Model Instance Name: Forest Service Enterprise

MID: NEW

Partitioned: Yes

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



Date: 9/15/2012

			Service Enterprise			
	Model questions u	itilize the ACSI i	nethodology to determine scores and im	pacts		
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)		Primary Resource	How likely are you to use this site as your primary resource obtaining information from this organization?
2 Content - Quali	Please rate the quality of information on this site.		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)			1		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 els
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)		'	1		
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.	1				
9 Look and Feel	Please rate the readability of the pages on this site.	1				
	Navigation (1=Poor, 10=Excellent, Don't Know)					
0 Navigation - Or	Please rate how well the site is organized.					
1 Navigation - Op	Please rate the options available for navigating this site.	1				
2 Navigation - La	Please rate how well the site layout helps you find what you are looking for.					
L3 Navigation - Cli	Please rate the number of clicks to get where you want on this site.					
	Site Performance (1=Poor, 10=Excellent, Don't Know)					
L4 Site Performan	Please rate how quickly pages load on this site.					
L5 Site Performan	Please rate the consistency of speed from page to page on this site.					
L6 Site Performan	Please rate the ability to load pages without getting error messages on this site.					

Model Instance Name: Forest Service Ent - S&PF MID: Date: 10/23/2012

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

			Forest Service Ent - S&PF						
	Skip Logic		Answer Choices		Type (select from	Single or	Required		
QID	Label	Question Text	(limited to 50 characters)	Skip to	list)	Multi	Y/N	Special Instructions	CQ Label
		In what role are you visiting this site?	Consulting forester		Radio button, one-	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		up vertical				
			Researcher Congresssional member/policy maker University Student (Undergrad or Graduate) Journalist/Media	٨				Randomize Anchor Answer Choice	
	A	Please specify your primary role in visiting the site today.	Other (Please specify)	A	Text area, no char		N	Skip Logic Group*	OE_Role
		What were you primarily looking for during your visit today?	Employment Information Publications Scientific Information	A	Radio button, one- up vertical	S	Y	Skip Logic Group*	Primary Looking F
		What information were you primarily looking for during your visit today?	Other, (Please specify) 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)	В	Radio button, one- up vertical	S	Y	Skip Logic Group*	Info Looking Fo
	В	Please specify the information you were primarily looking for.			Text area, no char limit		N	Skip Logic Group*	OE_Looking Fo
		Did you find what you were looking for on the site today?	Yes No	А	Radio button, one- up vertical	S	Y	Skip Logic Group*	Find Looking Fo
	A	Please specify what you were looking for today.			Text area, no char limit		N	Skip Logic Group*	OE_Find Lookii 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.	Table (Table opposity)		Text area, no char limit		N	Skip Logic Group*	OE_Plan Use In
		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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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
	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
	Α	Please specify how you primarily looked for information on the	Care (product opensy)		Text area, no char		N	Skip Logic Group*	OE_Look For Info
		site today. Are you a private landowner?	Yes No	Α	Radio button, one- up vertical	S	Y	Skip Logic Group*	Landowner
	A	If yes, what state do you own land? 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	М	Y	Skip Logic Group* Mutually Exclusive	How Manage Land
	Α	What do you manage your land for?	Note of the above		Text area, no char		N	Skip Logic Group*	OE_How Manage Land
		organizations? (Please select all that apply)	State industry organization (i.e., Tennessee Foresetry Association) National industry orgnization (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 orgnization (i.e., National Woodland Owners Association, Forest Landowner, etc.) Professional Society (American Fisheries Society, Society of American Foresters, etc.) International organization (Association of Consulting Organization (Association of Consulting Organization, etc.) Other (Please specify) I am not a member of any organization	А	Checkbox, one-up vertical	Multi	Y	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive Skip Logic Group*	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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B What country are you from? A What state are you from? Alabama Alaska Arcana Arkanasa Calfornia Calfor							Forest Service Ent - S&PF			
Are you visiting the site from the United States? B What country are you from? Alabama A What state are you from? Alabama Alaska Alazona Artarasa Caeffords Caeffords Ceorga Harwiii Idebio Idebi	uctions CQ Label	Special Instructions	Required	Single or	Type (select from	Skin to		Question Text	Skip -ogic	OID
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