MODEL QUESTIONS

IRS Satisfaction Survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 8/23/2010

IRS Satisfaction Survey v2 MODEL QUESTION LIST Model questions utilize the ACSI methodology to determine scores and impacts							
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS					
NOTE: <u>All</u> questions under each element are <u>required.</u> Element questions are partitioned among surveys.	Satisfaction questions are required. Satisfaction questions appear on all surveys.	Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.					
REQUIRED ELEMENTS (common to all websites)							
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)					
1 Please rate the accuracy of information on this website.	24 What is your overall satisfaction with this website? (1=Very Dissatisfied, 10=Very Satisfied)	27 How likely are you to return to this website?					
2 Please rate the quality of information on this website.	25 How well does this website meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)					
3 Please rate the freshness of content on this website.	26 How does this website compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	28 How likely are you to recommend this website to someone else?					
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)					
4 Please rate the usefulness of the features provided on this website.		29 How likely are you to use this website as your primary resource for tax information?					
5 Please rate the convenience of the features on this website.		Trust (1=Strongly Disagree, 10=Strongly Agree)					
6 Please rate the variety of features on this website.		30 I can count on this agency to act in my best interests.					
Look and Feel (1=Poor, 10=Excellent, Don't Know)		31 consider this agency to be trustworthy.					
7 Please rate the visual appeal of this website.		32 This agency can be trusted to do what is right.					
8 Please rate the balance of graphics and text on this website.							
9 Please rate the readability of the pages on this website.							
Navigation (1=Poor, 10=Excellent, Don't Know)							
10 Please rate how well the website is organized.							
11 Please rate the options available for navigating this website.							
12 Please rate how well the website layout helps you find what you are looking for.							
13 Please rate the number of clicks to get where you want on this website.							
Search (1=Poor, 10=Excellent, Don't Know)							
14 Please rate the relevance of search results on this website.							
15 Please rate the organization of search results on this website.							
16 Please rate how well the search results help you decide what to select.							
17 Please rate how well the search feature helps you to narrow the results to find what you want.							
Site Performance (1=Poor, 10=Excellent, Don't Know)							
18 Please rate how quickly pages load on this website.							
19 Please rate the consistency of speed from page to page on this website.							
20 Please rate the ability to load pages without getting error messages on this website.							
Online Transparency (1=Poor, 10=Excellent, Don't Know)							
21 Please rate how thoroughly this website discloses information about what this agency is doing.							
22 Please rate how quickly agency information is made available on this website.							
23 Please rate how well information about this agency's actions can be accessed by the public on this website.							

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 8/27/2012

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OID	Skip Logic	Question Tout	Answer Choices	Chin to
QID CWS05372	Label	Question Text	(limited to 50 characters)	Skip to
CWS05372		How frequently do you visit this website?	First time Daily	
			About once a week	
			About once a month	
			Every 6 months or less	
CWS05373		Which category best describes you? Are you?	An individual taxpayer	В
CW303373		Which calegory best describes you? Are you?	Representing a business	
			Representing a charity or non-profit organization	
			Representing a government entity	
			A tax professional (i.e. accountant, attorney, bank trust officer, enrolled agent, tax consultant, tax preparer, etc.)	
			An academic/researcher	
			Military	
			Retirement fund administrator	
			An IRS employee	
			A VITA/TCE volunteer	
			Other	
ACQinh0015132	В	Please specify your individual taxpayer role.	Employee	
ACQIIII0013132	D	riease specify your murridual taxpayer fole.	Self employed	
			International taxpayer	
			Parent	
			Student	
			Senior and/or retiree	
			Other, please specify:	c
ACQinh0015135	С	Other individual role:		
ACQinh0015133		Please specify your business type.	Corporation	
~cóluno12122	2		Partnership	
			International business	_
			Small business & self employed	
			Other, please specify:	E
ACQinh0015136	Е	Other business type:	enter prese openiti	
ACQinh0015134		What area/section of the site are you primarily visiting today ?	Filing	
10 Q.I.I.00101010			Payments	
			Refunds	
			Credits & Deductions	
			News & Events	
			Forms & Publications	
			Help & Resources	
			For Tax Professionals	
			Hot Topics	
			Tools	
			Social Media	
			Other	
CWS05375		What is your primary reason for coming to the IRS.gov website today ?	Download a current tax form, publication, or instructions	
		······································	Filing a return	
			Payment plan	
			Refund status	
			General tax information	A
			Amended tax return status	
			Prior year tax form, publication, or instructions	
			Ordering forms from the IRS	
			Tax return or account transcript	
			Mailing addresses for tax forms	
			e-file information	
			e-file information e-file PIN	
			e-file PIN	
				C,D

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			IRS Satisfaction survey v2 CUSTOM QUESTION LIST	
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip t
		·	PTIN	В
			EIN	
			Tax regulations or written determinations	
			Revenue rulings or court cases	
			Tax statistics	
			Link and Learn (VITA/TCE) training	_
			Contact information	-
			Subscription sign-up	-
			Non-English language information Latest news releases	-
			IRS social media tools	-
			Other, please specify:	A
CWS05376	Α	If you answered "Other" or "Obtain general tax information" as a primary	onici, picuse specify.	<u> </u>
		reason, please specify.		
ACQCol0002718	в	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCol0002719	С	How helpful was the information regarding Free File on the IRS.gov website?		
ACQCol0002720	D	What was your overall experience with preparing your taxes via Free File on the IRS.gov website?		
CWS05377		Indicate the IRS service channel(s) you used to get information or resolve	IRS.gov website	
		an issue before visiting the IRS website today.	IRS toll-free telephone line	1
			IRS Office (Taxpayer Assistance Center, Walk-in Center)	1
			Mail	
			None	
			Other, please specify:	A
CWS05378	Α	Please specify other IRS Service Channel(s) used.		
CWS05379		Including today, how many times did you contact the IRS about your	Once (today was the first time)	_
		Primary Reason for using IRS.gov?	Twice	-
			Three times	-
CWS05380		Were you able to satisfy your Primary Reason for using IRS.gov on this	Four or more Times Yes	
CW305360		current visit to our website?	No	A
			Don't know / Not sure	Â
CWS05381	A	Why do you feel that your Primary Reason for coming to the website was	The information was too difficult to locate on the IRS.gov website	+ ^
011000001		not completely resolved today?	The information was too difficult to understand	-
			Other, please specify:	в
CWS05382	В	Please specify why do you feel that your Primary Reason for coming to the website was not completely resolved .		
CWS05383			IRS.gov search	B,C,
CW303303		apply.)	Advanced search	B,C,
			Forms and publications area	B,C,I
			Site navigation	B,C,I
			Links on a page	B,C,
			Site Map	B,C,I
			Bookmarks	
			Internet search engine (e.g., Google, MSN Search, Yahoo! Search, etc.)	
			Links to IRS.gov from other websites	
			Other, please specify:	A
CWS05384	A	Please specify other method.		
CWS05385	в	What specific search term(s) did you use to find information on the IRS website?		
CWS05386	С	If you performed a search on IRS.gov today, what type of difficulty, if any,	Delivered the expected results	
		did you encounter? (Please choose one response only.)	Top recommendations were helpful	
			Auto-complete feature was helpful	
			Too many results returned	1
			No results returned	

