FORESEE RESULTS MODEL QUESTIONS

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.*
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 well does this site **compare with 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)		**ADDITIONAL FUTURE BEHAVIORS (Industry-/Site- Specific)**
Please rate the **usefulness of the services provided** on this site.		**Make Online Reservation** *(1=Not Very Likely, 10=Very Likely)*
Please rate the **convenience of the services** on this site.		How likely are you to **make an online reservation from this site** in the future?
Please rate the **ability to accomplish what you wanted to** on this site.		**Make Phone Reservation** *(1=Not Very Likely, 10=Very Likely)*
Look and Feel *(1=Poor, 10=Excellent, Don't Know)*		How likely are you to **make a reservation** using the National Recreation Reservation Service **by phone** in the future?
Please rate the **visual appeal** of the site.		**Primary Resource** *(1=Not Very Likely, 10=Very Likely)*
Please rate the **amount of graphics and text** on each page of the site.		How likely are you to use this site as your **primary resource for information about Federal recreation sites?**
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** f**or you to navigate** on this site.		
Please rate **how well the site layout helps you find what you are looking for.**		
Please rate the **number of clicks to get where you want** on this site.		
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 the **relevance of search results** on this site.		
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.		
OPTIONAL ELEMENTS		
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.		
Travel Browsing *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the **ability to locate desired recreational options** on this site.		
Please rate the **selection of recreational options** on this site.		
Please rate the **ability to browse recreational options** on this site.		
Travel Information *(1=Poor, 10=Excellent, Don't Know)*		
Please rate the **clarity of recreational descriptions** on this site.		
Please rate the **thoroughness of recreational descriptions** on this site.		
Please rate the **usefulness of recreational images** on this site.		

PROPOSED CUSTOM QUESTIONS Recreation.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 Recreation.gov?	First time Daily or more often About once a week About once a month Less than once a month, but more than once a year Once a year or less	Drop-down menu	Y	select one
How did you first find out about the Recreation.gov website?	A search engine A link from another web site On the phone with the National Recreation Reservation Center At a park or campground Friends or family An advertisement (newspaper, magazine, poster) Don't know Other (please specify information source:)	Radio buttons	Y	select one
Did/do you intend to make a campground reservation on the site today?	Yes No Not sure	Drop-down menu	Y	select one
Did you accomplish what you wanted to on Recreation.gov today?	Yes No Not yet, I'm still in the process	Drop-down menu	Y	select one
If you did not accomplish what you wanted to, please specify what you were trying to do or find.		Open-ended	N	
If you did not accomplish what you wanted to, what will you do next?	Continue looking on Recreation.gov Come back to Recreation.gov later E-mail Recreation.gov Call the National Recreation Reservation Center Look elsewhere online Give up Other (please specify):	Radio buttons	N	select one
Please describe your experience with navigation on this web site.	I had no difficulty browsing on this site Too many links or navigational choices Links did not take me where I expected I experienced broken links, error messages, or other technical difficulties I was able to navigate to the general area, but could not find the specific content I needed Other navigational issue (please specify):	check boxes	Y	select all that apply
If you used the web site's search feature today, please describe your experience.	I had no difficulty searching on this site Too many results Too few results Returned no results/received error message Results were not pertinent to my search terms Other search issue (please specify):	check boxes	N	select all that apply
Please rate the accuracy of the reservation system.	(1 = Poor, 10 = Excellent, Don't know)	Radio buttons	N	select one
Please rate the security of the reservation system.	(1 = Poor, 10 = Excellent, Don't know)	Radio buttons	N	select one
How old are you?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older	Drop-down menu	N	select one
Is English your primary language?	Yes No	Drop-down menu	N	select one
What is the highest level of education you have completed?	Some high school or less Graduated high school Some college Trade/technical/vocational training Graduated from college Post-graduate work or degree	Drop-down menu	N	select one
What racial group do you most identify with?	American Indian or Alaskan Native Asian Black or African-American White Native Hawaiian or other Pacific Islander Hispanic or Latino Other	Drop-down menu	N	select one
Which of the following categories best describes your total household income last year?	Below $25,000 $25,000 - $49,999 $50,000 - $74,999 $75,000 - $99,999 $100,000 - $124,999 $125,000 or over	Drop-down menu	N	select one
What is your gender?	Female Male	Drop-down menu	N	select one
If you could suggest one improvement to the Recreation.gov web site, what would it be?		Open-ended	N	