

MODEL QUESTIONS

IRS Satisfaction Survey v2

MID: 0pIME9lhI5N4RRwp94B5VQ==

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



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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (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 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	B D
ACQinh0015132	B	Please specify your individual taxpayer role.	Employee Self employed International taxpayer Parent Student Senior and/or retiree Other, please specify:	C
ACQinh0015135	C	Other individual role:		
ACQinh0015133	D	Please specify your business type.	Corporation Partnership International business Small business & self employed Other, please specify:	E
ACQinh0015136	E	Other business type:		
ACQinh0015134		What area/section of the site are you primarily visiting today ?	Filing 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 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 PIN Free File information Tax calculators/worksheets e-Services	A C, D

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to B
			PTIN	B
			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	A
			Other, please specify:	
CWS05376	A	If you answered "Other" or "Obtain general tax information" as a primary reason, please specify.		
ACQCoI0002718	B	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCoI0002719	C	How helpful was the information regarding Free File on the IRS.gov website?		
ACQCoI0002720	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 an issue before visiting the IRS website today.	IRS.gov website	A
			IRS toll-free telephone line	
			IRS Office (Taxpayer Assistance Center, Walk-in Center)	
			Mail	
			None	
			Other, please specify:	
CWS05378	A	Please specify other IRS Service Channel(s) used.		
CWS05379		Including today, how many times did you contact the IRS about your Primary Reason for using IRS.gov?	Once (today was the first time)	
			Twice	
			Three times	
			Four or more Times	
CWS05380		Were you able to satisfy your Primary Reason for using IRS.gov on this current visit to our website?	Yes	A
			No	
			Don't know / Not sure	
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 locate on the IRS.gov website	B
			The information was too difficult to understand	
			Other, please specify:	
CWS05382	B	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 apply.)	IRS.gov search	B,C,E
			Advanced search	
			Forms and publications area	
			Site navigation	
			Links on a page	
			Site Map	
			Bookmarks	
			Internet search engine (e.g., Google, MSN Search, Yahoo! Search, etc.)	
			Links to IRS.gov from other websites	
			Other, please specify:	
CWS05384	A	Please specify other method.		
CWS05385	B	What specific search term(s) did you use to find information on the IRS website?		
CWS05386	C	If you performed a search on IRS.gov today, what type of difficulty, if any, did you encounter? (Please choose one response only.)	Delivered the expected results	
			Top recommendations were helpful	
			Auto-complete feature was helpful	
			Too many results returned	
			No results returned	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Results irrelevant to search terms Unsure of search terms to use Other, please specify:	D
CWS05387	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.)	Navigation worked as expected 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 Partially	A A
CWS05391	A	If you didn't find what you were looking for, what specific type of information were you trying to find? Please specify.		
CWS05396		Is the IRS.gov website your primary internet resource for tax information?	Yes No	A
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 3 (Rank 1 is most important). Rank 1 (Required)	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	
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	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Familiarity with the site Search engine results Don't know Other	

<u>Type (select from list)</u>	Single or Multi	Required Y/N	ial instructions	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 instructions	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 instructions	CQ Label
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	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	Y	nk Group	
			Adjust Template/Style Sheet	
			Randomize	
			Anchor Answer Choice	
			Anchor Answer Choice	
Drop down, select one	Single	N	nk Group	
			Adjust Template/Style Sheet	
			Randomize	
			Anchor Answer Choice	
			Anchor Answer Choice	
Drop down, select one	Single	N	nk Group	
			Adjust Template/Style Sheet	
			Randomize	

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

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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.		
	B	Please specify your individual taxpayer role.		Employee Self employed International taxpayer Parent Student Senior and/or retiree Other, please specify:
	C	Other individual role:		
	D	Please specify your business type.		Corporation Partnership International business Small business & self employed Other, please specify:
	E	Other business type:		
		What area/section of the site are you primarily visiting today?		Filing 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 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 PIN

