

Model Instance Name:  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0wwwoA4YgktwEs50g==



Partitioned (Yes)  
 Date: 8/14/2012

**Recreation.gov Satisfaction Survey**  
*Model questions utilize the ACSI methodology to determine scores and impacts*

| ELEMENTS (drivers of satisfaction) |   | CUSTOMER SATISFACTION |   | FUTURE BEHAVIORS |   |
|------------------------------------|---|-----------------------|---|------------------|---|
| MQ Label                           |   | MQ Label              |   | MQ Label         |   |
|                                    | <b>Content (1=Poor, 10=Excellent, Don't Know)</b>   |                       | <b>Satisfaction</b>   |                  | <b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b>   |
| 1                                  | Content - Accuracy - Please rate the <b>accuracy of information</b> on this site.                                     | 31                    | Satisfaction - Overall - What is your <b>overall satisfaction</b> with this site?           | 34               | Return - How likely are you to <b>return to this site</b> ?   |
| 2                                  | Content - Quality - Please rate the <b>quality of information</b> on this site.                                       | 32                    | Satisfaction - Expectations - How well does this site <b>meet your expectations</b> ?       |                  | <b>Recommend (1=Not Very Likely, 10=Very Likely)</b>  |
| 3                                  | Content - Freshness - Please rate the <b>freshness of content</b> on this site.                                       | 33                    | Satisfaction - Ideal - How does this site <b>compare to your idea of an ideal website</b> ? | 35               | Recommend - How likely are you to <b>recommend this site to someone else</b> ?  |
|                                    | <b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>   |                       |   |                  | <b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b>   |
| 4                                  | Functionality - Usefulness - Please rate the <b>usefulness of the features provided</b> on this site.                 |                       |   | 36               | Primary Resource - How likely are you to use this site as your <b>primary resource</b> for obtaining information from this organization?                  |
| 5                                  | Functionality - Convenience - Please rate the <b>convenience of the features</b> on this site.                        |                       |   |                  | <b>Make Online Reservation</b>  |
| 6                                  | Functionality - Variety - Please rate the <b>variety of features</b> on this site.                                    |                       |   | 37               | Likelihood to Return - How likely are you to <b>make an online reservation</b> from this site in the future?  |
|                                    | <b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>   |                       |   |                  | <b>Make Phone Reservation</b>   |
| 7                                  | Look and Feel - Visual Appeal - Please rate the <b>visual appeal</b> of this site.                                    |                       |   | 38               | Make Phone Reservation - How likely are you to <b>make a reservation</b> using the National Recreation Reservation Service <b>by phone</b> in the future? |
| 8                                  | Look and Feel - Balance - Please rate the <b>balance of graphics and text</b> on this site.                           |                       |   |                  |   |
| 9                                  | Look and Feel - Readability - Please rate the <b>readability of the pages</b> on this site.                           |                       |   |                  |   |
|                                    | <b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>  |                       |   |                  |   |
| 10                                 | Navigation - Organization - Please rate <b>how well the site is organized</b> .                                       |                       |   |                  |   |
| 11                                 | Navigation - Options - Please rate the <b>options available for navigating</b> this site.                             |                       |   |                  |   |
| 12                                 | Navigation - Layout - Please rate <b>how well the site layout helps you find what you are looking for</b> .           |                       |   |                  |   |
| 13                                 | Navigation - Clicks - Please rate the <b>number of clicks to get where you want</b> on this site.                     |                       |   |                  |   |
|                                    | <b>Search (1=Poor, 10=Excellent, Don't Know)</b>  |                       |   |                  |   |
| 14                                 | Search - Results - Please rate the relevance of search results on this site.  |                       |   |                  |   |
| 15                                 | Search - Results - Please rate the organization of search results on this site.                                       |                       |   |                  |   |
| 16                                 | Search - Results - Please rate how well the search results help you decide what to select.                            |                       |   |                  |   |
| 17                                 | Search - Features - Please rate how well the search feature helps you to narrow the results to find what you want.    |                       |   |                  |   |
|                                    | <b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>  |                       |   |                  |   |
| 18                                 | Site Performance - Speed - Please rate the <b>speed that pages load</b> on this site.                                 |                       |   |                  |   |
| 19                                 | Site Performance - Consistency - Please rate the <b>consistency of speed from page to page</b> on this site.          |                       |   |                  |   |
| 20                                 | Site Performance - Errors - Please rate the <b>ability to load pages without getting error messages</b> on this site. |                       |   |                  |   |
|                                    | <b>Tasks/Transactions (1=Poor, 10=Excellent, Don't Know)</b>  |                       |   |                  |   |
| 21                                 | Tasks - Completion - Please rate the ease of completing task(s) on this site.   |                       |   |                  |   |
| 22                                 | Tasks - Privacy - Please rate the degree of privacy in completing tasks on this site.                                 |                       |   |                  |   |
| 23                                 | Tasks - Verification - Please rate the verification of task completion on this site.                                  |                       |   |                  |   |
| 24                                 | Tasks - Help Availability - Please rate the availability of help with questions or problems on this site.             |                       |   |                  |   |
|                                    | <b>Travel Browsing (1=Poor, 10=Excellent, Don't Know)</b>   |                       |   |                  |   |
| 25                                 | Travel Browsing - Location - Please rate the ability to locate desired recreational options on this site.             |                       |   |                  |   |
| 26                                 | Travel Browsing - Selection - Please rate the selection of recreational options on this site.                         |                       |   |                  |   |
| 27                                 | Travel Browsing - Ability - Please rate the ability to browse recreational options on this site.                      |                       |   |                  |   |
|                                    | <b>Travel Information (1=Poor, 10=Excellent, Don't Know)</b>  |                       |   |                  |   |
| 28                                 | Travel Information - Clarity - Please rate the clarity of recreational descriptions on this site.                     |                       |   |                  |   |
| 29                                 | Travel Information - Thoroughness - Please rate the thoroughness of recreational descriptions on this site.           |                       |   |                  |   |
| 30                                 | Travel Information - Usefulness - Please rate the usefulness of recreational images on this site.                     |                       |   |                  |   |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0wwwoA4YgktwEs50g==  
 Date: 8/14/2012

