Model Instance Name:
EPA v4

MID: 1tQFJ4R55tdd50h88V1hQA==

Partiti YES

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 11/11/2011

Model questic

ELEMENTS (drivers of satisfaction)	
Content (1=Poor, 10=Excellent, Don't Know)	
1 Please rate your perception of the **accuracy of information** on this site.	27
2 Please rate the **quality of information** on this site.	28
Please rate the **freshness of content** on this site.	29
Look and Feel (1=Poor, 10=Excellent, Don't Know)	
4 Please rate the **visual appeal** of this site.	
5 Please rate the **balance of graphics and text** on this site.	
6 Please rate the **readability of the pages** on this site.	
Navigation (1=Poor, 10=Excellent, Don't Know)	
7 Please rate **how well the site is organized**.	
8 Please rate the **options available for navigating** this site.	
9 Please rate **how well the site layout helps you find what you are looking for.**	
10 Please rate the **number of clicks to get where you want** on this site.	
Online Transparency (1=Poor, 10=Excellent, Don't Know)	
11 Please rate how **thoroughly** this website **discloses information** about what this agency is doing.	
12 Please rate how **quickly agency information is made available** on this website.	
13 Please rate how well information about this agency's actions **can be accessed by the public** on this website.	
Plain Language (1=Poor, 10=Excellent, Don't Know)	
14 Please rate the **clarity of the wording** on this site.	

15 Please rate how **well you understand the wording** on this site.

16 Please rate this site on its **use of short, clear sentences.**

17 Please rate the **relevance of search results** on this site.

18 Please rate the **organization of search results** on this site.

19 Please rate how well the **search results help you decide what to select**.

20 Please rate how well the **search feature helps you to narrow the results** to find what you want.

21 Please rate the **usefulness of the website tools provided** on this site.

22 Please rate the **convenience of the website tools** on this site.

**23** Please rate the **variety of website tools** on this site.

24 Please rate how **quickly pages load** on this site.

25 Please rate the **consistency of speed from page to page** on this site.

**26** Please rate the **ability to load pages without getting error messages** on this site.
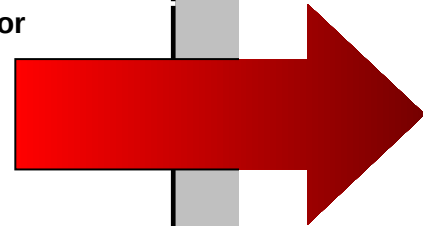
CUSTOMER SATISFACTION

Satisfaction

What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	30
How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*	
How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	31
	32
	33
	34
	35
	36
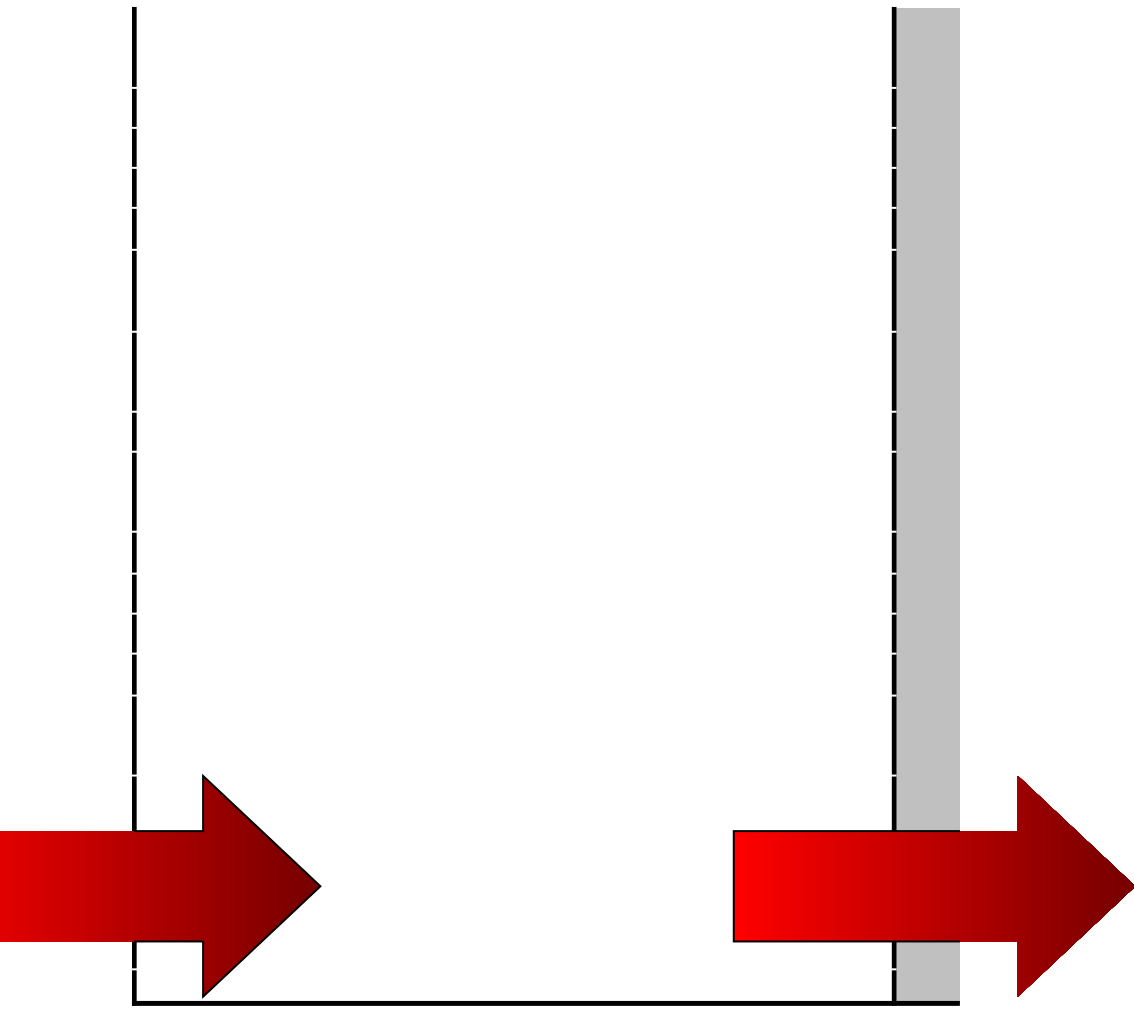
FUTURE BEHAVIORS

