

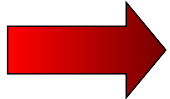
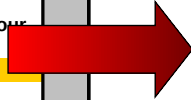
Model Instance Name:
 SAMHSA Main Site v2
 MID: *will need new mid for the v2 measure*
 Date: 7/30/2013

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

SAMHSA Main Site v2

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate how well the site is organized.	19 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 How likely are you to return to this site?
2 Please rate the options available for navigating this site.	20 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate how well the site layout helps you find what you are looking for.	21 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	23 How likely are you to recommend this site to someone else?
Site Performance (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate how quickly pages load on this site.		24 How likely are you to use this site as your primary resource for obtaining information from this agency?
5 Please rate the consistency of speed from page to page on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the ability to load pages without getting error messages on this site.		25 I can count on this agency to act in my best interests.
Site Information (1=Poor, 10=Excellent, Don't Know)		26 I consider this agency to be trustworthy.
7 Please rate the thoroughness of information provided on this site.		27 This agency can be trusted to do what is right.
8 Please rate how understandable this site's information is.		
9 Please rate how well the site's information provides answers to your questions.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
10 Please rate the visual appeal of this site.		
11 Please rate the balance of graphics and text on this site.		
12 Please rate the readability of the pages on this site.		
Information Browsing (1=Poor, 10=Excellent, Don't Know)		
13 Please rate the ability to sort information by criteria that are important to you on this site.		
14 Please rate the ability to narrow choices to find the information you are looking for on this site.		
15 Please rate how well the features on the site help you find the information you are looking for.		
Online Transparency (1=Poor, 10=Excellent)		
16 Please rate how thoroughly this website discloses information about what this agency is doing.		
17 Please rate how quickly agency information is made available on this website.		
18 Please rate how well information about this agency's actions can be accessed by the public on this website.		



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SAMHSA Main Site v2 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		What is your primary interest in Substance Abuse and Mental Health today:	Personal Professional		Radio button, one-up vertical	S
		What area(s) of the site did you visit today?	Grants Publications Data Newsroom Topics About Us Contact Us Strategic Initiative Pages Other		Checkbox, one-up vertical	M
		Which of the following is the reason for your current visit to the website?	Find Grant Information Research information by issues/topics Order publications Get latest news/press releases Get Survey or Statistical Data Learn about SAMHSA Information on the Prevention of Substance Abuse and Mental Illness Learn about SAMHSA's Policies and Priorities Find information related to Health Reform Get help for mental health problems Get help for substance use issues Find a treatment program/facility Look up events & exhibits Find phone/email contact information Other, please specify:	A	Checkbox, one-up vertical	M
	A	Other reason			Text area, no char limit	
		What method did you primarily use today to find your information?	Site's search feature Advanced search Top navigation bar Quick link in the pages Site map Just browsed the pages Other, please specify:	A	Radio button, one-up vertical	S
	A	Other method			Text area, no char limit	
		Did you find what you were looking for?	Yes No Partially Still looking	A A A	Radio button, one-up vertical	S
	A	If you could not fully find what you were looking for, what was it?			Text area, no char limit	
		How do you mostly interact with this site?	Bookmark or tag pages Adding a widget or gadget to my personalized page By adding comments, ratings, or reviews Contributing to wikis Following a microblog In social networks In virtual worlds Listening to Podcasts or audio None Reading blogs		Radio button, one-up vertical	S

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Receiving newsletters/email updates Subscribing to RSS feeds Watching Vodcasts or video Other, please specify:	A		
	A	Other interaction			Text area, no char limit	
		How frequently do you visit this site?	First time Daily About once a week About once a month Every few months or less often		Drop down, select one	S
		What best describes your role :	General public Clinician/medical professional Consultant Educator/school teacher Program or service provider/worker Researcher Social Worker/counselor Student Other, please specify:	A	Drop down, select one	S
	A	Please specify your other role.			Text area, no char limit	
		What best describes your current workplace :	Church/faith-based organization Client/patient homes Government office Individual or group private practice Managed care/insurance company office Non-Profit/Community-Based Org/Coalition Non-residential/out-patient facility Other corporate office Public place/interacting in community Residential/in-patient facility School/university Other, please specify:	A	Drop down, select one	S
	A	Please specify your other workplace.			Text area, no char limit	
		What services could this agency provide to better serve you?			Text area, no char limit	
		If you could improve one thing about this site, what would it be?			Text area, no char limit	
		What is your gender ?	Female Male I prefer not to respond		Drop down, select one	S
		Please select the category that includes your age .	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond		Drop down, select one	S
		Which of the following best describes the highest level of education you have completed?	Current middle or high school student Did not complete high school		Drop down, select one	S

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			High school graduate Some college/vocational school College graduate Some postgraduate school Graduate/professional degree MD/PhD Prefer not to respond			
		How do you describe your ethnicity ?	Hispanic Non-Hispanic I prefer not to respond		Drop down, select one	S
		How do you describe your race ?	American Indian or Alaska Native Asian or Pacific Islander African American or Black White Other I prefer not to respond		Drop down, select one	S

Required Y/N	Special Instructions	CQ Label
Y		Primary interest
Y		Area Visited
Y		Reason
N		Other reason
Y		Method
N		Other method
Y		Find info
N		No info found
Y		Interaction with site

Required Y/N	Special Instructions	CQ Label
N		Other site interaction
Y		Frequency of visits
Y		Role
N		Other role
Y		Workplace
N		Other workplace
N		Other services wanted
N		Improvement
N		Gender
N		Age
N		Education

Required Y/N	Special Instructions	CQ Label
N		Ethnicity
N		Race