

Model Instance Name:
MID:
Date: Fill In Date



Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

bharati.hulbanni:
if STORES MEASURE:
do NOT use any
welcome text.

DEFAULT Thank You Text

"Thank you for taking our survey - and for helping us serve you better. We appreciate your input!"

bharati.hulbanni:
TY text can be used
for all measure types
(call center, web,
stores, mobile etc.)

ALTERNATE WEB Thank You Text

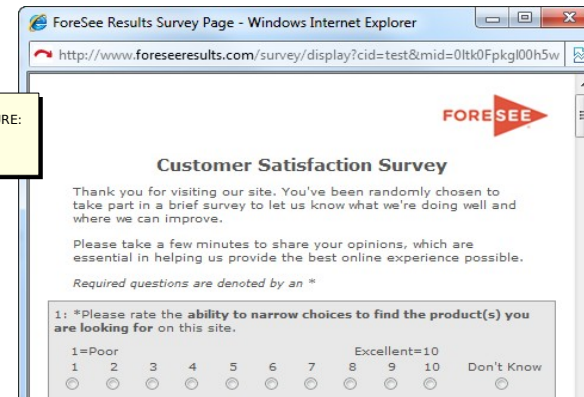
Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

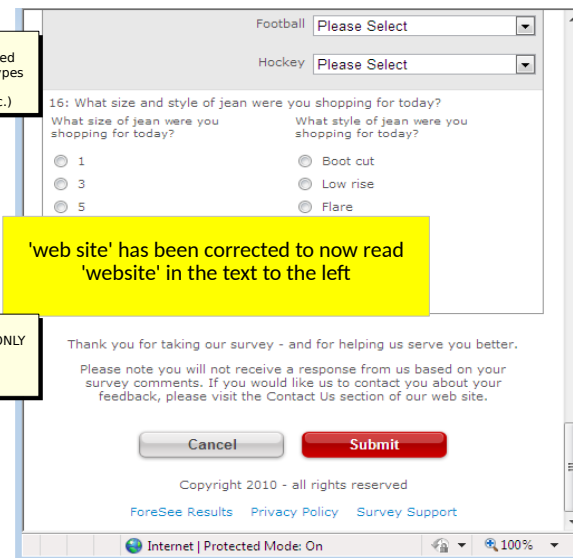
bharati.hulbanni:
Use this TY text ONLY
for WEB

Examples

Welcome Text Example



Thank You Text Example



'web site' has been corrected to now read 'website' in the text to the left

Model Instance Name:

Forest Svc Enterprise

MID: pwdw8QVnkANBBdAotZVgkg==

Partitioned: Yes

Date: 1/24/2013

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 Svc 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)				
1	Content - Accura	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 - Quality	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) How likely are you to return to this site in the next 30 days?
3	Content - Freshn	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)				
4	Functionality - Us	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 - C	Please rate the convenient placement of the website tools on this site.				
6	Functionality - Va	Please rate the variety of website tools on this site.				
		Look and Feel (1=Poor, 10=Excellent, Don't Know)				
7	Look and Feel - A	Please rate the visual appeal of this site.				
8	Look and Feel - B	Please rate the balance of graphics and text on this site.				
9	Look and Feel - P	Please rate the readability of the pages on this site.				
		Navigation (1=Poor, 10=Excellent, Don't Know)				
10	Navigation - Orga	Please rate how well the site is organized.				
11	Navigation - Opti	Please rate the options available for navigating this site.				
12	Navigation - Layo	Please rate how well the site layout helps you find what you are looking for.				
13	Navigation - Click	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	Please rate how quickly pages load on this site.				
15	Site Performance	Please rate the consistency of speed from page to page on this site.				
16	Site Performance	Please rate the ability to load pages without getting error messages on this site.				