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST Skip Logic Answer Choices QID Label **Question Text** (limited to 50 characters) Skip to Results irrelevant to search terms Unsure of search terms to use Other, please specify: D CWS05387 If you answered "Other" above, please specify other search difficulty. D CWS05388 What type of difficulty, if any, did you encounter with the navigation on the Navigation worked as expected Е IRS website? (Please choose one response only.) Navigation terms were intuitive Banners and promotions were appropriate/useful Consistent page elements (header and footer) made navigation easier First-level navigation was intuitive, but subsequent levels were less intuitive Expected links were not present on Web pages Links did not take me where I expected Navigating through site and determining location on site was difficult Navigation was not helpful Encountered technical difficulties (links didn't work, received error messages, etc.) Other, please specify: F CWS05389 F If you answered "Other" above, please specify other navigation difficulty. CWS05390 Did you find the information you were looking for? Yes No Α Partially Α CWS05391 Α If you **didn't find** what you were looking for, what **specific type** of information were you trying to find? Please specify. Is the IRS.gov website your **primary internet resource** for tax information? Yes CWS05396 No Α If you answered "No", what other website(s) do you use as your primary CWS05397 Α nternet resource? CWS05398 How could we improve the IRS.gov website so that you could find the information you were looking for more readily? Which of the following sources drove you to visit the site today? Please rank the top Message or recommendation from a friend on a social network EDO09192 3 (Rank 1 is most important). Video I saw on YouTube Rank 1 (Required) Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Search engine results Don't know Other EDO09193 Rank 2 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Search engine results Don't know Other EDO09194 Rank 3 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague

CUSTOM QUESTIONS red & strike-through: DELETE IRS Satisfaction survey v2 underlined & italicized: MID: 0pIME9IhI5N4RRwp94B5VQ== pink: ADDITION Date: 8/27/2012 blue +>: REWORDING violet (bold): SKIP-LOGIC violet (bold): SKIP-LOGIC				
			IRS Satisfaction survey v2 CUSTOM QUESTION LIST	
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Familiarity with the site Search engine results Don't know Other	Skip to

	Single	Demuined	ial instr	
Type (select from list)	or Multi	Required Y/N	uctio ns	CQ Label
Drop down, select one	Single	Y		Frequency
Radio button, one-up vertical	Single	Y	Skip logic	Role
Radio button, one-up vertical	Single	Y		Individual
Text field, <100 char		N		Other individual
Radio button, one-up vertical	Single	Y		Business
Text field, <100 char		N		Other business
Radio button, one-up vertical	Single	Y		Area Visited
Radio button, one-up vertical	Single	Y	Skip logic	Reason

Type (select from list)	Single or Multi	Required Y/N	ial instr uctio ns	CQ Label
Text area, no char limit		N		Other reason/general info
Text area, no char limit		N		PTIN experience
Text area, no char limit		N		Free File helpful
Text area, no char limit		N		Free File experience
Checkbox, one-up vertical	Multi	Y	Skip logic	IRS channels
Text field, <100 char		N		Other channels
Drop down, select one	Single	Y		# contacted IRS
Drop down, select one	Single	Y	Skip logic	Satisfy reason
Drop down, select one	Single	Y		Unresolved reason
Text area, no char limit		N		Why unresolved reason
Checkbox, one-up vertical	Multi	Y	Skip logic	Method
Text field, <100 char		N		Other method
Text area, no char limit		N		Search terms
Radio button, one-up vertical	Single	N		Search diff

Type (select from list)	Single or Multi	Required Y/N	ial instr uctio ns	CQ Label
Text area, no char limit		N		Other search diff
Radio button, one-up vertical	Single	Ν		Navigation diff
Text area, no char limit		N		Other navigation diff
Drop down, select one	Single	Y	Skip logic	Find
Text area, no char limit		N		No info found
Drop down, select one	Single	Y	Skip logic	Primary resource
Text field, <100 char		N		Other website as primary resource
Text area, no char limit		N		Improvement
Drop down, select one	Single	Adjust Ten Ra Anchor J	andomi Answe	Style Sheet
Drop down, select one	Single	Adjust Ten Ra	andomi Answe	Style Sheet
Drop down, select one	Single	N Adjust Ten	nk Gro	up Style Sheet

Type (select from list)	Single or Multi	Required Y/N	ial instr uctio ns	CQ Label
		Anchor .	Answe	r Choice
		Anchor	Answe	r Choice

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)
CWS05372		How frequently do you visit this website?		First time
				More than once a day
				Daily
				About once a week
				About once a month
				Every 6 months or less
CWS05373		Which category best describes you? Are you?		An individual taxpayer
				Representing a business
				Representing a charity or non-profit organization
				Representing a government entity
				A tax professional (i.e. accountant, attorney, bank trust officer, enrolled agent, tax consultant, tax preparer, etc.)
				An academic/researcher
				A Student Military
				Retirement fund administrator
				An IRS employee
				A VITA/TCE volunteer
				Other
CWS05374-	A	Please specify other role.		
	В	Please specify your individual taxpayer role.		Employee
				Self employed
				International taxpayer
				Parent
				Student
				Senior and/or retiree
				Other, please specify:
	С	Other individual role:		
	D	Please specify your business type.		Corporation
				Partnership
				International business
				Small business & self employed
	E	Other business type:		Other, please specify:
		What area/section of the site are you primarily visiting today ?		Filing
		what areasection of the site are you primarily visiting today:		Payments
				Refunds
				Credits & Deductions
				News & Events
				Forms & Publications
				Help & Resources
				For Tax Professionals
				Hot Topics
				Tools
				Social Media
014005075				Other
CWS05375		What is your primary reason for coming to the IRS.gov website today ?		Download a current tax form, publication, or instructions
				Filing a return Payment plan
				Payment plan Refund status
				General tax information
				Amended tax return status
				Prior year tax form, publication, or instructions
				Ordering forms from the IRS
				Tax return or account transcript
				Mailing addresses for tax forms
				e-file information

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	Skip Logic		Answer IDs (DOT	Answer Choices
QID	Label	Question Text	ONLY)	(limited to 50 characters)
				Free File information
				Prepare my taxes via Free File on the IRS website
				Tax calculators/worksheets
				e-Services
				<u>PTIN</u>
				EIN
				Tax regulations or written determinations
				Revenue rulings or court cases
				Tax statistics
				Link and Learn (VITA/TCE) training
				<u>Contact information</u>
				Subscription sign-up
				Non-English language information
				Latest news releases
				IRS social media tools
				Other, please specify:
CWS05376	Α	If you answered "Other" or "Obtain general tax information" as a primary		
		reason, please specify.		
ACQCol0002718	В	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCol0002719	С	How helpful was the information regarding Free File on the IRS.gov website?		
ACQCol0002720		What was your overall experience with preparing your taxes via Free File on the IRS.gov website?		
CWS05377		Indicate the IRS service channel(s) you used to get information or resolve		IRS.gov website
		an issue before visiting the IRS website today.		IRS toll-free telephone line
				IRS Office (Taxpayer Assistance Center, Walk-in Center)
				Mail
				None
				Other, please specify:
CWS05378	Α	Please specify other IRS Service Channel(s) used.		
CWS05379		Including today, how many times did you contact the IRS about your		Once (today was the first time)
		Primary Reason for using IRS.gov?		Twice
				Three times
				Four or more Times
CWS05380		Were you able to satisfy your Primary Reason for using IRS.gov on this		Yes
		current visit to our website?		No
				Don't know / Not sure
CWS05381	Α	Why do you feel that your Primary Reason for coming to the website was		The information was too difficult to locate on the IRS.gov website
		not completely resolved today?		The information was too difficult to understand
				Other, please specify:
CWS05382		Please specify why do you feel that your Primary Reason for coming to the website was not completely resolved .		
CWS05383		How did you find information on our website today? (Please mark all that		IRS.gov search
		apply.)		Advanced search
				Forms and publications area
				Site navigation
				Navigation to the web page
				Links on a page
				<u>Site Map</u>
			Bookmarks	
				Internet search engine (e.g., Google, MSN Search, Yahoo! Search, etc.)
				Links to IRS.gov from other websites
				Other, please specify:
CWS05384	Α	Please specify other method.		
CWS05385		What specific search term(s) did you use to find information on the IRS		
		website?		

