



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Content (1=Poor, 10=Excellent, Don't Know) Please rate the accuracy of information on this site. Please rate the quality of information on this site. Please rate the freshness of content on this site.</p>	<p>Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i> How well does this site meet your expectations? <i>(1=Falls Short, 10=Exceeds)</i> How does this site compare to your idea of an ideal website? <i>(1=Not Very Close, 10=Very Close)</i></p>	<p>Likelihood to Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site? Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?</p>
<p>Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided on this site. Please rate the convenience of the features on this site. Please rate the variety of features on this site.</p>		<p>Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from this agency?</p>
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site. Please rate the balance of graphics and text on this site. Please rate the readability of the pages on this site.</p>		<p>Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on this company to act in my best interests. I consider this company to be trustworthy. This company can be trusted to do what is right.</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized. Please rate the options available for navigating 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.</p>		<p>Future Participation (1=Very Unlikely, 10=Very Likely) How likely are you to express your thoughts or ideas to this agency in the next 90 days?</p>
<p>Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly 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 error messages on this site.</p>		<p>Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on this company to act in my best interests. I consider this company to be trustworthy. This company can be trusted to do what is right.</p>
<p>Online Transparency (1=Poor, 10=Excellent, Don't Know) Please rate how thoroughly this website discloses information about what this agency is doing. Please rate how quickly agency information is made available on this website. Please rate how well information about this agency's actions can be accessed by the public on this website.</p>		<p>Future Participation (1=Very Unlikely, 10=Very Likely) How likely are you to express your thoughts or ideas to this agency in the next 90 days?</p>
<p>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.</p>		

EPA Satisfaction Survey

EPA

MID:

UpZB94sModktFY0hAdNJlg==

Date: 9/25/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

EPA CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
AED08917		For this visit to the EPA Web site, which of the following best describes you?	Business Federal government State government Local government Educator (teacher, professor) Librarian Scientist Student Parent/adult helping a child General public Other, please specify:	A B C	Radio Button One Up Vertical	Single
AED08918	C	Please specify your role in visiting this website:			Text area, no char limit	Single
AED08919	A	Which of the following best describes your work?	Regulated company/entity EPA contractor Contractor for other federal agency Other, please specify:	D		
AED08920	D	Please specify your business role:			Text area, no char limit	Single
AED08921	B	Are you an EPA employee?	Yes No		Radio button, one-up vertical	
AED08922		How frequently do you use the EPA.gov Web site?	Daily Weekly Monthly A couple of times a year About once a year This is my first time		Radio Button One Up Vertical	Single
AED08923		When coming to the EPA site, did you know the exact page or application (page with information about a specific place, i.e.. MyEnvironment, PRI Explorer and EnviroFacts) you were looking for?	Yes, I knew the exact page/application I wanted I had a good idea of the pages I wanted No, I was looking for a specific topic, but didn't know what I'd find No, I was just browsing the site		Radio button, one-up vertical	Single
AED08924		Please check each of the following tools you used to locate information on the site today:	Search box Advanced search Left navigation bar Resources A-Z Index Browse all topics Did not use any of these tools Other, please specify:	A A B	Checkbox, one-up vertical	Multi
AED08925	B	Please specify the other tools you used to locate information.			Text area, no char limit	Single
AED08926	A	Which of the following best describes your experience with the Search Tools?	I did not encounter any difficulties/search worked well		Radio button, one-up vertical	Single

EPA Satisfaction Survey

EPA

MID:

UpZB94sModktFY0hAdNJlg==

Date: 9/25/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

EPA CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:	C		
AED08927	C	Please describe your experience with the search tool:			Text area, no char limit	Single
AED08928	A	When using the search feature, did you use the Blue Folders to help narrow your search?	No, did not use the folders. Yes and the folders helped to narrow my search. Yes, but the folders did not help narrow my search.	D	Radio button, one-up vertical	Single
AED08929	D	Could you please briefly explain why the blue folders did not help with narrowing your search:			Text area, no char limit	Single
AED08930		Which of the following best describes your navigation experience on the site:	I did not have difficulty navigating the site I had difficulty navigating the site	A	Radio button, one-up vertical	Single
AED08931	A	Which of the following navigation difficulties did you have:	Could not navigate back to previous information Would often feel lost, not know where I was Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Had technical difficulties (e.g. broken links, error messages) Other, please specify:	B	Checkbox, one-up vertical	Multi
AED08932	B	Please describe the difficulty you had with navigating the site today:			Text area, no char limit	Single
AED08933		If you visited the EPA home page, did the tools on the page help you find the information you wanted?	Yes No I did not visit the EPA homepage	A	Radio button, one-up vertical	Single
AED08934	A	Are there any changes to the EPA home page that would help you in locating information on the site?			Text area, no char limit	Single
AED08935		Did you find the information you were looking for today?	Yes Partially No	A A		
AED08936	A	If you did not find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
AED08937		Which of the following topics best describes the reason for your visit today?	Air		Radio Button One Up Vertical	Single