Model Instance Name:

Forest Svc Enterprise - NF&G

MID: IM5I9Y0sMMcEVcYZdsoBkw==

Partitioned: Yes

Date: 1/24/2013

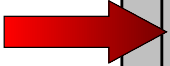
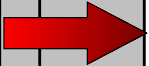
Shared Model for 3 different segments

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2. Research and Development - <http://www.fs.fed.us/research/>
3. State and Private Forestry - <http://www.fs.fed.us/spf>



Forest Svc Enterprise - NF&G
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Model Instance Name:

Forest Svc Enterprise - R&D

MID: wNJElIx4kAUodA5JQ4Mhog==

Partitioned: Yes

Date: 1/24/2013

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Forest Svc Enterprise - R&D

Model questions utilize the ACSI methodology to determine scores and impacts

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		Content (1=Poor, 10=Excellent, Don't Know)				
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Model Instance Name:

Forest Svc Enterprise - S&PF

MID: U4wdVYp0FJNR8kolkV9glQ==

Partitioned: Yes

Date: 1/24/2013

Shared Model for 3 different segments

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Forest Svc Enterprise - S&PF

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MID: pww8QVnKaNBBdAotZVgkg==

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

KEY

NF&G	National Forests & Grasslands
R&D	Research & Development
S&PF	State & Private Forests

Forest Service Ent - Combined

QID	Which Survey's Should Have this Question	Skip Logic Label	Question Text	AnswerIDs (DOT)	Which Survey's Should Have this Answer Choice	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
CJ15837	NF&G, R&D		In what role are you visiting the Forest Service website?	CJ15837A01	NF&G, R&D	Consulting Forester	A	Radio button, one-up vertical	S	Y	Skip Logic Group*
				CJ15837A02	NF&G, R&D	Extension Agent					
				CJ15837A03	NF&G, R&D	General Public					
				CJ15837A04	NF&G, R&D	Government Employee (federal, state, or local)					
				CJ15837A05	NF&G, R&D	Land Manager					
				CJ15837A06	NF&G, R&D	Landowner					
				CJ15837A07	NF&G, R&D	Primary or Secondary Education Student (K-12 student)					
				CJ15837A08	NF&G, R&D	Primary or Secondary Education Teacher					
				CJ15837A09	NF&G, R&D	Private Sector (business owner/employee)					
				CJ15837A10	NF&G, R&D	Recreationist					
				CJ15837A11	NF&G, R&D	Regulator					
				CJ15837A12	NF&G, R&D	Researcher					
				CJ15837A13	NF&G, R&D	Congressional Member/Policy Maker					
				CJ15837A14	NF&G, R&D	University Student (Undergrad or Graduate)					
				CJ15837A15	NF&G, R&D	Journalist/Media					
				CJ15837A16	NF&G, R&D	Other (Please specify)					
CJ15838	NF&G, R&D	A	Please specify your primary role in visiting the site today.				A	Text area, no char limit		N	Skip Logic Group*
CJ15839	R&D		What were you primarily looking for during your visit today?	CJ15839A01	R&D	Employment Information	A	Radio button, one-up vertical	S	Y	Skip Logic Group*
				CJ15839A02	R&D	Publications					
				CJ15839A03	R&D	Scientific Information					
				CJ15839A04	R&D	Other, (Please specify)					
ACQinh0021249	R&D	B	Please specify what you were primarily looking for during your visit today.					Text area, no char limit		N	Skip Logic Group*
CJ15840	R&D	A	What information were you primarily looking for during your visit today?	CJ15840A01	R&D	Climate change	B	Radio button, one-up vertical	S	Y	Skip Logic Group*
				CJ15840A02	R&D	Ecology, ecosystems, and environment					
				CJ15840A03	R&D	Environment and people					
				CJ15840A04	R&D	Fire					
				CJ15840A05	R&D	Forest and plant health					
				CJ15840A06	R&D	Forest products					
				CJ15840A07	R&D	Inventory, monitoring and analysis					
				CJ15840A08	R&D	Economic Information					
				CJ15840A09	R&D	Policy Information					
				CJ15840A10	R&D	Natural resource management and use					
				CJ15840A11	R&D	Threatened and endangered species					
				CJ15840A12	R&D	Wildlife					
				CJ15840A13	R&D	Other (Please specify)					
CJ15841	R&D	B	Please specify the information you were primarily looking for.					Text area, no char limit		N	Skip Logic Group*
CJ15842	NF&G, R&D		Did you find what you were looking for on the site today?	CJ15842A01	NF&G, R&D	Yes	A	Radio button, one-up vertical	S	Y	Skip Logic Group*
				CJ15842A02	NF&G, R&D	No					
CJ15843	NF&G, R&D	A	Please specify what you were looking for today.					Text area, no char limit		N	Skip Logic Group*
CJ15844	R&D	A	How did you plan to use the information you were looking for?	CJ15844A01	R&D	Land management planning	A	Radio button, one-up vertical	S	Y	Skip Logic Group*
				CJ15844A02	R&D	Extension of education					
				CJ15844A03	R&D	Fire management					
				CJ15844A04	R&D	Fisheries management					
				CJ15844A05	R&D	Media reporting					
				CJ15844A06	R&D	Regulation development					
				CJ15844A07	R&D	Resource valuation					
				CJ15844A08	R&D	Policy development					
				CJ15844A09	R&D	Wildlife management					
				CJ15844A10	R&D	Other (Please specify)					
CJ15845	R&D	A	Please specify how you plan to use this information.					Text area, no char limit		N	Skip Logic Group*
CJ15846	R&D		How did you arrive at this website today?	CJ15846A01	R&D	Manually typed in the website address		Radio button, one-up vertical	S	Y	Skip Logic Group*
				CJ15846A02	R&D	Used a search engine (e.g. Google, Bing, etc.)					
				CJ15846A03	R&D	From the Forest Service homepage					
				CJ15846A04	R&D	I have the page bookmarked					