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID           | Skip Logic Label | Question Text  | Answer Choices (limited to 50 characters)   | Skip to | Type (select from list)       | Single or Multi | Required Y/N | Special Instructions | CQ Label                 |
|---------------|------------------|--|---|---------|-------------------------------|-----------------|--------------|----------------------|--------------------------|
| ACQhar0015020 |                  | What is your primary reason for visiting Recreation.gov today?   | Research a future reservation<br>Manage an existing reservation<br>Make a tour reservation<br>Make a campground reservation<br>Obtain a permit<br>Plan a trip<br>Enter a lottery<br>Just browsing<br>Looking for specific information<br>Purchase tickets<br>Other please specify |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | Primary Reason           |
| ACQhar0015021 | A                | Please specify your other primary reason for visiting Recreation.gov today.  |   | A       | Text area, no char limit      |                 | N            | Skip Logic Group*    | Other Primary Reason     |
| ACQCol0008321 |                  | How frequently do you visit this site?   | This is my first visit<br>Every few months or less often<br>Monthly<br>Weekly<br>Several times a week<br>Daily  |         | Radio button, one-up vertical | S               | N            |                      | Visit Frequency          |
| ACQhar0015022 |                  | Did you notice <b>any changes</b> to the Recreation.gov <b>home page</b> during your visit today?  | Yes<br>No   | A,B,C,D | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Homepage change       |
| ACQhar0015043 | A                | Please tell us whether you agree or disagree with the following statements about the new home page: The new home page <b>look and feel is visually pleasing.</b> | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Look & Feel           |
| ACQhar0015044 | B                | The new home page made it <b>easier to determine which section I needed to navigate to.</b>  | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Nav                   |
| ACQhar0015045 | C                | The <b>new layout</b> on the home page made it <b>easier to find the information I was looking for.</b>  | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Find Info             |
| ACQhar0015046 | D                | The new home page design is an <b>improvement over the previous design.</b>  | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Improvement from prev |
| RJB00034      |                  | Did you <b>accomplish what you wanted</b> on Recreation.gov today?   | Yes<br>No<br>Not yet, I'm still in the process  | A       | Text field, <100 char         | S               | Y            |                      | Accomplish Goal          |
| RJB00035      | A                | If you <b>did not accomplish what you wanted</b> , please specify what you were trying to do or find.  |   |         | Text field, <100 char         |                 | N            |                      | What Trying to Do        |
| ACQhar0015047 |                  | Did you visit Recreation.gov to learn more about any of the following recreation areas?  | Mesa Verde National Park<br>Yellowstone National Park<br>Grand Canyon National Park<br>Independence Hall (Independence NHP)<br>Statue of Liberty National Monument<br>San Juan NHS  | A       | Checkbox, one-up vertical     | Multi           | Y            | Skip Logic Group*    | WHS - Park               |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0wwvoA4YgktwEs50g==  
 Date: 8/14/2012

