

Model Instance Name

EPA v4

MID: 1tQFJ4R55tdd50h88V1hQA==

Date: 11/11/2011

QID	Skip Logic Label	Question Text
SAC5520		For this visit to the EPA Web site, which of the following best describes you?
SAC5521	C	Please specify your role in visiting this website:
SAC5522	A	Which of the following best describes your work?
SAC5523	D	Please specify your business role:
SAC5524	B	Are you an EPA employee?
SAC5525		How frequently do you use the EPA.gov Web site?

SAC5526		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?
SAC5527		How did you look for information on the site today? (Please select all that apply.)
SAC5528	B	The other way I looked for information was:
SAC5529	A	Which of the following best describes your experience with the Search Tools?
SAC5530	C	Please describe your experience with the search tool:
SAC5531		Which of the following best describes your navigation experience on the site:
SAC5532	A	Which of the following navigation difficulties did you have:

SAC5533	B	Please describe the difficulty you had with navigating the site today:
SAC5534		If you visited the EPA home page, did the tools on the page help you find the information you wanted?
SAC5535	A	Are there any changes to the EPA home page that would help you in locating information on the site?
SAC5536		Did you find the information you were looking for today?
SAC5537	A	What couldn't you find?
SAC5538	B	Which of these method(s) led you to the information you were looking for? (Please select all that apply.)
SAC5539	D	The other way I found the information I was looking for was:
SAC5540		Why did you visit the EPA.gov site today? (Please check all that apply):

SAC5541		
	A	Please specify why you visited the EPA.gov site today:
SAC5542		Which of the following topics best describes the information you wanted today?
SAC5543	A	Please specify the other topic that best describes the reason for your visit.
SAC5544	B	Please describe the specific science/technology topic you are on the site for:
SAC5545		In the last three months, have you done any of the following: [Please select all that apply]:

SAC5546		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)
SAC5547		Rank 2 (Optional)
SAC5548		Rank 3 (Optional)

SAC5549		If you heard about this website from a social network, please select which social network it was.
SAC5550		If you heard about this website from a social network, please specify the site.
SAC5551		How would you most like to interact with this site? (Please select all that apply)

SAC5552	A	Please specify the other way in which you would like to interact with this site:
SAC5553		What is the highest level of education you have completed?
SAC5554		If you are accessing this site from within the United States, in which state are you located?

SAC5555		How did you find the EPA site?
SAC5556	A	Please specify how you found this site
SAC5557		If you could run the EPA website for one day, what is the first thing you would do?

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

EPA v4 CUSTOM QUESTION LIST			
Answer Choices (limited to 50 characters)	Skip to	Response (select from)	Single or Multi
Business	A	Radio Button One Up Vertical	Single
Federal government			
State government			
Local government			
Educator (teacher, professor)			
Librarian			
Scientist			
Student			
Parent/adult helping a child			
General public			
Other, please specify:	C		
		Text area, no char limit	Single
Regulated company/entity	D	Radio button, one- up vertical	Single
EPA contractor			
Contractor for other federal agency			
Consultant			
Other, please specify:			
		Text area, no char limit	Single
Yes		Radio button, one- up vertical	Single
No			
Daily		Radio Button One Up Vertical	Single
Weekly			
Monthly			

A couple of times a year			
About once a year			
This is my first time			
Yes, I knew the exact page/application I wanted		Radio button, one-up vertical	Single
I had a good idea of the pages I wanted			
No, I was looking for a specific topic, but didn't know what			
No, I was just browsing the site			
Search box	A	Checkbox, one-up vertical	Multi
Advanced search	A		
Left navigation bar			
Resources			
A-Z Index			
Browse all topics			
Did not use any of these tools			
Other, please specify:	B		
		Text area, no char limit	Single
I did not encounter any difficulties/search worked well		Radio button, one-up vertical	Single
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			
Search returned no results at all			
Other, please specify:	C		
		Text area, no char limit	Single
I did not have difficulty navigating the site		Radio button, one-up vertical	Single
I had difficulty navigating the site	A		
Could not navigate back to previous information		Checkbox, one-up vertical	Multi
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			

Other, please specify:	B		
		Text area, no char limit	Single
Yes	A	Radio button, one- up vertical	Single
No I did not visit the EPA homepage			
		Text area, no char limit	Single
Yes	B	Radio button, one- up vertical	Single
Partially No	A A		
		Text area, no char limit	Single
Search box	D	Checkbox, one-up vertical	Multi
Advanced search			
Left navigation bar			
Resources			
A-Z Index			
Browse all topics			
Other, please specify:			
Did not use any of these tools			
		Text area, no char limit	Single
Read EPA's latest announcements		Checkbox, one-up vertical	Multi
Learn about an environmental issue			
Find out what my community, family, or I can do about an environmental issue			
join			
Find out what EPA is doing about an issue			
Find environmental information about my local area regulations			
Comment on a draft regulation			
Report data to EPA from my company, state, etc.			
Learn about EPA's research efforts			
Find information for kids			
Do homework or a school project			