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KEY

NF&G	National Forests & Grasslands
R&D	Research & Development
S&PF	State & Private Forests

Forest Service Ent - Combined

QID	Which Survey's Should Have this Question	Skip Logic Label	Question Text	AnswerIDs (DOT)	Which Survey's Should Have this Answer Choice	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
				CJ15851A50	R&D	Wisconsin					
				CJ15851A51	R&D	Wyoming					
CJ15852	R&D	A	How many acres do you own?					Text area, no char limit		Y	Skip Logic Group*
CJ15853	R&D		Do you manage your land for any of the following? (Please select all that apply)	CJ15853A01	R&D	Wildlife	A	Checkbox, one-up vertical	M	Y	Skip Logic Group*
				CJ15853A02	R&D	Aesthetics					
				CJ15853A03	R&D	Agricultural					
				CJ15853A04	R&D	Non timber forest products					
				CJ15853A05	R&D	Recreation					
				CJ15853A06	R&D	Timber					
				CJ15853A07	R&D	Water resources					
				CJ15853A08	R&D	Other (Please specify)					
				CJ15853A09	R&D	I do not manage my land for any purposes					
CJ15854	R&D	A	What do you manage your land for?					Text area, no char limit		N	Skip Logic Group*
CJ15855	R&D		Are you a member of any natural resource or conservation organizations? (Please select all that apply)	CJ15855A01	R&D	State industry organization (i.e., Tennessee Forestry Association)	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
				CJ15855A02	R&D	National industry organization (i.e., American Forest and Paper Association, etc.)					
				CJ15855A03	R&D	Investment organization (i.e., Real Estate Investment Trust, Timber Investment Management Organization, etc.)					
				CJ15855A04	R&D	Conservation organization or environmental group					
				CJ15855A05	R&D	State or regional private landowner organization (Minority Landowner, etc.)					
				CJ15855A06	R&D	National landowner organization (i.e., National Woodland Owners Association, Forest Landowner, etc.)					
				CJ15855A07	R&D	Professional Society (American Fisheries Society, Society of American Foresters, etc.)					
				CJ15855A08	R&D	International organizations					
				CJ15855A09	R&D	Consulting organization (Association of Consulting Foresters, Arborists Association, etc.)					
				CJ15855A10	R&D	Other (Please specify)					
				CJ15855A11	R&D	I am not a member of any organization					
CJ15856	R&D	A	What other wildlife or natural resource organizations are you a member of?					Text area, no char limit		N	Skip Logic Group*
CJ15857	NF&G, R&D		How frequently do you visit the Forest Service website?	CJ15857A01	NF&G, R&D	This is my first visit		Radio button, one-up vertical	S	Y	
				CJ15857A02	NF&G, R&D	A few times a year					
				CJ15857A03	NF&G, R&D	Monthly					
				CJ15857A04	NF&G, R&D	Weekly					
				CJ15857A05	NF&G, R&D	Daily					
CJ15858	R&D		Education level	CJ15858A01	R&D	High school		Radio button, one-up vertical	S	Y	
				CJ15858A02	R&D	Some college					
				CJ15858A03	R&D	College degree					
				CJ15858A04	R&D	Graduate degree (master's)					
				CJ15858A05	R&D	Advanced degree (PhD, JD, MD, etc.)					
				CJ15858A06	R&D	Prefer not to respond					
CJ15859	R&D		Are you visiting the site from the United States?	CJ15859A01	R&D	Yes	A	Radio button, one-up vertical	S	Y	Skip Logic Group*
				CJ15859A02	R&D	No					
CJ15860	R&D	B	What country are you from?					Text field, <100 char		N	Skip Logic Group*
CJ15861	R&D	A	What state are you from?	CJ15861A01	R&D	Alabama		Drop down, select one	S	N	Skip Logic Group*
				CJ15861A02	R&D	Alaska					
				CJ15861A03	R&D	Arizona					
				CJ15861A04	R&D	Arkansas					
				CJ15861A05	R&D	California					
				CJ15861A06	R&D	Colorado					
				CJ15861A07	R&D	Connecticut					
				CJ15861A08	R&D	Delaware					
				CJ15861A09	R&D	Florida					