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QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)
CWS05386	С	If you performed a search on IRS.gov today, what type of difficulty, if any,		Delivered the expected results
		did you encounter? (Please choose one response only.)		Top recommendations were helpful
				Auto-complete feature was helpful
				Too many results returned
				No results returned
				Results irrelevant to search terms
				Results were too similar/redundant-
				Unsure of search terms to use
				Search required too many refinements to get what I wanted
				Search speed was too slow- Other, please specify:
CWS05387	D	If you answered "Other" above, please specify other search difficulty.		Otter, please specity.
CWS05387 CWS05388		What type of difficulty, if any, did you encounter with the navigation on the		Navigation worked as expected
CW303300		IRS website? (Please choose one response only.)		Navination terms were intuitive
		······································		Banners and promotions were appropriate/useful
				Consistent page elements (beader and footer) made navigation easier
				First-level navigation was intuitive, but subsequent levels were less intuitive
				Expected links were not present on Web pages
				Links did not take me where I expected
				Navigating through site and determining location on site was difficult
				Navigation was not helpful
				Could not find the appropriate navigational links on most of your web pages
				Could not get started or did not know where to begin-
				Too many links or navigational choices
				Would often feel lost, and did not know where I was on your website
				Navigation did not support what I was trying to accomplish
				Could not navigate back to previous information
				Had difficulty finding detailed information on your web pages-
				Encountered technical difficulties (links didn't work, received error messages, etc.) Other, please specify:
CWS05389	F	If you answered "Other" above, please specify other navigation difficulty.		Other, please specify.
CWS05390		Did you find the information you were looking for?		Yes
				No Partially
CWS05391	A	If you didn't find what you were looking for, what specific type of		Patually
		information were you trying to find? Please specify.		
CWS05392	в	If you didn't find what that you were looking for, are you planning on using/visiting another website to find your tax information?		Yes
CWS05393 -	e	What other website(s) would you use for your tax information?		
CWS05393		If you found the information you were looking for, was it easy to		Yes
011000004		understand?		Ne
CWS05395 -	E	If "No", please explain.		
CWS05396		Is the IRS.gov website your primary internet resource for tax information?		Yes
				No
CWS05397	А	If you answered " No ", what other website(s) do you use as your primary internet resource?		
CWS05398		How could we improve the IRS.gov website so that you could find the information you were looking for more readily?		
EDO09192		Which of the following sources drove you to visit the site today? Please rank the top		Message or recommendation from a friend on a social network
		3 (Rank 1 is most important).		Video I saw on YouTube
		Rank 1 (Required)		Internet blogs or discussion forums
				Advertising on social networks (Facebook, My Space, Twitter)
				Message directly from the agency on a social network
				Mobile phone text messages or alerts
				Instant Message from a friend or colleague
				Familiarity with the site

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QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)
				Search engine results
				Don't know
				Other
EDO09193		Rank 2 (Optional)		Message or recommendation from a friend on a social network
				Video I saw on YouTube
				Internet blogs or discussion forums
				Advertising on social networks (Facebook, My Space, Twitter)
				Message directly from the agency on a social network
				Mobile phone text messages or alerts
				Instant Message from a friend or colleague
				Familiarity with the site
				Search engine results
				Don't know
				Other
EDO09194		Rank 3 (Optional)		Message or recommendation from a friend on a social network
				Video I saw on YouTube
				Internet blogs or discussion forums
				Advertising on social networks (Facebook, My Space, Twitter)
				Message directly from the agency on a social network
				Mobile phone text messages or alerts Instant Message from a friend or colleague
				Familiarity with the site
				Search engine results
				Don't know
				Other
(Outer Contraction of the Contrac

<u>Type (select from list)</u> Drop down, select one	Single or Multi Single	Required Y/N Y	Special instructions	CQ Label Frequency
Radio button, one-up vertical	Single	Y	Skip logic	Role
Text field, <100 char		N		Other role
Radio button, one-up vertical	Single	Y		Individual
Text field, <100 char Radio button, one-up vertical	Single	N Y		Other individual Business
Text field, <100 char Radio button, one-up vertical	Single	N Y		Other business Area Visited
Radio button, one-up vertical	Single	Y	Skip logic	Reason
	Drop down, select one Radio button, one-up vertical Text field, <100 char	Or Type (select from list) Multi Drop down, select one Single Radio button, one-up vertical Single Text field, <100 char	or MultiRequired YINDrop down, select oneSingleYRadio button, one-up verticalSingleYRadio button, one-up verticalSingleYText field, <100 char	Or MultiRequired Y/NSpecial instructionsDrop down, select oneSingleYRadio button, one-up verticalSingleYRadio button, one-up verticalSingleYText field, ~<100 char

		Single			
Skip to	Type (select from list)	or Multi	Required Y/N	Special instructions	CQ Label
C,D	<u>Type (select from list)</u>	Wata	1/1	opecial instructions	CQ Laber
Ð					
в					
A					
~	Text area, no char limit		N		Other reason/general info
	Text area, no char limit		N		PTIN experience
	Text area, no char limit		N		Free File helpful
	Text area, no char limit		N		Free File experience
	Text area, 110 chai minit				
	Checkbox, one-up vertical	Multi	Y	Skip logic	IRS channels
А					
	Text field, <100 char	0.1	N		Other channels
	Drop down, select one	Single	Y		# contacted IRS
	Drop down, select one	Single	Y	Skip logic	Satisfy reason
A				1.1.9.0	
A	Drop down, select one	Single	Y		Unresolved reason
В	Text area, no char limit		N		Why unresolved reason
		N. 112			
B,C,E <mark>B,C,E</mark>	Checkbox, one-up vertical	Multi	Y	Skip logic	Method
B,C,E					
B,C,E					
В,С,Е В,С,Е					
B,C,E					
A	Text field, <100 char		N		Other method
	Text area, no char limit		N		Search terms

		Single or	Required		
Skip to	Type (select from list)	Multi	Y/N	Special instructions	CQ Label
	Radio button, one-up vertical	Single	N		Search diff
D					
	Text area, no char limit		N		Other search diff
	Radio button, one-up vertical	Single	N		Navigation diff
F	Text area, no char limit		N		Other navigation diff
	Text diea, no chai limit				Other navigation un
Ð	Drop down, select one	Single	Y	Skip logic	Find
A, B A, B					
<u>, D</u>	Text area, no char limit		N		No info found
e	Drop down, select one	Single	¥		Plan using other website
	Text field, <100 char		N		Other website if no info
	Drop down, select one	single	¥		Understandable
E	Text area, no char limit		N		Not understandable
	Drop down, select one	Single	Y	Skip logic	Primary resource
Α					
	Text field, <100 char		N		Other website as primary resource
	Text area, no char limit		N		Improvement
		0.0		Daula C	
	Drop down, select one	Single	Y	Rank Group	
				Adjust Template/Style Sheet	
				Randomize	

Skip to	Type (select from list)	Single or Multi	Required Y/N	Special instructions	CQ Label
				Anchor Answer Choice Anchor Answer Choice	
	Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice	
	Drop down, select one	Single	N	Anchor Answer Choice Anchor Answer Choice Rank Group	
	Litip down, select one	Single	N	Adjust Template/Style Sheet Randomize	
				Anchor Answer Choice Anchor Answer Choice	

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 10/7/2011 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