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QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)
				Free File information Prepare my taxes via Free File on the IRS website Tax calculators/worksheets e-Services PTIN 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:
CWS05376	A	If you answered "Other" or "Obtain general tax information" as a primary reason, please specify.		
ACQCol0002718	B	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCol0002719	C	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 an issue before visiting the IRS website today.		IRS.gov website IRS toll-free telephone line IRS Office (Taxpayer Assistance Center, Walk-in Center) Mail None Other, please specify:
CWS05378	A	Please specify other IRS Service Channel(s) used.		
CWS05379		Including today, how many times did you contact the IRS about your Primary Reason for using IRS.gov?		Once (today was the first time) Twice Three times Four or more Times
CWS05380		Were you able to satisfy your Primary Reason for using IRS.gov on this current visit to our website?		Yes No Don't know / Not sure
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 locate on the IRS.gov website The information was too difficult to understand Other, please specify:
CWS05382	B	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 apply.)		IRS.gov search Advanced search Forms and publications area Site navigation Navigation to the web page Links on a page Site Map Bookmarks Internet search engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other, please specify:
CWS05384	A	Please specify other method.		
CWS05385	B	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	C	If you performed a search on IRS.gov today, what type of difficulty, if any, did you encounter? (Please choose one response only.)		Delivered the expected results 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.		
CWS05388	E	What type of difficulty, if any, did you encounter with the navigation on the IRS website? (Please choose one response only.)		Navigation worked as expected 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 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.		
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 information were you trying to find? Please specify.		
CWS05392	B	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
CWS05393	G	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 understand?		Yes No
CWS05395	E	If "No", please explain:		
CWS05396		Is the IRS.gov website your primary internet resource for tax information?		Yes No
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 3 (Rank 1 is most important). Rank 1 (Required)		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

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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

Skip to	Type (select from list)	Single or Multi	Required Y/N	Special instructions	CQ Label
	Drop down, select one	Single	Y		Frequency
B D	Radio button, one-up vertical	Single	Y	Skip logic	Role
A	Text field, <100 char		N		Other role
	Radio button, one-up vertical	Single	Y		Individual
C	Text field, <100 char		N		Other individual
	Radio button, one-up vertical	Single	Y		Business
E	Text field, <100 char		N		Other business
	Radio button, one-up vertical	Single	Y		Area Visited
A	Radio button, one-up vertical	Single	Y	Skip logic	Reason

Skip to	Type (select from list)	Single or Multi	Required Y/N	Special instructions	CQ Label
C,D B					
B					
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
A	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
A A	Drop down, select one	Single	Y	Skip logic	Satisfy reason
B	Drop down, select one	Single	Y		Unresolved reason
	Text area, no char limit		N		Why unresolved reason
B,C,E B,C,E B,C,E B,C,E B,C,E B,C,E B,C,E B,C,E	Checkbox, one-up vertical	Multi	Y	Skip logic	Method
A					
	Text field, <100 char		N		Other method
	Text area, no char limit		N		Search terms

Skip to	Type (select from list)	Single or Multi	Required Y/N	Special instructions	CQ Label
D	Radio button, one-up vertical	Single	N		Search diff
F	Text area, no char limit Radio button, one-up vertical	Single	N N		Other search diff Navigation diff
	Text area, no char limit		N		Other navigation diff
D A,B A,B	Drop down, select one	Single	Y	Skip logic	Find
	Text area, no char limit		N		No info found
G	Drop down, select one	Single	Y		Plan using other website
	Text field, <100 char		N		Other website if no info
E	Drop down, select one	single	Y		Understandable
	Text area, no char limit		N		Not understandable
A	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	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 Anchor Answer Choice	
	Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	

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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 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 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 Prepare my taxes via Free File on the IRS website Use online tax calculators Sign-up for or login to e-Services Obtain a PTIN 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 C D B 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.		
ACQCoI0002718	B	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCoI0002719	C	How helpful was the information regarding Free File on the IRS.gov website?		
ACQCoI0002720	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) did you use to resolve your Primary Reason? (Please mark all that apply.)	IRS.gov website 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.		
CWS05379		Including today, how many times did you contact the IRS about your Primary Reason for using IRS.gov?	1 Time - Today was the first time 2 Times	

CUSTOM QUESTIONS

IRS Satisfaction survey v2

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Date: 10/7/2011

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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
			3 Times 4 or more Times	
CWS05380		Were you able to satisfy your Primary Reason for using IRS.gov on this current visit to our website?	Yes No Don't know / Not sure	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 locate on the IRS.gov website The information was too difficult to understand Other, please specify:	B
CWS05382	B	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 apply.)	IRS.gov Search Engine Forms and Publications Navigation to the web page Links within a page Site Map Bookmarks Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other, please specify:	B,C,E B,C,E B,C,E B,C,E B,C,E A
CWS05384	A	Please specify other method.		
CWS05385	B	What specific search term(s) did you use to find information on the IRS website?		
CWS05386	C	If you performed a search on IRS.gov today, what type of difficulty, if any, did you encounter? (Please choose one response only.)	No problems were encountered, the IRS.gov search engine worked fine 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.		
CWS05388	E	What type of difficulty, if any, did you encounter with the navigation on the IRS website? (Please choose one response only.)	No problems were encountered with the navigation on IRS.gov 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 No Partially	D A,B 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	B	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	C	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 understand?	Yes No	E
CWS05395	E	If "No", please explain.		
CWS05396		Is the IRS.gov website your primary internet resource for tax information?	Yes	