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				CJIS861A10	R&D	Georgia					
				CJIS861A11	R&D	Hawaii					
				CJIS861A12	R&D	Idaho					
				CJIS861A13	R&D	Illinois					
				CJIS861A14	R&D	Indiana					
				CJIS861A15	R&D	Iowa					
				CJIS861A16	R&D	Kansas					
				CJIS861A17	R&D	Kentucky					
				CJIS861A18	R&D	Louisiana					
				CJIS861A19	R&D	Maine					
				CJIS861A20	R&D	Maryland					
				CJIS861A21	R&D	Massachusetts					
				CJIS861A22	R&D	Michigan					
				CJIS861A23	R&D	Minnesota					
				CJIS861A24	R&D	Mississippi					
				CJIS861A25	R&D	Missouri					
				CJIS861A26	R&D	Montana					
				CJIS861A27	R&D	Nebraska					
				CJIS861A28	R&D	Nevada					
				CJIS861A29	R&D	New Hampshire					
				CJIS861A30	R&D	New Jersey					
				CJIS861A31	R&D	New Mexico					
				CJIS861A32	R&D	New York					
				CJIS861A33	R&D	North Carolina					
				CJIS861A34	R&D	North Dakota					
				CJIS861A35	R&D	Ohio					
				CJIS861A36	R&D	Oklahoma					
				CJIS861A37	R&D	Oregon					
				CJIS861A38	R&D	Pennsylvania					
				CJIS861A39	R&D	Puerto Rico					
				CJIS861A40	R&D	Rhode Island					
				CJIS861A41	R&D	South Carolina					
				CJIS861A42	R&D	South Dakota					
				CJIS861A43	R&D	Tennessee					
				CJIS861A44	R&D	Texas					
				CJIS861A45	R&D	Utah					
				CJIS861A46	R&D	Vermont					
				CJIS861A47	R&D	Virginia					
				CJIS861A48	R&D	Washington					
				CJIS861A49	R&D	West Virginia					
				CJIS861A50	R&D	Wisconsin					
				CJIS861A51	R&D	Wyoming					