	Skip			
	Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip
CWS05372	Luber	How frequently do you visit this website?	First time	Onip
CW303372		How requently to you visit this website?		_
			More than once a day	_
			Daily	_
			About once a week	_
			About once a month	
			Every 6 months or less	
CWS05373		Which category best describes you? Are you?	An Individual Tax Payer	
			Representing a Business	
			Representing a Charity or Non-Profit Organization	-
			Representing a Government Entity	-
			A Tax Professional (such as an accountant, attorney, bank trust officer, enrolled agent, tax consultant, tax preparer, etc.)	-
				-
			An Academic/Researcher	-
			A Student	_
			An IRS Employee	_
			A VITA/TCE Volunteer	
			Other, please specify:	A
CWS05374	A	Please specify other role.		
CWS05375		What is your primary reason for coming to the IRS.gov website today ?	Obtain general tax information	L A
			Obtain information on the status of your tax refund	
			Obtain information on the status of your amended tax return	-
			Download a current tax form, publication, or instructions	-
				-
			Download a prior year(s) tax form, publication, or instructions	_
			Order forms from the IRS	_
		Order transcripts	_	
		Find mailing addresses for tax forms		
		Obtain information on e-file		
			Obtain e-file PIN	
			Learn more about Free File	<u> </u>
			Prepare my taxes via Free File on the IRS website	— с
			Use online tax calculators	-
			Sign-up for or login to e-Services	-
			Obtain a PTIN	— в
			Obtain an EIN	-
			Obtain information on tax regulations or written determinations	_
			Obtain information on revenue rulings or court cases	_
			Obtain tax statistics	
			Link and Learn (VITA/TCE) training	
			Contact the IRS	
			Other, please specify:	A
CWS05376	A	If you answered "Other" or "Obtain general tax information" for "What is		
		your primary reason for coming to the IRS.gov website today?" Please		
		specify.		
CQCol0002718	В	What was your overall experience with obtaining a PTIN on the IRS.gov		
CQC010002710		website?		
000-10000710	с			_
CQCol0002719		How helpful was the information regarding Free File on the IRS.gov website?		
				_
CQCol0002720	D	What was your overall experience with preparing your taxes via Free File		
		on the IRS.gov website?		
CWS05377		Before visiting us today on the IRS website, what IRS Service Channel(s)	IRS.gov website	
		did you use to resolve your Primary Reason? (Please mark all that apply.)	IRS toll-free telephone line	
			IRS Office (Taxpayer Assistance Center, Walk-in Center)	
			Mail	
			None None	
			Other, please specify:	4
CWS05378	A	Please specify other IRS Service Channel(s) used.		-
011303370	~ ~	ו וכמשב שבטווי טוובי ווגש שבויונב כוומווופו(ג) עצפע.		
	1		4 These Trades one the East line	
CWS05379		Including today, how many times did you contact the IRS about your	1 Time - Today was the first time	

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 10/7/2011 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

	Logic		Answer Choices	
QID	Label	Question Text		Skip
		Libel Question Text Immediate in the intermediate in the intermediate intermed		
CWS05380				
		current visit to our website?		A
				A
CWS05381	A	Why do you feel that your Primary Reason for coming to the website was		
		not completely resolved today?	The information was too difficult to understand	
			Other, please specify:	B
CWS05382	В			
CWS05383		How did you find information on our website today? (Please mark all that	IRS.gov Search Engine	В,0
				В,0
				В,
				В,0
				B,C
				,
			Other, please specify:	
CWS05384				
CWS05385	В			
CWS05386	С		No problems were encountered, the IRS.gov search engine worked fine	
	di	did you encounter? (Please choose one response only.)	Returned too many results	
		Returned no results		
			Other, please specify:	
CWS05387				
CWS05388	E			
		IRS website? (Please choose one response only.)	Could not find the appropriate navigational links on most of your web pages	1
			Could not get started or did not know where to begin	
			Too many links or navigational choices	
			Would often feel lost, and did not know where I was on your website	
CWS05389	F	If you answered "Other" above, please specify other navigation difficulty.	Other, please specify:	
CWS05390		Did you find the information you were looking for ?	Yes	
			Partially	A
CWS05391	A			
CWS05392	В	If you didn't find what that you were looking for, are you planning on using/visiting another website to find your tax information?	Yes	
0.1/0.05000			No	
CWS05393	С	What other website(s) would you use for your tax information?		
CWS05394	D	If you found the information you were looking for, was it easy to	Yes	
		understand?	No	
CWS05395	E	If "No", please explain.		
CWS05396		Is the IRS.gov website your primary internet resource for tax information?		

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
QID	Laber	Question Text	No	A
CWS05397	Α	If you answered " No " , what other website(s) do you use as your primary internet resource?		
CWS05398		How could we improve the IRS.gov website so that you could find the information you were looking for more readily?		
EDO09192		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the agency Search engine results Word of mouth recommendation from someone I know	
			TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other	-
ED009193		Rank 2 (Optional) Pank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the agency Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other	
EDO09194		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the agency Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other	

<u>Type (select from list)</u>	Single or Multi	Required Y/N	Special instructions
Drop down, select one	Single	Y	Frequency
Radio button, one-up vertical	Single	Y	Role
Text field, <100 char		N	Other role
Radio button, one-up vertical	Single	Y N	Reason Other reason/general info
Text area, no char limit		N	PTIN experience
Text area, no char limit		N	Free File helpful
Text area, no char limit		N	Free File experience
Checkbox, one-up vertical	Multi	Y	IRS channels
Text field, <100 char		N	Other channels
Drop down, select one	Single	Y	# contacted IRS

Type (select from list)	Single or Multi	Required Y/N	Special instructions
Drop down, select one	Single	Y	Satisfy reason
Drop down, select one	Single	Y	Unresolved reason
Text area, no char limit		N	Why unresolved reason
Checkbox, one-up vertical	Multi	Y	Method
Text field, <100 char		N	Other method
Text area, no char limit		N	Search terms
Radio button, one-up vertical	Single	Ν	Search diff
Text area, no char limit		N	Other search diff
Radio button, one-up vertical	Single	N	Navigation diff
Text area, no char limit		N	Other navigation diff
Drop down, select one	Single	Y	Find
Text area, no char limit		N	No info found
Drop down, select one	Single	Y	Plan using other website
Text field, <100 char		N	Other website if no info
Drop down, select one	single	Y	Understandable
Text area, no char limit	0	N	Not understandable
Drop down, select one	Single	Y	Primary resource

Type (select from list)	Single or Multi	Required Y/N	Special instructions
Text field, <100 char		N	Other website as primary resource
Text area, no char limit		N	Improvement
Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice
Drop down, select one	Single	N	Anchor Answer Choice Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice
Drop down, select one	Single	N	Anchor Answer Choice Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 9/6/2011 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