~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID           | Skip Logic Label | Question Text   | Answer Choices<br>(limited to 50 characters)  | Skip to   | Type (select from list)       | Single or Multi | Required Y/N | Special Instructions                    | CQ Label           |
|---------------|------------------|---|---|---|-------------------------------|-----------------|--------------|---|--------------------|
|               |                  |   | Everglades National Park<br>Redwood National Park<br>Mammoth Cave National Park<br>Olympic National Park<br>Great Smoky Mountains National Park<br>Yosemite National Park<br>Hawaii Volcanoes National Park<br>Carlsbad Caverns National Park<br>Wrangell-St. Elias/Glacier Bay National Park<br>Glacier National Park<br>Chaco Culture NHP/Aztec Ruins NM<br>None of the above | A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A |                               |                 |              |   |                    |
| ACQhar0015048 | A                | Did you know that the recreation area(s) you selected above is/are a World Heritage Site?                                   | Yes<br>No<br>Not sure what a World Heritage Site is   | B   | Radio button, one-up vertical | S               | Y            | Mutually Exclusive<br>Skip Logic Group* | WHS - Did You Know |
| ACQhar0015049 | B                | Did knowing the recreation area(s) you selected were World Heritage Sites influence your decision to learn more about them? | Yes - it was an influencer<br>No - It was not an influencer<br>Not sure   |   | Radio button, one-up vertical | S               | Y            | Skip Logic Group*                       | WHS - Influence    |
| RJB00045      |                  | Which of the following categories <b>best describes your total household income</b> last year?                              | Below \$25,000<br>\$25,000-\$49,999<br>\$50,000-\$74,999<br>\$75,000-\$99,999<br>\$100,000-\$124,999<br>\$125,000 or over   |   | Drop down, select one         | S               | N            |   | Income             |
| EDO0586       |                  | What is your age?   | Under 18<br>18 - 24<br>25 - 34<br>35 - 44<br>45 - 54<br>55 - 64<br>65 or older<br>I prefer not to answer  |   | Drop down, select one         | S               | N            |   | Age                |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0ww0A4YgktwEs50g==  
 Date: 8/14/2012