1E
2E
3E

CQ Label Role
OE_Role
Primary Looking For
OE_Looking For For_Other
Info Looking For
OE_Looking For
Find Looking For
OE_Find Looking For
Plan Use Info
OE_Plan Use Info
Arrived To Site

1E
2E
3E



CQ Label

OE_Arrived To Site

Primary Look For Info

OE_Look For Info

Landowner

Sate Own Land



1E
2E
3E

CQ Label
Acres Owned
How Manage Land
OE_How Manage Land
Conservation Orgs
OE_Consevation Orgs
Visit Frequency
Education
Visit from USA
OE_Country
State

1E
2E
3E



CQ Label



Model Instance Name:
 Forest Service Ent - NF&G
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S&PF	State & Private Forests

Forest Service Ent - NF&G

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
1ECJI5837		In what role are you visiting the Forest Service website?	1ECJI5837A01	Consulting Forester		Radio button, one-up vertical	S	Y	Skip Logic Group*	Role
			1ECJI5837A02	Extension Agent						
			1ECJI5837A03	General Public						
			1ECJI5837A04	Government Employee (federal, state, or local)						
			1ECJI5837A05	Land Manager						
			1ECJI5837A06	Landowner						
			1ECJI5837A07	Primary or Secondary Education Student (K-12 student)						
			1ECJI5837A08	Primary or Secondary Education Teacher						
			1ECJI5837A09	Private Sector (business owner/employee)						
			1ECJI5837A10	Recreationist						
			1ECJI5837A11	Regulator						
			1ECJI5837A12	Researcher						
		Included?	1ECJI5837A13	Congressional Member/Policy Maker						
		Included?	1ECJI5837A14	University Student (Undergrad or Graduate)						
			1ECJI5837A15	Journalist/Media						
			1ECJI5837A16	Other (Please specify)	A					
1ECJI5838	A	Please specify your role in visiting the Forest Service website.				Text area, no char limit		N	Skip Logic Group*	OE_Role
1ECJI5863		What is your primary reason for visiting the National Forest Service website today?	1ECJI5863A01	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
			1ECJI5863A02	General information (e.g. just browsing)						
			1ECJI5863A03	Contact information (phone numbers)						
			1ECJI5863A04	Scientific information	D1					
			1ECJI5863A05	Employment Opportunities						
			1ECJI5863A06	Volunteering Opportunities						
			1ECJI5863A07	Natural resource management (policy, plans, programs and projects)						
			1ECJI5863A08	Official communications (e.g. news releases or testimony)						
			1ECJI5863A09	Other (Please specify)	A					
1ECJI5864	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
1ECJI5865	B	What information are you seeking to help plan your next visit to a National Forest or Grassland?	1ECJI5865A01	Current forest conditions (e.g. fire activity, weather)		Radio button, one-up vertical	S	Y	Skip Logic Group*	Next Visit Information
			1ECJI5865A02	Online maps						
			1ECJI5865A03	Off Highway Vehicle (OHV) use						
			1ECJI5865A04	Recreation Information						
			1ECJI5865A05	Permits						
			1ECJI5865A06	Regulations						
			1ECJI5865A07	Roads and access (e.g. road closures)						
			1ECJI5865A08	Other (please specify)	B1					
1ECJI5866	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
1ECJI5867	C	When do you plan to make your next visit to a National Forest or Grassland?	1ECJI5867A01	Within the next week		Radio button, one-up vertical	S	Y	Skip Logic Group*	Plan To Make Next Visit
			1ECJI5867A02	Within the next month						
			1ECJI5867A03	Within the next 3 months						
			1ECJI5867A04	Within the next 6 months						
			1ECJI5867A05	Within the next 12 months						
1ECJI5868	D	What primary activity will you be doing during your next visit to a National Forest or Grassland?	1ECJI5868A01	Alpine Skiing		Drop down, select one	S	Y	Skip Logic Group*	Primary Activity
			1ECJI5868A02	Bicycling						
			1ECJI5868A03	Boating						
			1ECJI5868A04	Camping						
			1ECJI5868A05	Cabin Rentals						
			1ECJI5868A06	Canoeing						
			1ECJI5868A07	Climbing						
			1ECJI5868A08	Fishing						
			1ECJI5868A09	Hiking						
			1ECJI5868A10	Horse Riding						
			1ECJI5868A11	Hunting						
			1ECJI5868A12	Kayaking						
			1ECJI5868A13	Mountain biking						

