

Model Instance Name:  
Forest Service Enterprise

MID: NEW  
Partitioned: Yes  
Date: 9/15/2012

Shared Model for 3 different segments

1. National Forests and Grasslands - <http://www.fs.usda.gov/>
2. Research and Development - <http://www.fs.fed.us/research/>
3. State and Private Forestry - <http://www.fs.fed.us/spf>



Forest Service Enterprise						
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>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
1	Content - Accu	Please rate your perception of the <b>accuracy of information</b> on this site.	18	Satisfaction - Overall	21	Primary Resource
						How likely are you to use this site as your <b>primary resource for obtaining information</b> from this organization?
2	Content - Quali	Please rate the <b>quality of information</b> on this site.	19	Satisfaction - Expectations		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3	Content - Fres	Please rate the <b>freshness of content</b> on this site.	20	Satisfaction - Ideal	22	Return
						How likely are you to <b>return to this site</b> in the next 30 days?
		<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
4	Functionality -	Please rate the <b>usefulness of the website tools provided</b> on this site.			23	Recommend
						How likely are you to <b>recommend this site</b> to someone else?
5	Functionality -	Please rate the <b>convenient placement of the website tools</b> on this site.				
6	Functionality -	Please rate the <b>variety of website tools</b> on this site.				
		<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
7	Look and Feel	Please rate the <b>visual appeal</b> of this site.				
8	Look and Feel	Please rate the <b>balance of graphics and text</b> on this site.				
9	Look and Feel	Please rate the <b>readability of the pages</b> on this site.				
		<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
10	Navigation - Or	Please rate <b>how well the site is organized</b> .				
11	Navigation - Or	Please rate the <b>options available for navigating</b> this site.				
12	Navigation - La	Please rate <b>how well the site layout helps you find what you are looking for</b> .				
13	Navigation - Cl	Please rate the <b>number of clicks to get where you want</b> on this site.				
		<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
14	Site Performan	Please rate how <b>quickly pages load</b> on this site.				
15	Site Performan	Please rate the <b>consistency of speed from page to page</b> on this site.				
16	Site Performan	Please rate the <b>ability to load pages without getting error messages</b> on this site.				

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 Forest Service Ent - S&PF  
 MID:  
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~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Forest Service Ent - S&PF

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 Role
		In what role are you visiting this site?	Consulting forester 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 Congressional member/policy maker University Student (Undergrad or Graduate) Journalist/Media Other (Please specify)	A	Radio button, one-up vertical	S	Y	Skip Logic Group*  Randomize Anchor Answer Choice	Role
	A	Please specify your primary role in visiting the site today.			Text area, no char limit		N	Skip Logic Group*	OE_Role
		What were you <b>primarily</b> looking for during your visit today?	Employment Information Publications Scientific Information Other, (Please specify)	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Looking For
	A	What information were you primarily looking for during your visit today?	Climate change Ecology, ecosystems, and environment Environment and people Fire Forest and plant health Forest products Inventory, monitoring and analysis Economic Information Policy Information Natural resource management and use Threatened and endangered species Wildlife Other (Please specify)	B	Radio button, one-up vertical	S	Y	Skip Logic Group*	Info Looking For
	B	Please specify the information you were primarily looking for.			Text area, no char limit		N	Skip Logic Group*	OE_Looking For
		Did you find what you were looking for on the site today?	Yes No	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Find Looking For
	A	Please specify what you were looking for today.			Text area, no char limit		N	Skip Logic Group*	OE_Find Looking For
	A	How did you plan to use the information you were looking for?	Land management planning Extension of education Fire management Fisheries management Media reporting Regulation development Resource valuation Policy development Wildlife management Other (Please specify)	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Plan Use Info
	A	Please specify how you plan to use this information.			Text area, no char limit		N	Skip Logic Group*	OE_Plan Use Info
		How did you arrive at this website today?	Manually typed in the website address Used a search engine (e.g. Google, Bing, etc.) From the Forest Service homepage I have the page bookmarked Other (Please specify)	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Arrived To Site

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	A	Please specify how you arrived to this website today.			Text area, no char limit		N	Skip Logic Group*	OE_Arrived To Site
		How did you primarily look for information on this site today?	Search feature Top navigation bar Left navigation bar Links in the center of the page Site map I have the information bookmarked Other (please specify)	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Look For Info
	A	Please specify how you primarily looked for information on the site today.			Text area, no char limit		N	Skip Logic Group*	OE_Look For Info
		Are you a private landowner?	Yes No	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Landowner
		If yes, what state do you own land?							
	A	How many acres do you own?			Text area, no char limit		Y	Skip Logic Group*	Acres Owned
		Do you manage your land for any of the following? (Please select all that apply)	Wildlife Aesthetics Agricultural Non timber forest products Recreation Timber Water resources Other (Please specify) None of the above	A	Checkbox, one-up vertical	M	Y	Skip Logic Group*	How Manage Land
	A	What do you manage your land for?			Text area, no char limit		N	Mutually Exclusive Skip Logic Group*	OE_How Manage Land
		Are you a member of any natural resource or conservation organizations? (Please select all that apply)	State industry organization (i.e., Tennessee Forestry Association) National industry organization (i.e., American Forest and Paper Association, etc.) Investment organization (i.e., Real Estate Investment Trust, Timber Investment Management Organization, etc.) Conservation organization or environmental group State or regional private landowner organization (Minority Landowner, etc.) National landowner organization (i.e., National Woodland Owners Association, Forest Landowner, etc.) Professional Society (American Fisheries Society, Society of American Foresters, etc.) International organizations Consulting organization (Association of Consulting Foresters, Arborists Association, etc.) Other (Please specify) I am not a member of any organization	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Conservation Orgs
	A	What other wildlife or natural resource organizations are you a member of?			Text area, no char limit		N	Skip Logic Group*	OE_Conservation Orgs
		How frequently do you visit this site?	This is my first visit A few times a year Monthly Weekly Daily		Radio button, one-up vertical	S	Y		Visit Frequency
		Education level	High school Some college College degree Graduate degree (master's) Advanced degree (PhD, JD, MD, etc.) Prefer not to respond		Radio button, one-up vertical	S	Y		Education

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		Are you visiting the site from the United States?	Yes	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Visit from USA
			No	B					
	B	What country are you from?			Text field, <100 char		N	Skip Logic Group*	OE_Country
	A	What state are you from?	Alabama		Drop down, select one	S	N	Skip Logic Group*	State
			Alaska						
			Arizona						
			Arkansas						
			California						
			Colorado						
			Connecticut						
			Delaware						
			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						
			Puerto Rico						
			Rhode Island						
			South Carolina						
			South Dakota						
			Tennessee						
			Texas						
			Utah						
			Vermont						
			Virginia						
			Washington						
			West Virginia						
			Wisconsin						
			Wyoming						