Model Instance Name:
Forest Service Enterprise

MID: NEW

Partitioned: Yes

Date: 9/15/2012

FORESEE

Forest Service Enterprise
Model questions utilize the ACSI methodology to determine scores and impacts

	MQ Label	ELEMENTS (drivers of satisfaction)		MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
		Content (1=Poor, 10=Excellent, Don't Know)			**Satisfaction**			**Primary Resource (1=Very Unlikely, 10=Very Likely)**
1	Content - Accu	Please rate your perception of the **accuracy of information** on this site.	18	Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	21	Primary Resource	How likely are you to use this site as your **primary resource for obtaining information from this organization?**
2	Content - Quali	Please rate the **quality of information** on this site.	19	Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*			**Return (1=Very Unlikely, 10=Very Likely)**
3	Content - Fres	Please rate the **freshness of content** on this site.	20	Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	22	Return	How likely are you to **return to this site** in the next 30 days?
		Functionality (1=Poor, 10=Excellent, Don't Know)						**Recommend (1=Very Unlikely, 10=Very Likely)**
4	Functionality -	Please rate the **usefulness of the website tools provided** on this site.				23	Recommend	How likely are you to **recommend this site** to someone else?
5	Functionality -	Please rate the **convenient placement of the website tools** on this site.						
6	Functionality -	Please rate the **variety of website tools** on this site.						
		Look and Feel (1=Poor, 10=Excellent, Don't Know)						
7	Look and Feel	Please rate the **visual appeal** of this site.						
8	Look and Feel	Please rate the **balance of graphics and text** on this site.						
9	Look and Feel	Please rate the **readability of the pages** on this site.						
		Navigation (1=Poor, 10=Excellent, Don't Know)						
10	Navigation - Or	Please rate **how well the site is organized**.						
11	Navigation - Op	Please rate the **options available for navigating** this site.						
12	Navigation - La	Please rate **how well the site layout helps you find what you are looking for.**						
13	Navigation - Cl	Please rate the **number of clicks to get where you want** on this site.						
		Site Performance (1=Poor, 10=Excellent, Don't Know)						
14	Site Performan	Please rate how **quickly pages load** on this site.						
15	Site Performan	Please rate the **consistency of speed from page to page** on this site.						
16	Site Performan	Please rate the **ability to load pages without getting error messages** on this site.						

Forest Service Ent - NF&G

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
		In what role are you visiting the Forest Service website?	Consulting Forester		Radio button, one-up vertical	S	Y	Skip Logic Group*	Role
			Extension Agent						
			General Public						
			Government Employee (federal, state, or local)						
			Land Manager						
			Landowner						
			Primary or Secondary Education Student (K-12 student)						
			Primary or Secondary Education Teacher						
			Private Sector (business owner/employee)						
			Recreationist						
			Regulator						
			Researcher						
			University Student (Undergrad or Graduate)						
			Other (Please specify)	A					
	A	Please specify your role in visiting the Forest Service website.			Text area, no char limit		N	Skip Logic Group*	OE_Role
		What is your **primary reason** for visiting the National Forest Service website today?	To plan a visit to a National Forest or Grassland	B, C, D	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Purpose
			General information (e.g. just browsing)						
			Contact information (phone numbers)						
			Scientific information	D					
			Employment Opportunities						
			Volunteering Opportunities						
			Natural resource management (policy, plans, programs and projects)						
			Official communications (e.g. news releases or testimony)						
			Other (Please specify)	A					
	A	Please specify your other reason for visiting the National Forest Service website.			Text area, no char limit		N	Skip Logic Group*	OE_Primary Purpose
	B	What information are you seeking to help **plan your next visit** to a National Forest or Grassland?	Current forest conditions (e.g. fire activity, weather)		Radio button, one-up vertical	S	Y	Skip Logic Group*	Next Visit Information
			Online maps						
			Off Highway Vehicle (OHV) use						
			Campground Information						
			Hiking Information						
			Permits						
			Regulations						
			Roads and access (e.g. road closures)						
			Other (please specify)	B1					
	B1	Please specify the information you're seeking to help plan your next visit to a National Forest or Grassland.			Text area, no char limit		N	Skip Logic Group*	OE_Next Visit Info
	C	When do you **plan to make your next visit** to a National Forest or Grassland?	Within the next week		Radio button, one-up vertical	S	Y	Skip Logic Group*	Plan To Make Next Visit
			Within the next month						
			Within the next 3 months						
			Within the next 6 months						
			Within the next 12 months						
	D	What **primary activity** will you be doing during your next visit to a National Forest or Grassland?	Alpine Skiing		Drop down, select one	S	Y	Skip Logic Group*	Primary Activity
			Bicycling						
			Boating						
			Camping						
			Cabin Rentals						
			Canoeing						
			Climbing						
			Fishing						
			Hiking						
			Horse Riding						
			Hunting						
			Kayaking						
			Mountain biking						
			Nature Viewing						
			Nordic Skiing						