	Skip			
	Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip t
CWS05372	-	How frequently do you visit this website?	First time	
CW303312		now nequently do you visit this website?		-
			More than once a day	_
			Daily	
			About once a week	
			About once a month	-
			Every 6 months or less	
CWS05373	1	Which category best describes you? Are you?	An Individual Tax Payer	
			Representing a Business	-
				-
			Representing a Charity or Non-Profit Organization	_
			Representing a Government Entity	
			A Tax Professional (such as an accountant, attorney, bank trust officer, enrolled agent, tax consultant, tax preparer, etc.)	
			An Academic/Researcher	-
				-
			A Student	_
			An IRS Employee	
	1		A VITA/TCE Volunteer	
			Other, please specify:	
011/005555				A
CWS05374	A	Please specify other role.		
CWS05375		What is your primary reason for coming to the IRS.gov website today ?	Obtain general tax information	A
		, , , ,	Obtain information on the status of your tax refund	-
				-
			Download a current tax form, publication, or instructions	
			Download a prior year(s) tax form, publication, or instructions	
			Order forms from the IRS	
				-
			Find mailing addresses for tax forms	_
			Obtain information on e-file	
			Obtain e-file PIN	
			Learn more about Free File	c
			Prepare my taxes via Free File on the IRS website	D
			Use online tax calculators	
			Sign-up for or login to e-Services	
			Obtain a PTIN	в
				_
			Obtain an EIN	
			Obtain information on tax regulations or written determinations	
			Obtain information on revenue rulings or court cases	
			Obtain tax statistics	-
			Link and Learn (VITA/TCE) training	
			Contact the IRS	
				A
CWS05376	A	If you answered "Other" or "Obtain general tax information" for "What is	Contact the IRS	A
CWS05376	A	your primary reason for coming to the IRS.gov website today?" Please	Contact the IRS	A
CWS05376	A		Contact the IRS	A
		your primary reason for coming to the IRS.gov website today?" Please specify.	Contact the IRS	A
	A	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov	Contact the IRS	A
ACQCol0002718	В	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website?	Contact the IRS	A
ACQCol0002718		your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov	Contact the IRS	A
CWS05376 ACQCol0002718 ACQCol0002719	В	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov	Contact the IRS	A
ACQCol0002718 ACQCol0002719	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website?	Contact the IRS	A
ACQCol0002718 ACQCol0002719	В	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? What was your overall experience with preparing your taxes via Free File What was your overall experience with preparing your taxes via Free File	Contact the IRS	A
ACQCol0002718 ACQCol0002719	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website?	Contact the IRS	A
ACQCol0002718 ACQCol0002719	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website?	Contact the IRS Other, please specify:	A
ACQCol0002718 ACQCol0002719 ACQCol0002720	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s)	Contact the IRS Other, please specify:	A
ACQCol0002718 ACQCol0002719 ACQCol0002720	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website?	Contact the IRS Other, please specify: IRS.gov website IRS toll-free telephone line	A
ACQCol0002718 ACQCol0002719 ACQCol0002720	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s)	Contact the IRS Other, please specify:	A
ACQCol0002718 ACQCol0002719 ACQCol0002720	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s)	Contact the IRS Other, please specify: IRS.gov website IRS toll-free telephone line	A
ACQCol0002718 ACQCol0002719 ACQCol0002720	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s)	Contact the IRS Other, please specify:	A
ACQCol0002718 ACQCol0002719 ACQCol0002720	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s)	Contact the IRS Other, please specify:	
ACQCol0002718 ACQCol0002719 ACQCol0002720 CWS05377	B C D	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s) did you use to resolve your Primary Reason ? (Please mark all that apply.)	Contact the IRS Other, please specify:	A
ACQCol0002718 ACQCol0002719 ACQCol0002720	B	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? What was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s)	Contact the IRS Other, please specify:	
ACQCol0002718 ACQCol0002719 ACQCol0002720 CWS05377 CWS05378	B C D	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s) did you use to resolve your Primary Reason ? (Please mark all that apply.) Please specify other IRS Service Channel(s) used.	Contact the IRS Other, please specify:	
ACQCol0002718 ACQCol0002719 ACQCol0002720 CWS05377	B C D	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s) did you use to resolve your Primary Reason ? (Please mark all that apply.) Please specify other IRS Service Channel(s) used. Including today, how many times did you contact the IRS about your	Contact the IRS Other, please specify:	
ACQCol0002718 ACQCol0002719 ACQCol0002720 CWS05377 CWS05378	B C D	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s) did you use to resolve your Primary Reason ? (Please mark all that apply.) Please specify other IRS Service Channel(s) used.	Contact the IRS Other, please specify:	
ACQCol0002718 ACQCol0002719 ACQCol0002720 CWS05377 CWS05378	B C D	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s) did you use to resolve your Primary Reason ? (Please mark all that apply.) Please specify other IRS Service Channel(s) used. Including today, how many times did you contact the IRS about your	Contact the IRS Other, please specify: IRS.gov website IRS toll-free telephone line IRS toll-free telephone line IRS Office (Taxpayer Assistance Center, Walk-in Center) Mail None Other, please specify: 1 Time - Today was the first time 2 Times	
ACQCol0002718 ACQCol0002719 ACQCol0002720 CWS05377 CWS05378	B C D	your primary reason for coming to the IRS.gov website today?" Please specify. What was your overall experience with obtaining a PTIN on the IRS.gov website? How helpful was the information regarding Free File on the IRS.gov website? What was your overall experience with preparing your taxes via Free File on the IRS.gov website? Before visiting us today on the IRS website, what IRS Service Channel(s) did you use to resolve your Primary Reason ? (Please mark all that apply.) Please specify other IRS Service Channel(s) used. Including today, how many times did you contact the IRS about your	Contact the IRS Other, please specify:	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
CWS05380	-450		Yes	
		current visit to our website?	No	- A
			Don't know / Not sure	
CWS05381	Α	Why do you feel that your Primary Reason for coming to the website was	The information was too difficult to locate on the IRS.gov website	
		not completely resolved today?	The information was too difficult to understand	
			Other, please specify:	в
CWS05382	В	Please specify why do you feel that your Primary Reason for coming to the website was not completely resolved .		
CWS05383		How did you find information on our website today? (Please mark all that	IRS.gov Search Engine	B,C,E
		apply.)	Forms and Publications	B,C,E
			Navigation to the web page	B,C,E
			Links within a page	B,C,E
			Site Map	B,C,E
			Bookmarks	- · ·
			Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.)	_
			Links to IRS.gov from other websites	_
			Other, please specify:	A
CWS05384	A	Please specify other method.		
CWS05385	В	What specific search term(s) did you use to find information on the IRS website?		
CWS05386	С	If you performed a search on IRS.gov today, what type of difficulty, if any,	No problems were encountered, the IRS.gov search engine worked fine	
		did you encounter? (Please choose one response only.)	Returned too many results	-
			Returned no results	-
			Results were not relevant to my search terms	-
			Results were too similar/redundant	-
			I was not sure what words to use in my search	
			Search required too many refinements to get what I wanted	-
			Search speed was too slow	-
				р
CWS05387		If you are yound "Other" above along an off a start accurate difficulty	Other, please specify:	
	D	If you answered "Other" above, please specify other search difficulty.		
CWS05388	E	What type of difficulty, if any, did you encounter with the navigation on the		_
		IRS website? (Please choose one response only.)	Could not find the appropriate navigational links on most of your web pages	_
			Could not get started or did not know where to begin	_
			Too many links or navigational choices	_
			Would often feel lost, and did not know where I was on your website	_
			Links did not take me where I expected	_
			Navigation did not support what I was trying to accomplish	
			Could not navigate back to previous information	
			Had difficulty finding detailed information on your web pages	
			Had various technical difficulties (links didn't work, received error messages, etc.)	
			Other, please specify:	F
CWS05389	F	If you answered "Other" above, please specify other navigation difficulty.		
CWS05390		Did you find the information you were looking for?	Yes	D
			No	A,B
			Partially	A,B
CWS05391	A	If you didn't find what you were looking for, what specific type of information were you trying to find? Please specify.		
CWS05392	В	If you didn't find what that you were looking for, are you planning on using/visiting another website to find your tax information?	Yes No	C
CWS05393	С	What other website(s) would you use for your tax information?		
CWS05394	D	If you found the information you were looking for, was it easy to	Yes	
		understand?	No	E
CWS05395	E	If "No", please explain.		
	_			
CWS05396		Is the IRS.gov website your primary internet resource for tax information?		