EPA Satisfaction Survey

EPA

MID:

UpZB94sModktFY0hAdNJlg==

Date: 9/25/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

EPA CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Participated in online social networks (such as MySpace, Facebook, etc.)			
			Read blogs or Wikis			
			Wrote a blog or contributed to Wikis			
			Obtained EPA information using a mobile phone or device			
			Tweeted			
			Listened to podcasts or audio on a Web site			
			Watched videos on a Web site			
			Uploaded videos to a Web site (such as YouTube)			
			Browsed through photo galleries			
			Subscribed to RSS feeds			
			Signed up to receive email updates from a website			
			None of the above			
AED08942		How would you rate your familiarity with social media on the web? Bookmark or tag website (Digg or Del.icio.us)	View and contribute often		Drop down	Single
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
			No familiarity			
AED08943		Podcasts or audio on the web	View and contribute often		Drop down	Single
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
			No familiarity			
AED08944		Online social networks (FaceBook, MySpace)	View and contribute often		Drop down	Single
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
			No familiarity			
AED08945		Virtual worlds (Second Life)	View and contribute often		Drop down	Single
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
			No familiarity			
AED08946		Comments, ratings, or reviews (Epinions)	View and contribute often		Drop down	Single

EPA Satisfaction Survey

EPA

MID:

UpZB94sModktFY0hAdNJlg==

Date: 9/25/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + --> REWORDING

EPA CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity			
AED08947		Blogs or wikis	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down	Single
AED08948		Vodcasts or videos on the web (YouTube)	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down	Single
AED08949		Personalized web pages (MyYahoo!, iGoogle)	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down	Single
AED08950		RSS feeds/Listservs	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down	Single
AED08951		Microblog (Twitter)	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down	Single
AED08952		Other	View and contribute often		Drop down	Single

EPA Satisfaction Survey

EPA

MID:

UpZB94sModktFY0hAdNJlg==

Date: 9/25/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

EPA CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity			
AED08953		How would you most like to interact with this site? (Please select all that apply)	Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Other (please specify)	A	Checkbox, one-up vertical	Multi
AED08954	A	Please specify the other way in which you would like to interact with this site:			Text area	
AED08955		What is the highest level of education you have completed?	High school or less Some college College degree Advanced degree Prefer not to answer		Radio Button One Up Vertical	Single
AED08956		What is your gender?	Male Female Prefer not to answer		Radio Button One Up Vertical	Single
AED08957		If you are accessing this site from within the United States, in which state are you located?	Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas		Drop down, select one	Single

EPA Satisfaction Survey

EPA

MID:

UpZB94sModktFY0hAdNJlg==

Date: 9/25/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

EPA CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Kentucky			
			Louisiana			
			Maine			
			Maryland			
			Massachusetts			
			Michigan			
			Minnesota			
			Mississippi			
			Missouri			



Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
N	OPS Group
Y	
Y	
Y	OPS Group
N	OPS Group
N	OPS Group



Required Y/N	Special Instructions
N	OPS Group
N	OPS Group
N	OPS Group
Y	OPS Group
N	OPS Group
N	OPS Group
Y	OPS Group
N	OPS Group
N	OPS Group
Y	OPS Group



Required Y/N	Special Instructions
N	OPS Group
N	OPS Group
Y	SKIP
N	SKIP
Y	



Required Y/N	Special Instructions
N	Adjust template/style sheet
N	Adjust template/style sheet
N	Adjust template/style sheet
N	Adjust template/style sheet
N	Adjust template/style sheet



Required Y/N	Special Instructions
N	Adjust template/style sheet
N	Adjust template/style sheet
N	Adjust template/style sheet
N	Adjust template/style sheet
N	Adjust template/style sheet
N	Adjust template/style sheet



Required Y/N	Special Instructions
N	
N	
Y	
Y	
Y	



Required Y/N	Special Instructions

Types

Text field, <100 char
Text area, no char limit
Drop down, select one
Radio button, one-up vertical
Radio button, two-up vertical
Radio button, three-up vertical
Radio button, scale, has don't know
Radio button, scale, no don't know
Checkbox, one-up vertical
Checkbox, two-up vertical
Checkbox, three-up vertical

Instructions

Randomize
Shared
OPS Group
Matrix Group
Rank Group
Comparative Matrix Group
Skip Logic Group
Multiple Lists Group
Anchor Answer Choice
Partitioned
Adjust Template/Style Sheet