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID           | Skip Logic Label | Question Text  | Answer Choices (limited to 50 characters)   | Skip to | Type (select from list)       | Single or Multi | Required Y/N | Special Instructions | CQ Label                 |
|---------------|------------------|--|---|---------|-------------------------------|-----------------|--------------|----------------------|--------------------------|
| RJB00093      |                  | <del>Was the purpose of your visit today to make a reservation at Yosemite National Park?</del>  | <del>Yes</del><br><del>No</del><br><del>Not sure</del>  |         | Text field, <100 char         | S               | Y            |                      | Purpose Yosemite         |
| NEW           |                  | What is your primary reason for visiting Recreation.gov today?   | Research a future reservation<br>Manage an existing reservation<br>Make a tour reservation<br>Make a campground reservation<br>Obtain a permit<br>Plan a trip<br>Enter a lottery<br>Just browsing<br>Looking for specific information<br>Purchase tickets<br>Other please specify |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | Primary Reason           |
| NEW           | A                | Please specify your other primary reason for visiting Recreation.gov today.  |   | A       | Text area, no char limit      |                 | N            | Skip Logic Group*    | Other Primary Reason     |
| ACQCol0008321 |                  | How frequently do you visit this site?   | <i>This is my first visit</i><br><i>Every few months or less often</i><br><i>Monthly</i><br><i>Weekly</i><br><i>Several times a week</i><br><i>Daily</i>  |         | Radio button, one-up vertical | S               | N            |                      | Visit Frequency          |
| NEW           |                  | Did you notice any changes to the Recreation.gov home page during your visit today?  | Yes<br>No   | A,B,C,D | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Homepage change       |
| NEW           | A                | Please tell us whether you agree or disagree with the following statements about the new home page:<br>The new home page look and feel is visually pleasing. | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Look & Feel           |
| NEW           | B                | The new home page made it easier to determine which section I needed to navigate to.   | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Nav                   |
| NEW           | C                | The new layout on the home page made it easier to find the information I was looking for.  | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Find Info             |
| NEW           | D                | The new home page design is an improvement over the previous design.   | Strongly Disagree<br>Disagree<br>Neutral<br>Agree<br>Strongly Agree<br>Don't know   |         | Radio button, one-up vertical | S               | Y            | Skip Logic Group*    | HP-Improvement from prev |
| RJB00034      |                  | Did you accomplish what you wanted on Recreation.gov today?  | Yes<br>No<br>Not yet, I'm still in the process  | A       | Text field, <100 char         | S               | Y            |                      | Accomplish Goal          |
| RJB00035      | A                | If you did not accomplish what you wanted, please specify what you were trying to do or find.  |   |         | Text field, <100 char         |                 | N            |                      | What Trying to Do        |
| NEW           |                  | Did you visit Recreation.gov to learn more about any of the following recreation areas?  | Mesa Verde National Park<br>Yellowstone National Park   | A<br>A  | Checkbox, one-up vertical     | Multi           | Y            | Skip Logic Group*    | WHS - Park               |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0wwwoA4YgktwEs50g==  
 Date: 8/14/2012

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

**Recreation.gov Satisfaction Survey**

| QID     | Skip Logic Label | Question Text   | Answer Choices (limited to 50 characters)   | Skip to   | Type (select from list)       | Single or Multi | Required Y/N | Special Instructions  | CQ Label           |
|---------|------------------|---|---|---|-------------------------------|-----------------|--------------|---|--------------------|
|         |                  |   | Grand Canyon National Park<br>Independence Hall (Independence NHP)<br>Statue of Liberty National Monument<br>San Juan NHS<br>Everglades National Park<br>Redwood National Park<br>Mammoth Cave National Park<br>Olympic National Park<br>Great Smoky Mountains National Park<br>Yosemite National Park<br>Hawaii Volcanoes National Park<br>Carlsbad Caverns National Park<br>Wrangell-St. Elias/Glacier Bay National Park<br>Glacier National Park<br>Chaco Culture NHP/Aztec Ruins NM<br>None of the above  | A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A<br>A |                               |                 |              |   |                    |
| NEW     | A                | Did you know that the recreation area(s) you selected above is/are a World Heritage Site?   | Yes<br>No<br>Not sure what a World Heritage Site is   | B   | Radio button, one-up vertical | S               | Y            | Mutually Exclusive<br>Skip Logic Group*   | WHS - Did You Know |
| NEW     | B                | Did knowing the recreation area(s) you selected were World Heritage Sites influence your decision to learn more about them?           | Yes - it was an influencer<br>No - It was not an influencer<br>Not sure   |   | Radio button, one-up vertical | S               | Y            | Skip Logic Group*   | WHS - Influence    |
| SAC1200 |                  | 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) | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from Recreation.gov on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with Recreation.gov<br>Promotional email(s) from Recreation.gov<br>Search engine results<br>Word of mouth recommendation from someone I know<br>TV, radio, newspaper, or magazine advertising<br>Internet advertising<br>Don't know<br>Other |   | Drop-down, select one         | S               | Y            | Rank-Group*<br><br>Adjust-Template/Style-Sheet<br>Randomize<br><br>Anchor-Answer-Choice<br>Anchor-Answer-Choice | SV - Rank-1        |
| SAC1201 |                  | Rank 2 (Optional)   | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from Recreation.gov on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with Recreation.gov<br>Promotional email(s) from Recreation.gov<br>Search engine results<br>Word of mouth recommendation from someone I know<br>TV, radio, newspaper, or magazine advertising<br>Internet advertising<br>Don't know<br>Other |   | Drop-down, select one         | S               | N            | Rank-Group*<br><br>Anchor-Answer-Choice<br>Anchor-Answer-Choice   | SV - Rank-2        |
| SAC1202 |                  | Rank 3 (Optional)   | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from Recreation.gov on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with Recreation.gov<br>Promotional email(s) from Recreation.gov  |   | Drop-down, select one         | S               | N            | Rank-Group*   | SV - Rank-3        |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0ww0A4YgktwEs50g==  
 Date: 8/14/2012