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	Skip Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip to
CWS05397	A	If you answered " No " , what other website(s) do you use as your primary		
014005000		internet resource?		
CWS05398		How could we improve the IRS.gov website so that you could find the information you were looking for more readily?		
EDO09192		Which of the following sources drove you to visit the site today? Please rank the top	Message or recommendation from a friend on a social network	
		3 (Rank 1 is most important). Rank 1 (Required)	Video I saw on YouTube	
		Rank I (Required)	Internet blogs or discussion forums	
			Advertising on social networks (Facebook, My Space, Twitter)	
			Message directly from the agency on a social network	
			Mobile phone text messages or alerts	
			Instant Message from a friend or colleague	
			Familiarity with site	
			Promotional email(s) from the agency	1
			Search engine results	
			Word of mouth recommendation from someone I know	
			TV, radio, newspaper, or magazine advertising	
			Internet advertising	
			Don't know	
			Other	1
EDO09193		Rank 2 (Optional)	Message or recommendation from a friend on a social network	
			Video I saw on YouTube	1
			Internet blogs or discussion forums	1
			Advertising on social networks (Facebook, My Space, Twitter)	1
			Message directly from the agency on a social network	1
			Mobile phone text messages or alerts	1
			Instant Message from a friend or colleague	1
			Familiarity with site	1
			Promotional email(s) from the agency	1
			Search engine results	1
			Word of mouth recommendation from someone I know	1
			TV, radio, newspaper, or magazine advertising	1
			Internet advertising	1
			Don't know	1
			Other	
EDO09194		Rank 3 (Optional)	Message or recommendation from a friend on a social network	
			Video I saw on YouTube	
			Internet blogs or discussion forums	
			Advertising on social networks (Facebook, My Space, Twitter)	1
			Message directly from the agency on a social network	1
			Mobile phone text messages or alerts	1
			Instant Message from a friend or colleague	
			Familiarity with site	
			Promotional email(s) from the agency	
			Search engine results	
			Word of mouth recommendation from someone I know	
			TV, radio, newspaper, or magazine advertising	1
			Internet advertising	1
			Don't know	1
			Other	

Single or	Required	Creation in structions
		Special instructions
Single	Y	Frequency
Single	Y	Role
	N	Other role
Single	Y	Reason
	N	Other reason/general info
	N	PTIN experience
	N	Free File helpful
	N	Free File experience
Multi	Y	IRS channels
	N	Other channels
Single	Y	# contacted IRS
	or Multi Single	or MultiRequired YINSingleYSingleYSingleYSingleYSingleYImage: SingleYSingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleNImage: SingleYImage: SingleNImage: S

Ture (celect from list)	Single or Multi	Required Y/N	Special instructions
Type (select from list) Drop down, select one	Single	Y	Satisfy reason
Drop down, select one	Single	Y	Unresolved reason
Text area, no char limit		N	Why unresolved reason
Checkbox, one-up vertical	Multi	Y	Method
Text field, <100 char		N	Other method
Text area, no char limit		N	Search terms
Radio button, one-up vertical	Single	Ν	Search diff
Text area, no char limit		N	Other search diff
Radio button, one-up vertical	Single	N	Navigation diff
Text area, no char limit		N	Other navigation diff
Drop down, select one	Single	Y	Find
Text area, no char limit		N	No info found
Drop down, select one	Single	Y	Plan using other website
Text field, <100 char		N	Other website if no info
Drop down, select one	single	Y	Understandable
Text area, no char limit		N	Not understandable
Drop down, select one	Single	Y	Primary resource

Type (select from list)	Single or Multi	Required Y/N	Special instructions
Text field, <100 char		N	Other website as primary resource
Text area, no char limit		N	Improvement
Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize
			Anchor Answer Choice Anchor Answer Choice
Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize
			Anchor Answer Choice Anchor Answer Choice
Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize
			Anchor Answer Choice Anchor Answer Choice

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 5/20/11

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
CWS05372	Laber	How frequently do you visit this website?	First time	onip to
011000012		now nequently do you visit this website :	More than once a day	- 1
			Daily	- 1
			About once a week	-
			About once a month	- 1
			Every 6 months or less	-
CWS05373		Which category best describes you? Are you?	An Individual Tax Payer	
		······································	Representing a Business	-
			Representing a Charity or Non-Profit Organization	1
			Representing a Government Entity	1
			A Tax Professional (such as an accountant, attorney, bank trust officer, enrolled agent, tax consultant, tax preparer, etc.)	1
			An Academic/Researcher	
			A Student	
			An IRS Employee	
			A VITA/TCE Volunteer	1
			Other, please specify:	∃ a
CWS05374	Α	Please specify other role.		
CWS05375		What is your primary reason for coming to the IRS.gov website today ?	Obtain general tax information	Α
			Obtain information on the status of your tax refund	
			Download a current tax form, publication, or instructions	1
			Download a prior year(s) tax form, publication, or instructions	1
			Order forms from the IRS	1
			Find mailing addresses for tax forms	-
			Obtain information on e-file	-
			Obtain e-file PIN	-
			Learn more about Free File	с
			Prepare my taxes via Free File on the IRS website	D
			Use online tax calculators	1 -
			Sign-up for or login to e-Services	1
			Obtain a PTIN	в
			Obtain an EIN	1
			Obtain information on tax regulations or written determinations	1
			Obtain information on revenue rulings or court cases	1
			Obtain tax statistics	1
			Link and Learn (VITA/TCE) training	-
			Contact the IRS	-
			Other, please specify:	A
CWS05376	A	If you answered " Other " or " Obtain general tax information " for "What is your primary reason for coming to the IRS.gov website today?" Please specify.		
ACQCol0002718	В	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCol0002719	С	How helpful was the information regarding Free File on the IRS.gov website?		
ACQCol0002720	D	What was your overall experience with preparing your taxes via Free File on the IRS.gov website?		
CWS05377		Before visiting us today on the IRS website, what IRS Service Channel(s)	IRS.gov website	
		did you use to resolve your Primary Reason ? (Please mark all that apply.)	IRS toll-free telephone line	
			IRS Office (Taxpayer Assistance Center, Walk-in Center)	
			Mail	-
			None	-
			Other, please specify:	A
CWS05378	A	Please specify other IRS Service Channel(s) used.	4 Time Tedeuwee the first time	
CWS05379		Including today, how many times did you contact the IRS about your	1 Time - Today was the first time	-
		Primary Reason for using IRS.gov?	2 Times	-
			3 Times	-
			4 or more Times	

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 5/20/11 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