Learn about EPA itself	A		
Report a spill or other problem			
Get a job or internship with EPA			
Find out about grants or contract opportunities			
Other, please specify:			
		Text area, no char limit	Single
Air	B	Radio Button One Up Vertical	Single
Water			
Waste/Pollution			
Chemicals			
Climate change			
Data set and raw data			
Statistical information			
UVindex			
Fuel/Oil			
Living Green			
Human Health			
Mold			
Pesticides			
Radiation			
Radon			
Recycling			
Lead, mercury, metals			
Laws and regulations			
Science and technology (for example models, methods, Grants and contracts			
Careers and employment			
Other, please specify:	A		
		Text area, no char limit	Single
		Text area, no char limit	single
Browsed a Web site using my mobile phone / device		Checkbox One Up Vertical	Multi
Received text messages or sent text messages using my mobile phone			
Used personalized web pages (such as My Yahoo!)			
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			
Message or recommendation from a friend on a social network		Drop down, select one	Single
Video I saw on YouTube			
Internet blogs or discussion forums			
Advertising on social networks (Facebook, MySpace,			
Message directly from the company on a social network			
Mobile phone text messages or alerts			
Instant Message from a friend or colleague			
Familiarity with site/company/brand			
Promotional email(s) from the company			
Search engine results			
Word of mouth recommendation from someone I know			
TV, radio, newspaper, or magazine advertising			
Internet advertising			
Don't know			
Other			
Message or recommendation from a friend on a social		select one	Single
Video I saw on YouTube			
Internet blogs or discussion forums			
Advertising on social networks (Facebook, MySpace,			
Message directly from the company on a social network			
Mobile phone text messages or alerts			
Instant Message from a friend or colleague			
Familiarity with site/company/brand			
Promotional email(s) from the company			
Search engine results			
Word of mouth recommendation from someone I know			
TV, radio, newspaper, or magazine advertising			
Internet advertising			
Don't know			
Other			
Message or recommendation from a friend on a social		select one	Single

Video I saw on YouTube			
Internet blogs or discussion forums			
Advertising on social networks (Facebook, MySpace,			
Message directly from the company on a social network			
Mobile phone text messages or alerts			
Instant Message from a friend or colleague			
Familiarity with site/company/brand			
Promotional email(s) from the company			
Search engine results			
Word of mouth recommendation from someone I know			
TV, radio, newspaper, or magazine advertising			
Internet advertising			
Don't know			
Other			
delicious		Radio button, one-up vertical	Single
digg			
Facebook			
Google+			
Groupon			
LinkedIn			
LivingSocial			
MySpace			
reddit			
StumbleUpon			
Twitter			
YouTube			
Other, please specify			
Bookmark or tag pages		Checkbox, one-up vertical	Multi
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	A		
Following a microblog			
Other (please specify)			
		Text area	
High school or less		Radio Button One Up Vertical	Single
Some college			
College degree			
Advanced degree			
Prefer not to answer			
Alabama		Drop down, select one	Single
Alaska			
Arizona			
Arkansas			
California			
Colorado			
Connecticut			
Delaware			
District of Columbia			
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			
West Virginia			
Wisconsin			
Wyoming			
Accessing Site from outside the United States			
Search engine	A	Radio Button Two Up Vertical	Single
Referral or links from other sites			
Assumed EPA had a web site/Used web site before			
Media/news story			
Word of mouth			
Site bookmarked			
Email subscriptions/RSS feeds			
Blogs			
Podcasts			
Received environmental information via mobile phone			
Facebook, MySpace			
Second Life, Whyville			
Twitter			
YouTube			
Other, please specify:			
		Text area, no char limit	Open
		Text area, no char limit	Single

Required Y/N	Special Instructions	CQ Label
Y	Skip Logic Group	Role
N	Skip Logic Group	Other Role
Y	Skip Logic Group	Business Work
N	Skip Logic Group	Other Work
y	Skip Logic Group	EPA employee
Y		Frequency

Y		EPA Page
Y	Skip Logic Group	Look for Info
N	Skip Logic Group	OE_Look for Info
N	Skip Logic Group	Search Tools
N	Skip Logic Group	Other Search Tool
Y	Skip Logic Group	Navigation
N	Skip Logic Group	Navigation Difficulties

N	Skip Logic Group	Other Nav
Y	Skip Logic Group	Home Page
N	Skip Logic Group	Other Home Page
Y	Skip Logic Group	Find What Looking For
N	Skip Logic Group	Did Not Find
Y	Skip Logic Group	Find Information
N	Skip Logic Group	OE_Find Information
Y	Skip Logic Group	Why Visit

N	Skip Logic Group	Other Why
Y	Skip Logic Group	Reason for Visit
N	Skip Logic Group	Other Topic looking For
N	Skip Logic Group	Specific Science/Tech Topic
Y		Done In Past 3 Months

Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 1
N	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 2
N	Rank Group	SV - Rank 3

	Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	
N	OPS Group Randomize Anchor Answer Choice	SV-Social Network
N	OPS Group	SV - Other Social Network
N	Skip Logic Group	SM_PREFERRED

N	Skip Logic Group	OE_PREFERRED SM
Y		Education
Y		State

Y	Skip Logic Group	Find Site
N	Skip Logic Group	Other Find Site
N		Improvement