Model Instance Name:	red & strike-through: DELETE
Forest Service Ent - NF&G	*underlined & italicized*: RE-ORDER
MID:	pink: ADDITION
Date: **11/13/2012**	blue + -->: REWORDING

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			OHV Riding						
			Outdoor Learning						
			Picnicking						
			Rafting						
			Rock hounding						
			Scenic Driving						
			Snowmobiling						
			Other (please specify)	E					
	E	Please specify your primary activity			Text area, no char limit		N	Skip Logic Group*	OE_Activity
	D	What **scientific information** are you mostly looking for? Information about:	GIS tools						
			Ecology management tools						
			Computer-based tools						
			Databases						
			Fire						
			Find an expert						
			Journal articles						
			Maps						
			Photos or graphics						
			Publications						
			Technical manuals						
			Other (please specify)	G					
	G	Other scientific information:			Text area, no char limit		N	Skip Logic Group*	
		Did you use the online maps feature **located within the 'Recreation' section** of the site during your visit?	Yes	A, B	Radio button, one-up vertical	S	Y	Skip Logic Group*	Use Online Map
			No						
			Not Sure						
	A	Please tell us how we can improve your experience with online maps on this site.			Text area, no char limit		N	Skip Logic Group*	OE_Use Online Map
	B	Please rate your satisfaction with the online maps on this site.			Radio button, scale, no don't know	S	Y	Skip Logic Group*	Online Map Sat
			1=Very Dissatisfied						
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			Very Satisfied=10						
		If you're seeking an online map, what best describes the kind of online maps you prefer?	Detailed and printable travel map of a National Forest or Grassland		Radio button, one-up vertical	S	Y	Skip Logic Group*	Online Map Preferences
			Simple online map that give basic location information for recreation						
			Full-featured online map that would allow you to zoom, pan, etc.						
			I'm not looking for an online map						
			Other (Please specify)	A					
	A	Please describe the online maps you'd prefer.			Text area, no char limit		N	Skip Logic Group*	OE_Online Map Preferences
		What was your **primary method of looking for information** on our site today?	Browsed, that is, followed links in the page		Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Method Find Info
			Search feature (located in the upper left corner)	A					
			Advanced search feature	A					
			Third-party search engine (e.g., Google)						
			Drop-down "State" list						
			Drop-down "Forest Name" list						
	A	Please tell us about your **experience with the site's search feature** today. (Please select all that apply.)	Results were not relevant/not what I wanted		Checkbox, one-up vertical	M	Y	Skip Logic Group*	Search Experience
			Too many search results/I needed to refine my search						
			Not enough results						
			Returned NO results						

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			Received error message(s)						
			Search speed was too slow						
			I experienced a different search issue (please explain):	A					
			I had no difficulties with the search feature					Mutually Exclusive	
	B	Please specify your other search issue.			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
		Did you find what you were looking for on the site today?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group*	Find What Looking For
			No	A					
	A	Please tell us specifically what you were looking for on the site.			Text area, no char limit		N	Skip Logic Group*	OE_Find Looking For
		How **frequently** do you visit the **Forest Service website**?	This is my first visit		Radio button, one-up vertical	S	Y		Visit Frequency
			A few times a year						
			Monthly						
			Weekly						
			Daily						
		How often do you visit **National Forests or Grasslands**?	Several times a week		Radio button, one-up vertical	S	Y		NF&G Visit Freq
			Once a week						
			Once a month						
			Once every six months						
			About once a year or less often						
			I've never visited a National Forest or Grassland						
		What is your **gender**?	Female		Radio button, one-up vertical	S	Y		Gender
			Male						
			Prefer not to respond						
		How **old** are you?	Under 18		Drop down, select one	S	Y		Age
			18-24						
			25-34						
			35-44						
			45-54						
			55-64						
			65-74						
			75 and up						
			Prefer not to respond						
		If you could make **one improvement** to the Forest Service site, what would it be?			Text area, no char limit		N		One Improvement

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