	Skip Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip to
CWS05380			Yes	
		current visit to our website?	No	A
			Don't know / Not sure	A
CWS05381	A	Why do you feel that your Primary Reason for coming to the website was	The information was too difficult to locate on the IRS.gov website	
		not completely resolved today?	The information was too difficult to understand	
			Other, please specify:	В
CWS05382	В	Please specify why do you feel that your Primary Reason for coming to the website was not completely resolved .		
CWS05383		How did you find information on our website today? (Please mark all that	IRS.gov Search Engine	B,C,E
		apply.)	Forms and Publications	B,C,E
			Navigation to the web page	B,C,E
			Links within a page	B,C,E
			Site Map	B,C,E
			Bookmarks	
			Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.)	
			Links to IRS.gov from other websites	
			Other, please specify:	A
CWS05384	A	Please specify other method.		
CWS05385	В	What specify carer method: What specify carer herm(s) did you use to find information on the IRS website?		
CWS05386	с	If you performed a search on IRS.gov today, what type of difficulty, if any,	No problems were encountered, the IRS.gov search engine worked fine	
011000000	Ŭ	did you encounter? (Please choose one response only.)	Returned too many results	-
			Returned to results	-
			Results were not relevant to my search terms	-
			Results were too similar/redundant	
			I was not sure what words to use in my search	
			Search required too many refinements to get what I wanted	
			Search speed was too slow	
			Other, please specify:	D
CWS05387	D	If you answered "Other" above, please specify other search difficulty.	Uner, please specify.	
CWS05387 CWS05388	E		No problems were encountered with the navigation on IRS.gov	
CVVS05300	-	IRS website? (Please choose one response only.)	Could not find the appropriate navigational links on most of your web pages	-
		into website? (Flease choose one response only.)		_
			Could not get started or did not know where to begin	_
			Too many links or navigational choices	_
			Would often feel lost, and did not know where I was on your website	_
			Links did not take me where I expected	_
			Navigation did not support what I was trying to accomplish	
			Could not navigate back to previous information	
			Had difficulty finding detailed information on your web pages	
			Had various technical difficulties (links didn't work, received error messages, etc.)	
CWS05389	F	If you answered "Other" above, please specify other navigation difficulty.	Other, please specify:	F
CWS05390		Did you find the information you were looking for ?	Yes	D
			No	A,B
			Partially	A,B
CWS05391	A	If you didn't find what you were looking for, what specific type of information were you trying to find? Please specify.		
CWS05392	В	If you didn't find what that you were looking for, are you planning on	Yes	С
		using/visiting another website to find your tax information?	No	
CWS05393	С	What other website(s) would you use for your tax information?		
	D	If you found the information you were looking for, was it easy to	Yes	
		understand?	No	E
CWS05395	E	III NO , please explain.		
CWS05395 CWS05396	E	If "No", please explain. Is the IRS.gov website your primary internet resource for tax information?	Yes	

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ==

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	Skip Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip to
CWS05397	A	If you answered "No" , what other website(s) do you use as your primary internet resource?		
CWS05398		How could we improve the IRS.gov website so that you could find the information you were looking for more readily?		
EDO09192		Which of the following sources drove you to visit the site today? Please rank the top	Message or recommendation from a friend on a social network	
		3 (Rank 1 is most important). Rank 1 (Required)	Video I saw on YouTube	
		Rank I (Required)	Internet blogs or discussion forums	
			Advertising on social networks (Facebook, My Space, Twitter)	
			Message directly from the agency on a social network	
			Mobile phone text messages or alerts	
			Instant Message from a friend or colleague	
			Familiarity with site	
			Promotional email(s) from the agency	-
			Search engine results	-
			Word of mouth recommendation from someone I know	1
			TV, radio, newspaper, or magazine advertising	1
			Internet advertising	-
			Don't know	-
			Other	-
EDO09193		Rank 2 (Optional)	Message or recommendation from a friend on a social network	
LD009193			Video I saw on YouTube	-
			Internet blogs or discussion forums	-
			Advertising on social networks (Facebook, My Space, Twitter)	-
				-
			Message directly from the agency on a social network	-
			Mobile phone text messages or alerts	-
			Instant Message from a friend or colleague	-
			Familiarity with site	-
			Promotional email(s) from the agency	4
			Search engine results	-
			Word of mouth recommendation from someone I know	-
			TV, radio, newspaper, or magazine advertising	-
			Internet advertising	_
			Don't know	
			Other	
EDO09194		Rank 3 (Optional)	Message or recommendation from a friend on a social network	
			Video I saw on YouTube	
			Internet blogs or discussion forums	
			Advertising on social networks (Facebook, My Space, Twitter)	
			Message directly from the agency on a social network	
			Mobile phone text messages or alerts	
			Instant Message from a friend or colleague	
			Familiarity with site	
			Promotional email(s) from the agency	
			Search engine results	
			Word of mouth recommendation from someone I know	
			TV, radio, newspaper, or magazine advertising	
			Internet advertising	
			Don't know	-
			Other Cher	

Single or	Required	Creation in structions
		Special instructions
Single	Y	Frequency
Single	Y	Role
	N	Other role
Single	Y	Reason
	N	Other reason/general info
	N	PTIN experience
	N	Free File helpful
	N	Free File experience
Multi	Y	IRS channels
	N	Other channels
Single	Y	# contacted IRS
	or Multi Single	or MultiRequired YINSingleYSingleYSingleYSingleYSingleYImage: SingleYSingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleYImage: SingleNImage: SingleYImage: SingleNImage: S

Ture (celect from list)	Single or Multi	Required Y/N	Special instructions
Type (select from list) Drop down, select one	Single	Y	Satisfy reason
Drop down, select one	Single	Y	Unresolved reason
Text area, no char limit		N	Why unresolved reason
Checkbox, one-up vertical	Multi	Y	Method
Text field, <100 char		N	Other method
Text area, no char limit		N	Search terms
Radio button, one-up vertical	Single	Ν	Search diff
Text area, no char limit		N	Other search diff
Radio button, one-up vertical	Single	N	Navigation diff
Text area, no char limit		N	Other navigation diff
Drop down, select one	Single	Y	Find
Text area, no char limit		N	No info found
Drop down, select one	Single	Y	Plan using other website
Text field, <100 char		N	Other website if no info
Drop down, select one	single	Y	Understandable
Text area, no char limit		N	Not understandable
Drop down, select one	Single	Y	Primary resource

Type (select from list)	Single or Multi	Required Y/N	Special instructions
Text field, <100 char		N	Other website as primary resource
Text area, no char limit		N	Improvement
Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize
			Anchor Answer Choice Anchor Answer Choice
Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize
			Anchor Answer Choice Anchor Answer Choice
Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize
			Anchor Answer Choice Anchor Answer Choice

CUSTOM QUESTIONS IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== . Date: 1/12/11

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•	Skip Logic		Answer Choices			Singl
QID WS05372	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Mul
1505372		How frequently do you visit this website?	First time More than once a day	- 1	Drop down, select one	Sin
			Daily			
			About once a week			
			About once a month	1 1		
			Every 6 months or less	1 1		
WS05373		Which category best describes you? Are you?	An Individual Tax Payer		Radio button, one-up vertical	Sin
			Representing a Business	1		
			Representing a Charity or Non-Profit Organization			
			Representing a Government Entity	1		
			A Tax Professional (such as an accountant, attorney, bank trust officer, enrolled agent, tax consultant, tax preparer, etc.)			
			An Academic/Researcher	1		
			A Student			
			An IRS Employee			
			A VITA/TCE Volunteer			
			Other, please specify:	A		
CWS05374	A	Please specify other role.			Text field, <100 char	
WS05375		What is your primary reason for coming to the IRS.gov	Obtain general tax information	A	Radio button, one-up vertical	Sin
			Obtain information on the status of your tax refund	4		
			Download a current tax form, publication, or instructions	-		
			Download a prior year(s) tax form, publication, or instructions	-		
			Order forms from the IRS Find mailing addresses for tax forms	-		
			Obtain information on e-file	-		
			Obtain e-file PIN	-		
			Learn more about Free File	c		
			Prepare my taxes via Free File on the IRS website	D I		
			Use online tax calculators			
			Sign-up for or login to e-Services	1		
			Obtain a PTIN	в		
			Obtain an EIN			
			Obtain information on tax regulations or written determinations			
			Obtain information on revenue rulings or court cases			
			Obtain tax statistics			
			Link and Learn (VITA/TCE) training	4		
			Contact the IRS			
CWS05376	+	If you answered "Other" or "Obtain general tax information"	Other, please specify:	A	Tout area use about limit	4
CWS05376	A	for "What is your primary reason for coming to the IRS.gov website today?" Please specify.			Text area, no char limit	
ACQCol0002718	В	What was your overall experience with obtaining a PTIN on the IRS.gov website?			Text area, no char limit	
ACQCol0002719	С	How helpful was the information regarding Free File on the IRS.gov website?			Text area, no char limit	
ACQCol0002720	D	What was your overall experience with preparing your taxes via Free File on the IRS.gov website?			Text area, no char limit	
CWS05377		Before visiting us today on the IRS website, what IRS Service	IRS.gov website		Checkbox, one-up vertical	M
			IRS toll-free telephone line			
			IRS Office (Taxpayer Assistance Center, Walk-in Center)			
			Mail			
			None			
014/065030			Other, please specify:	A	Tota Calif. 100 J	4
CWS05378	A	Please specify other IRS Service Channel(s) used.	1 Time Tedeu was the first time		Text field, <100 char	
WS05379		Including today, how many times did you contact the IRS	1 Time - Today was the first time	-	Drop down, select one	Sin
	1		2 Times 3 Times	1 1		1