CUSTOM QUESTIONS

IRS Satisfaction survey v2

MID: 0pIME9IhI5N4RRwp94B5VQ==

Date: 10/7/2011

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underlined & italicized: RE-ORDER

pink: ADDITION

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			No	A
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 3 (Rank 1 is most important). Rank 1 (Required)	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	
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 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	Reason
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	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	N	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

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Date: 9/6/2011

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
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 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 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 Prepare my taxes via Free File on the IRS website Use online tax calculators Sign-up for or login to e-Services Obtain a PTIN 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 C D B 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	B	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCol0002719	C	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) did you use to resolve your Primary Reason? (Please mark all that apply.)	IRS.gov website 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.		
CWS05379		Including today, how many times did you contact the IRS about your Primary Reason for using IRS.gov?	1 Time - Today was the first time 2 Times 3 Times 4 or more Times	

CUSTOM QUESTIONS

IRS Satisfaction survey v2

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Date: 9/6/2011

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
CWS05380		Were you able to satisfy your Primary Reason for using IRS.gov on this current visit to our website?	Yes No Don't know / Not sure	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 locate on the IRS.gov website The information was too difficult to understand Other, please specify:	B
CWS05382	B	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 apply.)	IRS.gov Search Engine Forms and Publications Navigation to the web page Links within a page Site Map Bookmarks Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other, please specify:	B,C,E B,C,E B,C,E B,C,E B,C,E A
CWS05384	A	Please specify other method.		
CWS05385	B	What specific search term(s) did you use to find information on the IRS website?		
CWS05386	C	If you performed a search on IRS.gov today, what type of difficulty, if any, did you encounter? (Please choose one response only.)	No problems were encountered, the IRS.gov search engine worked fine 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.		
CWS05388	E	What type of difficulty, if any, did you encounter with the navigation on the IRS website? (Please choose one response only.)	No problems were encountered with the navigation on IRS.gov 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 No Partially	D A,B 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	B	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	C	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 understand?	Yes No	E
CWS05395	E	If "No", please explain.		
CWS05396		Is the IRS.gov website your primary internet resource for tax information?	Yes No	A

CUSTOM QUESTIONS

IRS Satisfaction survey v2

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Date: 9/6/2011

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (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 3 (Rank 1 is most important). Rank 1 (Required)	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	
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 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 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	Reason
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	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	N	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

<u>Type (select from list)</u>	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

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Date: 5/20/11

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
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 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.		A
CWS05375		What is your primary reason for coming to the IRS.gov website today ?	Obtain general tax information 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 Prepare my taxes via Free File on the IRS website Use online tax calculators Sign-up for or login to e-Services Obtain a PTIN 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 C D B 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.		
ACQCoI0002718	B	What was your overall experience with obtaining a PTIN on the IRS.gov website?		
ACQCoI0002719	C	How helpful was the information regarding Free File on the IRS.gov website?		
ACQCoI0002720	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) did you use to resolve your Primary Reason ? (Please mark all that apply.)	IRS.gov website 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.		
CWS05379		Including today, how many times did you contact the IRS about your Primary Reason for using IRS.gov?	1 Time - Today was the first time 2 Times 3 Times 4 or more Times	

CUSTOM QUESTIONS

IRS Satisfaction survey v2

MID: 0pIME9IhI5N4RRwp94B5VQ==

Date: 5/20/11

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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
CWS05380		Were you able to satisfy your Primary Reason for using IRS.gov on this current visit to our website?	Yes No Don't know / Not sure	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 locate on the IRS.gov website The information was too difficult to understand Other, please specify:	B
CWS05382	B	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 apply.)	IRS.gov Search Engine Forms and Publications Navigation to the web page Links within a page Site Map Bookmarks Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other, please specify:	B,C,E B,C,E B,C,E B,C,E A
CWS05384	A	Please specify other method.		
CWS05385	B	What specific search term(s) did you use to find information on the IRS website?		
CWS05386	C	If you performed a search on IRS.gov today, what type of difficulty, if any, did you encounter? (Please choose one response only.)	No problems were encountered, the IRS.gov search engine worked fine 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.		
CWS05388	E	What type of difficulty, if any, did you encounter with the navigation on the IRS website? (Please choose one response only.)	No problems were encountered with the navigation on IRS.gov 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 No Partially	D A,B 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	B	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	C	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 understand?	Yes No	E
CWS05395	E	If "No", please explain.		
CWS05396		Is the IRS.gov website your primary internet resource for tax information?	Yes No	A