~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID      | Skip Logic Label | Question Text  | Answer Choices<br>(limited to 50 characters)  | Skip to | Type (select from list)  | Single or Multi | Required Y/N | Special Instructions   | CQ Label                  |
|----------|------------------|--|---|---------|--------------------------|-----------------|--------------|--|---------------------------|
|          |                  |  | <del>Search engine results</del><br><del>Word of mouth recommendation from someone I knew</del><br><del>TV, radio, newspaper, or magazine advertising</del><br><del>Internet advertising</del><br><del>Don't know</del><br><del>Other</del> |         |                          |                 |              | <del>Another Answer Choice</del><br><del>Another Answer Choice</del> |                           |
| SAC1203  |                  | if you heard about Recreation.gov from a social network, please specify the site (i.e. Facebook, Twitter); |   |         | Text area, no char limit |                 | N            |  | SV - Other Social Network |
| RJB00045 |                  | Which of the following categories best describes your total household income last year?                    | Below \$25,000<br>\$25,000-\$49,999<br>\$50,000-\$74,999<br>\$75,000-\$99,999<br>\$100,000-\$124,999<br>\$125,000 or over   |         | Drop down, select one    | S               | N            |  | Income                    |
| EDO0586  |                  | What is your age?  | Under 18<br>18 - 24<br>25 - 34<br>35 - 44<br>45 - 54<br>55 - 64<br>65 or older<br>I prefer not to answer  |         | Drop down, select one    | S               | N            |  | Age                       |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0wwwoA4YgktwEs50g==  
 Date: 8/14/2012

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID           | Skip Logic Label | Question Text   | AnswerIDs (DOT)   | Answer Choices (limited to 50 characters)   | Skip to | Type (select from list)       | Single or Multi | Required Y/N | Special Instructions   |
|---------------|------------------|---|---|---|---------|-------------------------------|-----------------|--------------|--|
| RJB00083      |                  | Was the purpose of your visit today to make a reservation at Yosemite National Park?  |   | Yes<br>No<br>Not sure   |         | Text field, <100 char         | S               | Y            |  |
| RJB00034      |                  | Did you <b>accomplish what you wanted</b> on Recreation.gov today?  |   | Yes<br>No<br>Not yet, I'm still in the process  | A       | Text field, <100 char         | S               | Y            |  |
| RJB00035      | A                | If you <b>did not accomplish what you wanted</b> , please specify what you were trying to do or find.   |   |   |         | Text field, <100 char         |                 | N            |  |
| SAC1200       |                  | Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).<br><b>Rank 1 (Required)</b> | SAC1200A001<br>SAC1200A002<br>SAC1200A003<br>SAC1200A004<br>SAC1200A005<br>SAC1200A006<br>SAC1200A007<br>SAC1200A008<br>SAC1200A009<br>SAC1200A010<br>SAC1200A011<br>SAC1200A012<br>SAC1200A013<br>SAC1200A014<br>SAC1200A015 | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from Recreation.gov on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with Recreation.gov<br>Promotional email(s) from Recreation.gov<br>Search engine results<br>Word of mouth recommendation from someone I know<br>TV, radio, newspaper, or magazine advertising<br>Internet advertising<br>Don't know<br>Other |         | Drop down, select one         | S               | Y            | Rank Group*<br><br>Adjust Template/Style Sheet Randomize<br><br>Anchor Answer Choice<br>Anchor Answer Choice |
| SAC1201       |                  | <b>Rank 2 (Optional)</b>  | SAC1201A001<br>SAC1201A002<br>SAC1201A003<br>SAC1201A004<br>SAC1201A005<br>SAC1201A006<br>SAC1201A007<br>SAC1201A008<br>SAC1201A009<br>SAC1201A010<br>SAC1201A011<br>SAC1201A012<br>SAC1201A013<br>SAC1201A014<br>SAC1201A015 | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from Recreation.gov on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with Recreation.gov<br>Promotional email(s) from Recreation.gov<br>Search engine results<br>Word of mouth recommendation from someone I know<br>TV, radio, newspaper, or magazine advertising<br>Internet advertising<br>Don't know<br>Other |         | Drop down, select one         | S               | N            | Anchor Answer Choice<br>Anchor Answer Choice<br>Rank Group*  |
| SAC1202       |                  | <b>Rank 3 (Optional)</b>  | SAC1202A001<br>SAC1202A002<br>SAC1202A003<br>SAC1202A004<br>SAC1202A005<br>SAC1202A006<br>SAC1202A007<br>SAC1202A008<br>SAC1202A009<br>SAC1202A010<br>SAC1202A011<br>SAC1202A012<br>SAC1202A013<br>SAC1202A014<br>SAC1202A015 | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from Recreation.gov on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with Recreation.gov<br>Promotional email(s) from Recreation.gov<br>Search engine results<br>Word of mouth recommendation from someone I know<br>TV, radio, newspaper, or magazine advertising<br>Internet advertising<br>Don't know<br>Other |         | Drop down, select one         | S               | N            | Anchor Answer Choice<br>Anchor Answer Choice<br>Rank Group*  |
| SAC1203       |                  | If you heard about Recreation.gov from a social network, please specify the site (i.e. Facebook, Twitter).                                      |   |   |         | Text area, no char limit      |                 | N            |  |
| ACQCoI0008321 |                  | How frequently do you visit this site?  | ACQCoI0008321A01<br>ACQCoI0008321A02<br>ACQCoI0008321A03<br>ACQCoI0008321A04<br>ACQCoI0008321A05<br>ACQCoI0008321A06  | This is my first visit<br>Every few months or less often<br>Monthly<br>Weekly<br>Several times a week<br>Daily  |         | Radio button, one-up vertical | S               | Y            |  |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0ww0A4YgktwEs50g==  
 Date: 8/14/2012

~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID      | Skip Logic Label | Question Text  | AnswerIDs (DOT) | Answer Choices (limited to 50 characters)   | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|----------|------------------|--|-----------------|---|---------|-------------------------|-----------------|--------------|----------------------|
| RJB00045 |                  | Which of the following categories <b>best describes your total household income</b> last year? |                 | Below \$25,000<br>\$25,000-\$49,999<br>\$50,000-\$74,999<br>\$75,000-\$99,999<br>\$100,000-\$124,999<br>\$125,000 or over |         | Drop down, select one   | S               | Y            |                      |
| EDO0586  |                  | What is your age?  |                 | Under 18<br>18 - 24<br>25 - 34<br>35 - 44<br>45 - 54<br>55 - 64<br>65 or older<br>I prefer not to answer                  |         | Drop down, select one   | S               | Y            |                      |





**CQ Label**

Purpose  
Yosemite

Accomplish Goal

What Trying to Do

SV - Rank 1

SV - Rank 2

SV - Rank 3

SV - Other Social  
Network

Visit Frequency

| <b>CQ Label</b> |
|-----------------|
| Income          |
|                 |
| Age             |
|                 |

Model Instance Name

Recreation.gov Satisfaction Survey  
MID: AxMwRh0ww0A4YgktwEs50g==  
Date: 8/14/2012

~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
pink: ADDITION  
blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID      | Skip Logic Label | Question Text  | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions | CQ Label         |
|----------|------------------|--|---|---------|-------------------------|-----------------|--------------|----------------------|------------------|
| RJB00083 |                  | Was the purpose of your visit today to make a reservation at Yosemite National Park? | Yes                                       |         | Text field, <100 char   | S               | Y            |                      | Purpose Yosemite |

Model Instance Name  
 Recreation.gov Satisfaction Survey  
 MID: AxMwRh0ww0A4YgktwEs50g==  
 Date: 8/14/2012

~~red & strike-through~~: DELETE  
*underlined & italicized*: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

| QID      | Skip Logic Label | Question Text  | AnswerIDs (DOT) | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions | CQ Label         |
|----------|------------------|--|-----------------|---|---------|-------------------------|-----------------|--------------|----------------------|------------------|
| RJB00083 |                  | Was the purpose of your visit today to make a reservation at Yosemite National Park? |                 | Yes                                       |         | Text field, <100 char   | S               | Y            |                      | Purpose Yosemite |