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			1ECJIS868A14 1ECJIS868A15 1ECJIS868A16 1ECJIS868A17 1ECJIS868A18 1ECJIS868A19 1ECJIS868A20 1ECJIS868A21 1ECJIS868A22 1ECJIS868A23	Nature Viewing Nordic Skiing OHV Riding Outdoor Learning Picnicking Rafting Rock hounding Scenic Driving Snowmobiling Other (please specify)						
1ECJIS869	E	Please specify your primary activity			E	Text area, no char limit		N	Skip Logic Group*	OE_Activity
1ECJIS870	D1	What scientific information are you mostly looking for? Information about:	1ECJIS870A01 1ECJIS870A02 1ECJIS870A03 1ECJIS870A04 1ECJIS870A05 1ECJIS870A06 1ECJIS870A07 1ECJIS870A08 1ECJIS870A09 1ECJIS870A10 1ECJIS870A11 1ECJIS870A12	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)						
1ECJIS871	G	Other scientific information:			G	Text area, no char limit		N	Skip Logic Group*	
1ECJIS872		Did you use the online maps feature located within the 'Recreation' section of the site during your visit?	1ECJIS872A01 1ECJIS872A02 1ECJIS872A03	Yes No Not Sure	A, B	Radio button, one-up vertical	S	Y	Skip Logic Group*	Use Online Map
1ECJIS873	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
1ECJIS874	B	Please rate your satisfaction with the online maps on this site.	1ECJIS874A01 1ECJIS874A02 1ECJIS874A03 1ECJIS874A04 1ECJIS874A05 1ECJIS874A06 1ECJIS874A07 1ECJIS874A08 1ECJIS874A09 1ECJIS874A10	1=Very Dissatisfied 2 3 4 5 6 7 8 9 Very Satisfied=10		Radio button, scale, no don't know	S	Y	Skip Logic Group*	Online Map Sat
1ECJIS875		If you're seeking an online map , what best describes the kind of online maps you prefer?	1ECJIS875A01 1ECJIS875A02 1ECJIS875A03 1ECJIS875A04 1ECJIS875A05	Detailed and printable travel map of a National Forest or Grassland 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	Radio button, one-up vertical	S	Y	Skip Logic Group*	Online Map Preferences
1ECJIS876	A	Please describe the online maps you'd prefer.				Text area, no char limit		N	Skip Logic Group*	OE_Online Map Preferences
1ECJIS877		What was your primary method of looking for information on our site today?	1ECJIS877A01 1ECJIS877A02 1ECJIS877A03 1ECJIS877A04 1ECJIS877A05 1ECJIS877A06	Browsed, that is, followed links in the page Search feature (located in the upper left corner) Advanced search feature Third-party search engine (e.g., Google) Drop-down "State" list Drop-down "Forest Name" list	A A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Method Find Info
1ECJIS878	A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	1ECJIS878A01	Results were not relevant/not what I wanted		Checkbox, one-up vertical	M	Y	Skip Logic Group*	Search Experience

