

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 | |
| | Content (1=Poor, 10=Excellent, Don't Know) | | | Satisfaction | | Primary Resource (1=Very Unlikely, 10=Very Likely) |
| 1 | Content - Accuracy | Please rate your perception of the accuracy of information on this site. | 18 | Satisfaction - Overall | 21 | Primary Resource |
| | | | | What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | | How likely are you to use this site as your primary resource for obtaining information from this organization? |
| 2 | Content - Quality | Please rate the quality of information on this site. | 19 | Satisfaction - Expectations | | Return (1=Very Unlikely, 10=Very Likely) |
| | | | | How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds) | | |
| 3 | Content - Freshness | Please rate the freshness of content on this site. | 20 | Satisfaction - Ideal | 22 | Return |
| | | | | How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close) | | 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 - Usefulness | 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 - Convenience | Please rate the convenient placement of the website tools on this site. | | | | |
| 6 | Functionality - Variety | Please rate the variety of website tools on this site. | | | | |
| | Look and Feel (1=Poor, 10=Excellent, Don't Know) | | | | | |
| 7 | Look and Feel - Visual Appeal | Please rate the visual appeal of this site. | | | | |
| 8 | Look and Feel - Balance | Please rate the balance of graphics and text on this site. | | | | |
| 9 | Look and Feel - Readability | Please rate the readability of the pages on this site. | | | | |
| | Navigation (1=Poor, 10=Excellent, Don't Know) | | | | | |
| 10 | Navigation - Organization | Please rate how well the site is organized . | | | | |
| 11 | Navigation - Options | Please rate the options available for navigating this site. | | | | |
| 12 | Navigation - Layout | Please rate how well the site layout helps you find what you are looking for . | | | | |
| 13 | Navigation - Clicks | 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 Performance - Load Time | Please rate how quickly pages load on this site. | | | | |
| 15 | Site Performance - Consistency | Please rate the consistency of speed from page to page on this site. | | | | |
| 16 | Site Performance - Error Messages | 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

| 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 primarily 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 |

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

| 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 |
| | 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 |

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

| 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 |
|-----|------------------|---|---|---------|-------------------------------|-----------------|--------------|----------------------|----------------|
| | | Are you visiting the site from the United States? | Yes No | A B | Radio button, one-up vertical | S | Y | Skip Logic Group* | Visit from USA |
| | B | What country are you from? | | | Text field, <100 char | | N | Skip Logic Group* | OE_Country |
| | A | What state are you from? | Alabama 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 | | Drop down, select one | S | N | Skip Logic Group* | State |