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**?

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?**

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.**

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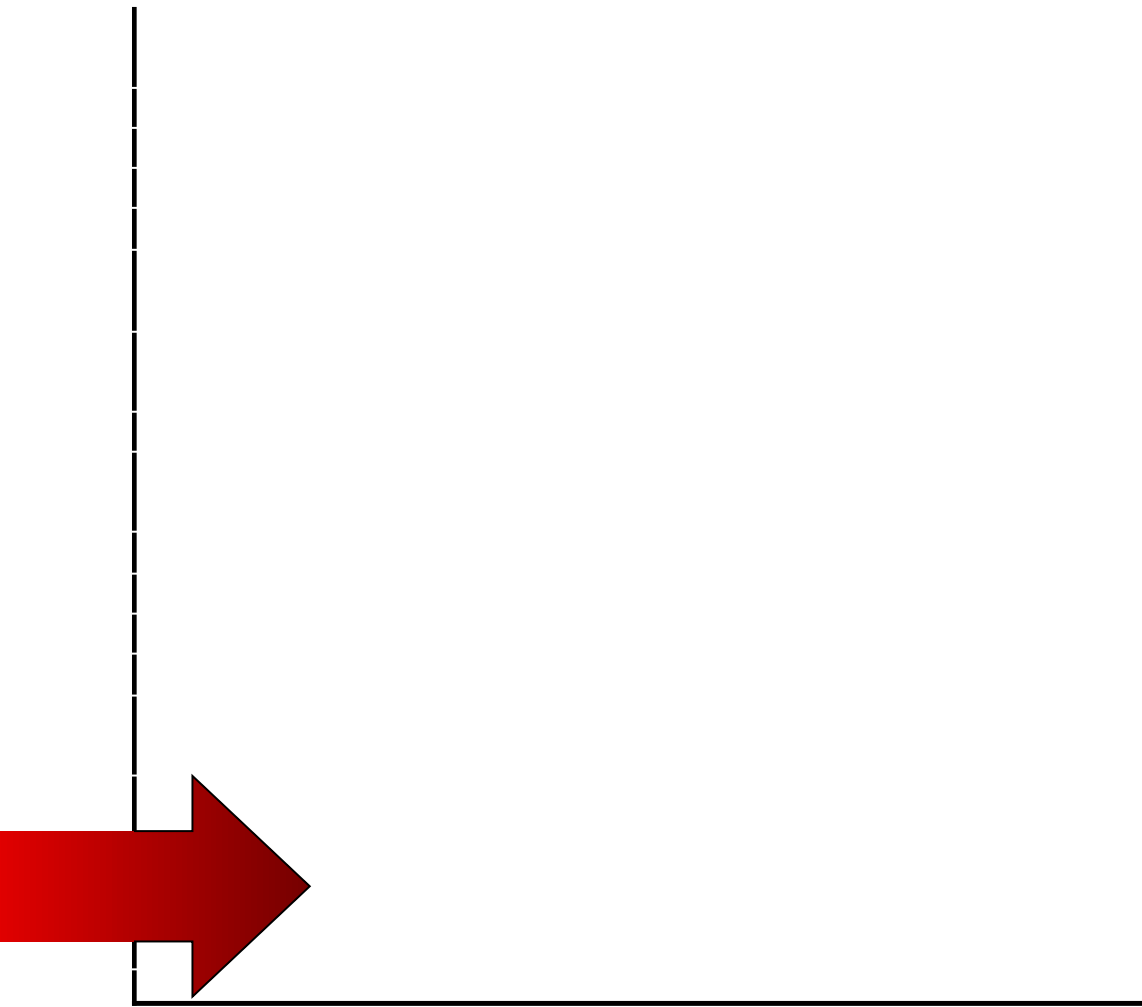
QID	Skip Logic Label	Question Text
SAC5520		For this visit to the EPA Web site, which of the following best describes you?
SAC5521	C	Please specify your role in visiting this website:
SAC5522	A	Which of the following best describes your work?
SAC5523	D	Please specify your business role:
SAC5524	B	Are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

