Answer Choices (limited to 50 characters)	Type *drop-down menu* *check boxes* *radio buttons* *open-ended*	Required Y/N	Select one or all that apply
What type of difficulty, if any, did you encounter with conducting **tasks or transactions** on our site? Please choose one response only.	No problems were encountered Had difficulty with E-Services (online tools for tax professionals) Had a problem with an online calculator (such as the "IRS Withholding Calculator") Had a problem with an online tool for taxpayers (such as "Where's My Refund") Had difficulty in locating a tax form, publication, instruction, or any other file Could not find the tax information that I was looking for Had difficulty with the IRS.gov search engine Had difficulty in locating helpful Frequently Asked Questions (FAQs) Could not setup alternative payment options with the IRS Could not get an actual copy of my tax return Could not locate the closest IRS e-file Provider in my area to electronically file my tax return Could not find the proper IRS address to mail a form Had a problem with locating a Tax Regulation or Written Determination Had difficulty in contacting the IRS Other	Drop-down menu	N	select one
If you answered "Other" above, please specify **other difficulty**.		Open-ended	N	
If you used any of the **Frequently Asked Questions (FAQs)** on this site today, did they provide you with the information that you needed?	Yes, and I located the relevant FAQ very easily Yes, but it was really difficult for me to find the appropriate FAQ I had mixed results, the FAQs provided me with some, but not all of the info that I needed No, I could not find an FAQ on this site that had the answer to my question I did not use any of the Frequently Asked Questions (FAQs) on this site today	Drop-down menu	N	select one
Is the IRS.gov website your **primary Internet resource** for tax information?	Yes No	Radio buttons	Y	select one
If you answered "No" above: What **other website(s)** do you use for tax information?		Open-ended	N	
How could we improve the IRS.gov web site so that you could find the information that you were looking for more readily?		Open-ended	N	
The following questions are just for statistical purposes. Which of the following best describes the **highest level of education** you have completed?	Current middle or high school student Did not complete high school High school graduate Some college/vocational school College graduate Some postgraduate school Graduate/professional degree I prefer not to respond	Drop-down menu	N	select one
What is your **gender**?	Female Male I prefer not to respond	Drop-down menu	N	select one
How do you describe your **ethnicity**?	Hispanic Non-Hispanic I prefer not to respond	Drop-down menu	N	select one

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Question Text	Answer Choices (limited to 50 characters)	Type *drop-down menu* *check boxes* *radio buttons* *open-ended*	Required Y/N	Select one or all that apply
How do you describe your **race**?	American Indian or Alaska Native Asian or Pacific Islander African American or Black White Other I prefer not to respond	Drop-down menu	N	select one
Please select the category that includes your **age**.	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond	Drop-down menu	N	select one
In which **state** do you reside?	List of states Outside of USA I prefer not to respond	Drop-down menu	N	select one

States:
Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
Washington D.C.
West Virginia
Wisconsin
Wyoming