CUSTOM QUESTIONS IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== . Date: 1/12/11

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			IRS Satisfaction survey v2 CUSTOM QUESTION LIS	т		
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			4 or more Times			
CWS05380		Were you able to satisfy your Primary Reason for using	Yes		Drop down, select one	Single
			No	A		
	-	Miller de la factulation de la compañía de la comp	Don't know / Not sure	A	Dren deure coloct and	Oinata
CWS05381	A	Why do you feel that your Primary Reason for coming to the	The information was too difficult to locate on the IRS.gov website The information was too difficult to understand	_	Drop down, select one	Single
			Other, please specify:	в		
CWS05382	В	Please specify why do you feel that your Primary Reason for	Other, please specify.		Text area, no char limit	
CW303302		coming to the website was not completely resolved.			Text area, no chai linnt	
CWS05383		How did you find information on our website today? (Please	IRS.gov Search Engine	B,C,E	Checkbox, one-up vertical	Multi
			Forms and Publications	B,C,E		
			Navigation to the web page	B,C,E		
			Links within a page	B,C,E		
			Site Map	B,C,E		
			Bookmarks			
			Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.)			
			Links to IRS.gov from other websites			
			Other, please specify:	A		
CWS05384	A	Please specify other method.			Text field, <100 char	
CWS05385	В	What specific search term(s) did you use to find information on the IRS website?			Text area, no char limit	
CWS05386	С	If you performed a search on IRS.gov today, what type of	No problems were encountered, the IRS.gov search engine worked fine	_	Radio button, one-up vertical	Single
			Returned too many results	_		
			Returned no results			
			Results were not relevant to my search terms	_		
			Results were too similar/redundant			
			I was not sure what words to use in my search			
			Search required too many refinements to get what I wanted			
			Search speed was too slow			
			Other, please specify:	D		
CWS05387	D	If you answered "Other" above, please specify other search difficulty.			Text area, no char limit	
CWS05388	E	What type of difficulty, if any, did you encounter with the	No problems were encountered with the navigation on IRS.gov		Radio button, one-up vertical	Single
			Could not find the appropriate navigational links on most of your web pages			
			Could not get started or did not know where to begin	_		
			Too many links or navigational choices	_		
			Would often feel lost, and did not know where I was on your website	_		
			Links did not take me where I expected	_		
			Navigation did not support what I was trying to accomplish	_		
			Could not navigate back to previous information	_		
			Had difficulty finding detailed information on your web pages	_		
			Had various technical difficulties (links didn't work, received error messages, etc.)			
CWS05389	F	If you answered "Other" above, please specify other navigation difficulty.	Other, please specify:	F	Text area, no char limit	_
WS05390		Did you find the information you were looking for?	Yes	D	Drop down, select one	Single
		bid you find the information you were tooking for?	No	D A,B	Brop down, select one	Single
			Partially	А,В		
CWS05391	A	If you didn't find what you were looking for, what specific type of information were you trying to find? Please specify.	raitidiy	А,В	Text area, no char limit	
CWS05392	В	If you didn't find what that you were looking for, are you	Yes	с	Drop down, select one	Single
111190002		nlanning on using/visiting another website to find your tay	No	_		Dirigio
011/07						
CWS05393	C	What other website(s) would you use for your tax			Text field, <100 char	

IRS Satisfaction survey v2 MID: 0pIME9IhI5N4RRwp94B5VQ== Date: 1/12/11 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

			IRS Satisfaction survey v2 CUSTOM QUESTION LIST			
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CWS05394	D	If you found the information you were looking for, was it easy	Yes		Drop down, select one	single
			No	E		
CWS05395	E	If "No", please explain.			Text area, no char limit	
CWS05396		Is the IRS.gov website your primary internet resource for tax			Drop down, select one	Single
			No	A		
CWS05397	A	If you answered " No " , what other website(s) do you use as your primary internet resource?			Text field, <100 char	
CWS05398		How could we improve the IRS.gov website so that you could find the information you were looking for more readily?			Text area, no char limit	
EDO09192		Which of the following sources drove you to visit the site today?	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube	1		
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, My Space, Twitter)			
			Message directly from the agency on a social network			
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site	-		
			Promotional email(s) from the agency	4		
			Search engine results	4		
			Word of mouth recommendation from someone I know	4		
			TV, radio, newspaper, or magazine advertising	4		
			Internet advertising	-		
			Don't know	-		
EDO09193		Rank 2 (Optional)	Other		Drop down, select one	Cinala
ED009193		Rank 2 (Opuonai)	Message or recommendation from a friend on a social network Video I saw on YouTube	-	Drop down, select one	Single
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, My Space, Twitter)			
			Message directly from the agency on a social network	- 1		
			Mobile phone text messages or alerts	- 1		
			Instant Message from a friend or colleague			
			Familiarity with site			
			Promotional email(s) from the agency			
			Search engine results	1 1		
			Word of mouth recommendation from someone I know	1 1		
			TV, radio, newspaper, or magazine advertising	1		
			Internet advertising	1		
			Don't know	1		
			Other	1		
ED009194		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single
			Video I saw on YouTube			
			Internet blogs or discussion forums			
			Advertising on social networks (Facebook, My Space, Twitter)			
			Message directly from the agency on a social network			
			Mobile phone text messages or alerts			
			Instant Message from a friend or colleague			
			Familiarity with site			
			Promotional email(s) from the agency	- 1		
			Search engine results	- 1		
			Word of mouth recommendation from someone I know			
			TV, radio, newspaper, or magazine advertising			
			Internet advertising	- 1		
				- 1		
			Don't know Other			

Required Y/N	Special instructions
Y	Frequency
Y	Role
N Y	Other role Reason
,	reason
Ν	Other reason/general info
N	PTIN experience
N	Free File helpful
N	Free File experience
Y	IRS channels
N	Other channels

Required Y/N	Special instructions
	0.54
Y	Satisfy reason
Y	Unresolved reason
N	Why unresolved reason
Y	Method
N	Other method Search terms
IN	Sedicitientis
N	Search diff
N	Other search diff
N	Navigation diff
N	Other navigation diff
Y	Find
N	No info found
Y	Plan using other website
N	Other website if no info

Required Y/N	Special instructions
Y	Understandable
N	Not understandable
Y	Primary resource
N	Other website as primary resource
Ν	Improvement
Y	Rank Group
	Adjust Template/Style Sheet Randomize
	Anchor Answer Choice
NI	Anchor Answer Choice
Ν	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice
N	Rank Group
	Adjust Template/Style Sheet Randomize Anchor Answer Choice
	Anchor Answer Choice