SAC5525		How frequently do you use the EPA.gov Web site?
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:
SAC5536		Did you find the information you were looking for today?
SAC5537	A	What couldn't you find?
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:
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)*

ACQLiv0012433		Do you use something other than a desktop computer/laptop (ex: phone or tablet) to access the Internet?
ACQLiv0012434	C	Would you use a mobile device to access this website?
ACQLiv0012435	F	Which type of mobile content would you prefer from the EPA?
ACQLiv0012436	G	What type of information would you like to have available from this website on your mobile device? (Please select all that apply.)

ACQLiv0012437	**H**	Please specify which other way(s) you would like to interact with this website on your mobile device.
SAC5557		If you could run the EPA website for one day, what is the first thing you would do?

EPA v4 CUSTOM QUESTION LIST

Answer Choices (limited to 50 characters)	Skip to	(select from	Single or Multi
Business	A	Radio Button One Up Vertical	Single
Federal government	B		
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		Radio button, one-up vertical	Single
EPA contractor			
Contractor for other federal agency			
Consultant			
Other, please specify:	D		
		Text area, no char limit	Single
Yes		Radio button, one-up vertical	
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			
Search box	A	Checkbox, one-up vertical	Multi
Advanced search	A		
Left navigation bar			
Resources			
A-Z Index			
Browse all topics			
Other, please specify:	B		
Did not use any of these tools			
		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 wanted			
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 messages)			
Other, please specify:	B		
		Text area, no char limit	Single
Yes	B	Radio button, one-up vertical	Single
Partially	A		
No	A		
		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			
Learn about programs my company or organization can join			
Find out what EPA is doing about an issue			
Find environmental information about my local area			
Discover what my company has to do to comply with 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			
Report a spill or other problem			
Get a job or internship with EPA			
Find out about grants or contract opportunities			
Other, please specify:	A		

		Text area, no char limit	Single
Air		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, data etc.)	B		
Grants and contracts			
Careers and employment			
Other, please specify:	A		
		Text area, no char limit	Single
		Text area, no char limit	single
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, Twitter)			

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 network		Drop down, select one	Single
Video I saw on YouTube			
Internet blogs or discussion forums			
Advertising on social networks (Facebook, MySpace, Twitter)			
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 network		Drop down, select one	Single
Video I saw on YouTube			
Internet blogs or discussion forums			
Advertising on social networks (Facebook, MySpace, Twitter)			

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			
Yes	**C**	Radio Button	Single
No			
Yes	**F,G**	Radio Button	Single
No			
Not Sure	**F,G**		
Mobile site		Radio Button	Single
Downloadable Application (ex: iPhone Application, Android Application, Blackberry Application)			
No preference			
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			
Learn about programs my company or organization can join			
Find out what EPA is doing about an issue			
Find environmental information about my local area			
Discover what my company has to do to comply with 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			

Report a spill or other problem			
Get a job or internship with EPA			
Find out about grants or contract opportunities			
All of the information from epa.gov should be available on a mobile device			
Other, please specify:	**H**		
		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	Skip Logic Group	Look for Info
exclusive		
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	Find What Looking For
N	Skip Logic Group	Did Not Find
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	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1

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

	Anchor Answer Choice Anchor Answer Choice	
Y		M_Access Internet
Y		M_Access EPA
Y		M_Content Type
Y		M_Type of Info

N		M_Other-Info
N		Improvement