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2ECJI5837		In what role are you visiting the Forest Service website?	2ECJI5837A01 2ECJI5837A02 2ECJI5837A03 2ECJI5837A04 2ECJI5837A05 2ECJI5837A06 2ECJI5837A07 2ECJI5837A08 2ECJI5837A09 2ECJI5837A10 2ECJI5837A11 2ECJI5837A12 2ECJI5837A13 2ECJI5837A14 2ECJI5837A15 2ECJI5837A16	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
2ECJI5838	A	Please specify your primary role in visiting the site today.				Text area, no char limit		N	Skip Logic Group*	OE_Role
2ECJI5839		What were you primarily looking for during your visit today?	2ECJI5839A01 2ECJI5839A02 2ECJI5839A03 2ECJI5839A04	Employment Information Publications Scientific Information Other, (Please specify)	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Looking For
2EACQinh00212	B	Please specify what you were primarily looking for during your visit today.				Text area, no char limit		N	Skip Logic Group*	OE_Looking For_Other
2ECJI5840	A	What information were you primarily looking for during your visit today?	2ECJI5840A01 2ECJI5840A02 2ECJI5840A03 2ECJI5840A04 2ECJI5840A05 2ECJI5840A06 2ECJI5840A07 2ECJI5840A08 2ECJI5840A09 2ECJI5840A10 2ECJI5840A11 2ECJI5840A12 2ECJI5840A13	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
2ECJI5841	B	Please specify the information you were primarily looking for.				Text area, no char limit		N	Skip Logic Group*	OE_Looking For
2ECJI5842		Did you find what you were looking for on the site today?	2ECJI5842A01 2ECJI5842A02	Yes No	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Find Looking For
2ECJI5843	A	Please specify what you were looking for today.				Text area, no char limit		N	Skip Logic Group*	OE_Find Looking For
2ECJI5844	A	How did you plan to use the information you were looking for?	2ECJI5844A01 2ECJI5844A02 2ECJI5844A03 2ECJI5844A04 2ECJI5844A05 2ECJI5844A06 2ECJI5844A07 2ECJI5844A08 2ECJI5844A09 2ECJI5844A10	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
2ECJI5845	A	Please specify how you plan to use this information.				Text area, no char limit		N	Skip Logic Group*	OE_Plan Use Info
2ECJI5846		How did you arrive at this website today?	2ECJI5846A01 2ECJI5846A02 2ECJI5846A03 2ECJI5846A04	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		Radio button, one-up vertical	S	Y	Skip Logic Group*	Arrived To Site

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2ECJI5847	A	Please specify how you arrived to this website today.	2ECJI5846A05	Other (Please specify)	A	Text area, no char limit		N	Skip Logic Group*	OE_Arrived To Site
2ECJI5848		How did you primarily look for information on this site today?	2ECJI5848A01 2ECJI5848A02 2ECJI5848A03 2ECJI5848A04 2ECJI5848A05 2ECJI5848A06 2ECJI5848A07	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
2ECJI5849	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
2ECJI5850		Are you a private landowner?	2ECJI5850A01 2ECJI5850A02	Yes No	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Landowner
2ECJI5851		If yes, in what state do you own land?	2ECJI5851A01 2ECJI5851A02 2ECJI5851A03 2ECJI5851A04 2ECJI5851A05 2ECJI5851A06 2ECJI5851A07 2ECJI5851A08 2ECJI5851A09 2ECJI5851A10 2ECJI5851A11 2ECJI5851A12 2ECJI5851A13 2ECJI5851A14 2ECJI5851A15 2ECJI5851A16 2ECJI5851A17 2ECJI5851A18 2ECJI5851A19 2ECJI5851A20 2ECJI5851A21 2ECJI5851A22 2ECJI5851A23 2ECJI5851A24 2ECJI5851A25 2ECJI5851A26 2ECJI5851A27 2ECJI5851A28 2ECJI5851A29 2ECJI5851A30 2ECJI5851A31 2ECJI5851A32 2ECJI5851A33 2ECJI5851A34 2ECJI5851A35 2ECJI5851A36 2ECJI5851A37 2ECJI5851A38 2ECJI5851A39 2ECJI5851A40 2ECJI5851A41 2ECJI5851A42 2ECJI5851A43 2ECJI5851A44 2ECJI5851A45 2ECJI5851A46 2ECJI5851A47 2ECJI5851A48 2ECJI5851A49	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		Drop down, select one	S	Y	Skip Logic Group*	Sate Own Land

