

## Measures Name/Client name (CQs and Answer choices)

USDA FAS (Foreign Agricultural Service) /USDA FAS Online v2

SAC3551		May we ask you a few more questions regarding your site experience today?
SAC3552	B	How <b>frequently</b> do you visit this site?
SAC3553	C	Where are you <b>located</b> ?
SAC3554	D	Which best <b>describes</b> you? (U.S.)
SAC3555	E	Which best <b>describes</b> you? (Non-U.S.)

SAC3556	F	What is your <b>main reason</b> for visiting the FAS Web site today?

SAC3557	G	Please describe your main reason for visiting the FAS Web site today.
SAC3558	H	How do you <b>prefer to look for information</b> on this site?
SAC3559	I	Did you <b>use the Search feature</b> on the site today?
SAC3560	J	Please describe your <b>search experience on the site today</b> .
SAC3561	K	What was your <b>experience using the Search feature</b> on the site today?
SAC3562	L	Please describe your <b>experience navigating</b> the site.

SAC3563	M	What was your <b>experience navigating the site</b> today?
SAC3564	N	If you could <b>improve</b> one thing on this website, what would it be?

SAC3551A001	Yes	B,C,F,H,I, L,N	Radio button, one-up vertical	Single
SAC3551A002	No			
SAC3552A001	First time		Radio button, one-up vertical	Single
SAC3552A002	More than once a day			
SAC3552A003	Daily			
SAC3552A004	About once a week			
SAC3552A005	About once a month			
SAC3552A006	Every 6 months or less			
SAC3553A001	U.S.	D	Drop down, select one	Single
SAC3553A002	Canada	E		
SAC3553A003	Mexico	E		
SAC3553A004	Central America	E		
SAC3553A005	South America	E		
SAC3553A006	Europe	E		
SAC3553A007	Asia	E		
SAC3553A008	Africa	E		
SAC3553A009	Australia/New Zealand	E		
SAC3554A001	Exporter		Radio button, one-up vertical	Single
SAC3554A002	Researcher			
SAC3554A003	U.S. Government-USDA			
SAC3554A004	U.S. Government-Executive Branch Department			
SAC3554A005	U.S. Government-Legislative Branch			
SAC3554A006	U.S. Government-Other Agency			
SAC3554A007	State government			
SAC3554A008	Local government			
SAC3554A009	Media			
SAC3554A010	Non-Profit Organizations			
SAC3554A011	Other			
SAC3555A001	Exporter		Radio button, one-up vertical	Single
SAC3555A002	Researcher			

SAC3555A003	Government			
SAC3555A004	Media			
SAC3555A005	Non-Profit Organizations			
SAC3555A006	Other			
SAC3555A007	Importer			
SAC3555A008	Student			
SAC3555A009	Foreign embassy staff			
SAC3555A010	Farmer			
SAC3556A001	Just browsing		Radio button, one-up vertical	Single
SAC3556A002	Find marketing programs/market development programs			
SAC3556A003	Find Food Aid programs			
SAC3556A004	Learn about programs			
SAC3556A005	Apply for programs			
SAC3556A006	Research issues and policies			
SAC3556A007	Research and information			
SAC3556A008	Find commodities information			
SAC3556A009	Learn about FAS			
SAC3556A010	Find FAS contact information			
SAC3556A011	Find information on trade capacity building			
SAC3556A012	Find information on international technical collaboration			
SAC3556A013	Find international cooperation on sustainable agriculture			
SAC3556A014	Find statistical market searchable databases/statistical market info			
SAC3556A015	Find overseas market reports			
SAC3556A016	Find commodity specific reports			
SAC3556A017	Find U.S. export requirements			
SAC3556A018	Find foreign import requirements			
SAC3556A019	Find information on how to sell products overseas			
SAC3556A020	Find export financing information			
SAC3556A021	Check updates or find info on trade agreements/negotiations			

SAC3556A022	Find information on cooperation on sustainable agriculture	G		
SAC3556A023	Other			
			Text field, <100 char	
SAC3558A001	Search FAS box (site-wide search)		Drop down, select one	Single
SAC3558A002	Browse by Audience			
SAC3558A003	Browse by Subject			
SAC3558A004	Site Map			
SAC3558A005	Top Navigation Bar			
SAC3558A006	Links within page text			
SAC3559A001	Yes	J	Radio button, one-up vertical	Single
SAC3559A002	No			
SAC3560A001	I had no difficulty with search	K	Radio button, one-up vertical	Single
SAC3560A002	Returned too many results			
SAC3560A003	Returned not enough or no results			
SAC3560A004	Returned results that were not relevant to my search			
SAC3560A005	Returned results were not helpful			
SAC3560A006	I was not sure what words to use in my search			
SAC3560A007	Search required too many refinements to get what I wanted			
SAC3560A008	Returned results were too similar/redundant			
SAC3560A009	Other			
			Text area, no char limit	
SAC3562A001	I had no difficulty navigating the site		Radio button, one-up vertical	Single
SAC3562A002	Could not determine the best link on most pages			

SAC3562A003	Could not navigate back to previous information	M			
SAC3562A004	Would often feel lost / not know where I was				
SAC3562A005	I had difficulty finding related information				
SAC3562A006	Too many links or navigational choices				
SAC3562A007	Links did not take me where I expected				
SAC3562A008	I could not find detailed information				
SAC3562A009	I had technical difficulties (e.g. broken links, error messages)				
SAC3562A010	Links/labels are difficult to understand				
SAC3562A011	Navigated to general area but could not find the specific content				
SAC3562A012	Other				
				Text area, no char limit	
				Text area, no char limit	



Y		Additional Questions
Y		Visit Frequency
Y		Located
Y		US role
Y		Foreign role

Y		Reason

N		Other Reason
Y		Search preference
Y		Search Feature
Y		Search Experience
N		Other Search Exp
Y		Navigation Experience

N		Other Nav Exp
N		Site Improvem ent