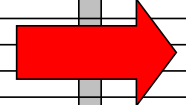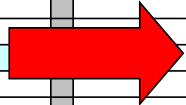# FORESEE RESULTS MODEL QUESTIONS FOR US CENSUS BUREAU

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (Drivers of Satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
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)				**STANDARD FUTURE BEHAVIORS**
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 how **current the information is** 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 gathering Census information?
Please rate the **variety of information** provided on this site.				
Please rate the **ease of using the features** on this site.				
Look and Feel *(1=Poor, 10=Excellent, Don't Know)*				
Please rate the **visual appeal** of the site.				
Please rate the **amount of information displayed** on each page of the site.				
Please rate the **ease of reading the pages** on this site.				
Navigation *(1=Poor, 10=Excellent, Don't Know)*				
Please rate **how well the site is organized**.				
Please rate the **options that are available for you to navigate** on this site.				
Please rate **how well the site layout helps you find what you are looking for.**				
Please rate the degree to which the **number of clicks to get where you want** on this site is acceptable.				
Site Performance *(1=Poor, 10=Excellent, Don't Know)*				
Please rate the **speed that pages load** on this site.				
Please rate the **consistency of speed from page-to-page** on this site.				
Please rate the **ability to load pages without getting errors** on this site.				
Search *(1=Poor, 10=Excellent, Don't Know)*				
Please rate how well the **search results match your search request.**				
Please rate the **organization of search results** on this site.				
Please rate how well the **search results help you decide what to select**.				
Please rate how well the **search feature helps you to narrow the results** to find what you want.				
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.				

CUSTOM QUESTIONS FOR US CENSUS BUREAU
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
Before today how many times have you visited the Census Bureau's Web site **in the past six months?**	Never Once 2-5 Times 6-9 Times 10 or more Times	Radio buttons	Y	select one
From the following list, please mark the business sector that **best describes your work**.	Individual (students of any age, or other person with no business affiliations) Federal government State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company Media Market research, advertising or consulting Religious, civic or political organization Trade or professional association Other	Drop-down menu	Y	select one
Please indicate which of the following **best describes your occupation/role**.	Student (K-6) Student (K7-12) College/university student Professor/teacher Librarian Administrator Computer programmer, system analyst/administrator, computer technician Economist or social scientist Health professional (physician, nurse, etc.) Journalist Marketing or sales professional Management consultant Policy analyst Senior management (president, VP, director, partner, etc.) Scientist/engineer Statistician Self employed Unemployed Other	Drop-down menu	Y	select one

CUSTOM QUESTIONS FOR US CENSUS BUREAU
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
What **area** of this site are you **primarily visiting** today?	New on the site Data finders and access tools American FactFinder Jobs@Census Catalog Publications Are you in the Survey About the Bureau Regional offices Doing business with us Related sites Census 2000 People and households Business and industry Geography Newsroom Special topics Other	Drop-down menu	Y	select one
What is your **main reason** for coming to this site **today**?	Access Census Bureau information Find population or household information (age, education, occupation, home, ownership) Find business or government information (business establishments, industries, imports/exports, sales, governments) Research geography information Look up latest news releases Subscribe to news releases Find statistical data Research business opportunities with Census Learn about US Census Bureau Find a publication Browse the catalogs Purchase educational and training products Order/purchase other catalog(s) Use the data tools Find employment See what's new on the site Other	Drop-down menu	Y	select one

CUSTOM QUESTIONS FOR US CENSUS BUREAU
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
What is your intended **primary use** for these Census Bureau products and information you **searched for today**?	For a school related assignment For personal interest To complete a government form To provide information requested by a client or patron To analyze/track changes over time To create value-added products/services To develop a proposal, a report, or presentation To analyze markets and/or make projections-including sales forecasting To update data bases Other, please specify	Check boxes	Y	select all that apply
Other information usage		Open-ended	N	
What is your **primary method** of searching for information on this site?	Census Bureau search engine Links in the page Data tools Frequently asked questions (FAQs) Subjects A to Z QuickFacts Just browsing the site American FactFinder Other	Drop-down menu	Y	select one
Did you **find** the information you were **looking for**?	I found all the information I needed I found most of the information I needed I found some of the information I needed I was unable to find any information I needed	Radio buttons	Y	select one
If you answered "**No**" for finding information, what **specifically** were you trying to find **today**? Please specify.		Open-ended	N	
How important to you are the listed **media** and **features?** 　American FactFinder Data Access Tool	Very important Important Neutral Not important	Radio buttons	Y	select one
PDF Files	Very important Important Neutral Not important	Radio buttons	Y	select one
HTML Files	Very important Important Neutral Not important	Radio buttons	Y	select one
Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important Neutral Not important	Radio buttons	Y	select one

CUSTOM QUESTIONS FOR US CENSUS BUREAU
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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
Search via Frequently Asked Questions (FAQs)	Very important Important Neutral Not important	Radio buttons	Y	select one
Google-powered Census Search	Very important Important Neutral Not important	Radio buttons	Y	select one
Please indicate the **age category** that best describes you.	Under 18 18-24 25-34 35-44 45-54 55-64 65 or older	Radio buttons	N	select one
If you can make **one improvement** to this site, what would it be?		Open-ended	N	
Do you have any **other comments** about this site?		Open-ended	N	