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2ECJI5852	A	How many acres do you own?	2ECJI5851A50 2ECJI5851A51	Wisconsin Wyoming		Text area, no char limit		Y	Skip Logic Group*	Acres Owned
2ECJI5853		Do you manage your land for any of the following? (Please select all that apply)	2ECJI5853A01 2ECJI5853A02 2ECJI5853A03 2ECJI5853A04 2ECJI5853A05 2ECJI5853A06 2ECJI5853A07 2ECJI5853A08 2ECJI5853A09	Wildlife Aesthetics Agricultural Non timber forest products Recreation Timber Water resources Other (Please specify) I do not manage my land for any purposes	A	Checkbox, one-up vertical	M	Y	Skip Logic Group* Mutually Exclusive	How Manage Land
2ECJI5854	A	What do you manage your land for?				Text area, no char limit		N	Skip Logic Group*	OE_How Manage Land
2ECJI5855		Are you a member of any natural resource or conservation organizations? (Please select all that apply)	2ECJI5855A01 2ECJI5855A02 2ECJI5855A03 2ECJI5855A04 2ECJI5855A05 2ECJI5855A06 2ECJI5855A07 2ECJI5855A08 2ECJI5855A09 2ECJI5855A10 2ECJI5855A11	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
2ECJI5856	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
2ECJI5857		How frequently do you visit this site?	2ECJI5857A01 2ECJI5857A02 2ECJI5857A03 2ECJI5857A04 2ECJI5857A05	This is my first visit A few times a year Monthly Weekly Daily		Radio button, one-up vertical	S	Y		Visit Frequency
2ECJI5858		Education level	2ECJI5858A01 2ECJI5858A02 2ECJI5858A03 2ECJI5858A04 2ECJI5858A05 2ECJI5858A06	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
2ECJI5859		Are you visiting the site from the United States?	2ECJI5859A01 2ECJI5859A02	Yes No	A B	Radio button, one-up vertical	S	Y	Skip Logic Group*	Visit from USA
2ECJI5860	B	What country are you from?				Text field, <100 char		N	Skip Logic Group*	OE_Country
2ECJI5861	A	What state are you from?	2ECJI5861A01 2ECJI5861A02 2ECJI5861A03 2ECJI5861A04 2ECJI5861A05 2ECJI5861A06 2ECJI5861A07 2ECJI5861A08 2ECJI5861A09	Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware Florida		Drop down, select one	S	N	Skip Logic Group*	State

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			2ECJIS861A10	Georgia						
			2ECJIS861A11	Hawaii						
			2ECJIS861A12	Idaho						
			2ECJIS861A13	Illinois						
			2ECJIS861A14	Indiana						
			2ECJIS861A15	Iowa						
			2ECJIS861A16	Kansas						
			2ECJIS861A17	Kentucky						
			2ECJIS861A18	Louisiana						
			2ECJIS861A19	Maine						
			2ECJIS861A20	Maryland						
			2ECJIS861A21	Massachusetts						
			2ECJIS861A22	Michigan						
			2ECJIS861A23	Minnesota						
			2ECJIS861A24	Mississippi						
			2ECJIS861A25	Missouri						
			2ECJIS861A26	Montana						
			2ECJIS861A27	Nebraska						
			2ECJIS861A28	Nevada						
			2ECJIS861A29	New Hampshire						
			2ECJIS861A30	New Jersey						
			2ECJIS861A31	New Mexico						
			2ECJIS861A32	New York						
			2ECJIS861A33	North Carolina						
			2ECJIS861A34	North Dakota						
			2ECJIS861A35	Ohio						
			2ECJIS861A36	Oklahoma						
			2ECJIS861A37	Oregon						
			2ECJIS861A38	Pennsylvania						
			2ECJIS861A39	Puerto Rico						
			2ECJIS861A40	Rhode Island						
			2ECJIS861A41	South Carolina						
			2ECJIS861A42	South Dakota						
			2ECJIS861A43	Tennessee						
			2ECJIS861A44	Texas						
			2ECJIS861A45	Utah						
			2ECJIS861A46	Vermont						
			2ECJIS861A47	Virginia						
			2ECJIS861A48	Washington						
			2ECJIS861A49	West Virginia						
			2ECJIS861A50	Wisconsin						
			2ECJIS861A51	Wyoming						