CUSTOM QUESTIONS

IRS Satisfaction survey v2

MID: 0pIME9IhI5N4RRwp94B5VQ==

Date: 5/20/11

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IRS Satisfaction survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (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 3 (Rank 1 is most important). Rank 1 (Required)	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	
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 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 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	Reason
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	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	N	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

<u>Type (select from list)</u>	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

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Date: 1/12/11

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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
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		Drop down, select one	Single
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	Radio button, one-up vertical	Single
CWS05374	A	Please specify other role.			Text field, <100 char	
CWS05375		What is your primary reason for coming to the IRS.gov	Obtain general tax information 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 Prepare my taxes via Free File on the IRS website Use online tax calculators Sign-up for or login to e-Services Obtain a PTIN 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 C D B A	Radio button, one-up vertical	Single
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.			Text area, no char limit	
ACQCol0002718	B	What was your overall experience with obtaining a PTIN on the IRS.gov website?			Text area, no char limit	
ACQCol0002719	C	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 IRS toll-free telephone line IRS Office (Taxpayer Assistance Center, Walk-in Center) Mail None Other, please specify:	A	Checkbox, one-up vertical	Multi
CWS05378	A	Please specify other IRS Service Channel(s) used.			Text field, <100 char	
CWS05379		Including today, how many times did you contact the IRS	1 Time - Today was the first time 2 Times 3 Times		Drop down, select one	Single

CUSTOM QUESTIONS

IRS Satisfaction survey v2

MID: 0pIME9IhI5N4RRwp94B5VQ==

Date: 1/12/11

red & strike-through: DELETE

underlined & italicized: 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
CWS05380		Were you able to satisfy your Primary Reason for using	4 or more Times Yes No Don't know / Not sure	A A	Drop down, select one	Single
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 Other, please specify:	B	Drop down, select one	Single
CWS05382	B	Please specify why do you feel that your Primary Reason for coming to the website was not completely resolved .			Text area, no char limit	
CWS05383		How did you find information on our website today? (Please	IRS.gov Search Engine Forms and Publications Navigation to the web page Links within a page Site Map Bookmarks Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other, please specify:	B,C,E B,C,E B,C,E B,C,E B,C,E A	Checkbox, one-up vertical	Multi
CWS05384	A	Please specify other method.			Text field, <100 char	
CWS05385	B	What specific search term(s) did you use to find information on the IRS website?			Text area, no char limit	
CWS05386	C	If you performed a search on IRS.gov today, what type of	No problems were encountered, the IRS.gov search engine worked fine 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	Radio button, one-up vertical	Single
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 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	Radio button, one-up vertical	Single
CWS05389	F	If you answered "Other" above, please specify other navigation difficulty.			Text area, no char limit	
CWS05390		Did you find the information you were looking for ?	Yes No Partially	D A,B A,B	Drop down, select one	Single
CWS05391	A	If you didn't find what you were looking for, what specific type of information were you trying to find? Please specify.			Text area, no char limit	
CWS05392	B	If you didn't find what that you were looking for, are you planning on using/visiting another website to find your tax	Yes No	C	Drop down, select one	Single
CWS05393	C	What other website(s) would you use for your tax information?			Text field, <100 char	

CUSTOM QUESTIONS

IRS Satisfaction survey v2

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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 No	E	Drop down, select one	single
CWS05395	E	If "No", please explain.			Text area, no char limit	
CWS05396		Is the IRS.gov website your primary internet resource for tax	Yes No	A	Drop down, select one	Single
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 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		Drop down, select one	Single
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 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		Drop down, select one	Single
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		Drop down, select one	Single

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

Required Y/N	Special instructions
Y	Satisfy reason
Y	Unresolved reason
N	Why unresolved reason
Y	Method
N	Other method
N	Search terms
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
N	Improvement
Y	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
N	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice