IRS Spanish Survey MODEL QUESTION LIST
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
*NOTE: **All** questions under each element are **required.** Element questions are partitioned among surveys.*	*Satisfaction questions are required. Satisfaction questions appear on all surveys.*	*Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.*

REQUIRED ELEMENTS (common to all websites)

Content *(1=Poor, 10=Excellent, Don't Know)*

1 Please rate the **accuracy of information** on this website.

2 Please rate the **quality of information** on this website.

3 Please rate the **freshness of content** on this website.

Functionality (1=Poor, 10=Excellent, Don't Know)

4 Please rate the **usefulness of the features provided** on this website.

5 Please rate the **convenience of the features** on this website.
6 Please rate the **variety of features** on this website.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*
7 Please rate the **visual appeal** of this website.
8 Please rate the **balance of graphics and text** on this website.
9 Please rate the **readability of the pages** on this website.

Navigation *(1=Poor, 10=Excellent, Don't Know)*
10 Please rate **how well the website is organized**.
11 Please rate the **options available for navigating** this website.
12 Please rate **how well the website layout helps you find** what you are looking for.

13 Please rate the **number of clicks to get where you want** on this website.

Search *(1=Poor, 10=Excellent, Don't Know)*
14 Please rate the **relevance of search results** on this website.
15 Please rate the **organization of search results** on this website.
16 Please rate how well the **search results help you decide what to select**.

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

Site Performance *(1=Poor, 10=Excellent, Don't Know)*
18 Please rate **how quickly pages load** on this website.
19 Please rate the **consistency of speed from page to page** on this website.

20 Please rate the **ability to load pages without getting error messages** on this website.

Online Transparency (1=Poor, 10=Excellent, Don't Know)
21 Please rate how **thoroughly this website discloses information** about what this agency is doing.

22 Please rate how **quickly agency information is made available** on this website.

23 Please rate how well **information about this agency's actions can be accessed** by the public on this website.

Satisfaction

24 What is your **overall satisfaction** with this website? (1=Very Dissatisfied, 10=Very Satisfied)

25 How well does this website **meet your expectations**? (1=Falls Short, 10=Exceeds)

26 How does this website **compare to your idea of an ideal website**? (1=Not Very Close, 10=Very Close)

Return (1=Very Unlikely, 10=Very Likely)
27 How likely are you to **return** to this website?

Recommend (1=Very Unlikely, 10=Very Likely)

28 How likely are you to **recommend** this website to someone else?

Primary Resource (1=Very Unlikely, 10=Very Likely)

29 How likely are you to use this website as your **primary resource** for tax information?

Trust (1=Strongly Disagree, 10=Strongly Agree)
30 I can count on this agency to **act in my best interests**.
31 I consider this agency to be **trustworthy**.
32 This agency can be trusted to **do what is right**.

CUSTOM QUESTIONS
IRS Spanish Survey
MID:
Date: 11/28/2012

red & strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING
violet (bold): SKIP-LOGIC

IRS Spanish Survey CUSTOM QUESTION LIST							
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		How **frequently** do you visit this website?	First time Daily About once a week About once a month Every 6 months or less		Drop down, select one	Single	Y
		Which category **best describes** you? Are you …?	An individual taxpayer Representing a business Representing a charity or non-profit organization Representing a government entity A tax professional (i.e. accountant, attorney, tax consultant, tax preparer, etc.) An academic/researcher Military Retirement fund administrator An IRS employee A VITA/TCE volunteer Other		Radio button, one-up vertical	Single	Y
		What is your **primary reason** for coming to the IRS.gov website **today**?	File a return Find my refund Find forms and publications Use Free File Order a transcript Find out about earned income tax credit Research information for new people in the United States Get information on e-file Explore questions and answers for truckers filing electronic tax Get general information Learn more about identity theft Get a personal identification number (ITIN) Find out about criminal investigation Research social security number requirements Set up payment arrangements, installment plans Read about my civil rights Find information for small business Review farmers information center Learn about disaster tax relief Find taxpayer advocate services Review information for professional tax preparers Explore appeals and tax dispute resolutions Research information by tax issues Find information for residents of Puerto Rico Find other government sites or resources Check videos on the IRS YouTube channel Read the IRS notices Read the press reports Review the multimedia center Other, please specify:	A	Radio button, one-up vertical	Single	Y
	A	If you answered "**Other**" as a primary reason, please specify.			Text area, no char limit		N
		Were you able to **satisfy your Primary Reason** for using IRS.gov on **this** current visit to our website?	Yes No Don't know / Not sure	A A	Drop down, select one	Single	Y
	A	Why do you feel that your **Primary Reason** for coming to the website was **not completely resolved** today?	The information was too difficult to locate on the IRS.gov website The information was too difficult to understand Other, please specify:	B	Drop down, select one	Single	Y
	B	Please specify why do you feel that your **Primary Reason** for coming to the website was **not completely resolved**.			Text area, no char limit		N

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		How did you **find information** on our website today? (Please mark all that apply.)	IRS.gov search Advanced search Forms and publications area Site navigation Links on a page Site Map Bookmarks Internet search engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other		Checkbox, one-up vertical	Multi	Y
		Did you **find** the information you were **looking for**?	Yes No Partially	 A A	Drop down, select one	Single	Y
	A	If you **didn't find** what you were looking for, what **specific type** of information were you trying to find? Please specify.			Text area, no char limit		N
		How could we improve the IRS.gov website so that you could find the information you were looking for more readily?			Text area, no char limit		N

Special instructions	CQ Label
	Frequency
	Role
Skip logic	Reason
	Other reason/general info
Skip logic	Satisfy reason
	Unresolved reason
	Why unresolved reason

Special instructions	CQ Label
	Method
Skip logic	Find
	No info found
	Improvement