

Model Instance Name:

NARA Archives

MID: UV0JVB8IJchMRxtN14gpVw==

Partitioned (Y/N)? Yes

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 9/11/2012



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Content - Accuracy	Please rate the accuracy of information on this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this site?
Content - Content - Freshness	Please rate the quality of information on this site. Please rate the freshness of content on this site.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website? (1=Very Dissatisfied, 10=Very Satisfied)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the visual appeal of this site.				
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Organized	Please rate how well the site is organized.				
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
Online Transparency - Disclose	Please rate how thoroughly this site discloses information about what this company is doing.				
Online Transparency - Quick	Please rate how quickly company information is made available on this site.				
Online Transparency - Access	Please rate how well information about this company's actions can be accessed by the public on this site.				
	Privacy (1=Poor, 10=Excellent, Don't Know)				
Privacy - Limit Sharing	Please rate the ability to limit sharing of your personal information on this site.				
Privacy - Amt Personal Info	Please rate the amount of personal information you are asked to submit on this site.				
Privacy - Protect	Please rate the site's commitment to protecting your personal information.				
	Search (1=Poor, 10=Excellent, Don't Know)				
Search - Search - Search - Search	Please rate the relevance of search results on this site. Please rate the organization of search results on this site. Please rate how well the search results help you decide what to select. Please rate how well the search feature helps you to narrow the results to find what				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Errors	Please rate how quickly pages load on this site. Please rate the consistency of speed from page to page on this site. Please rate the ability to load pages without getting error messages on this site.				

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NARA - Archives Site CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
AED08704		How frequently do you visit Archives.gov?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	single
AED08705		In what role are you using the web site today? (Please select the one that applies best)	Genealogist or family historian Veteran or Veteran's family Researcher Educator or student Publication or broadcast journalist Federal Records Manager Federal government employee State or local government employee Other, please specify:	A	Radio button, one-up vertical	single
AED08706	A	Other role for using site:			Text area, no char limit	
AED08707		How did you first learn about www.archives.gov?	Word of mouth Web Search Engine Professional Organization/Conference In the Classroom At the Library Link from another website Newspaper or Magazine Radio or Television Other, please specify:	A	Radio button, one-up vertical	single
AED08708	A	Other, first learned about archives.gov via: How did you arrive at Archives.gov today?	Typed the URL into a browser Bookmark/favorites Search engine result From a link on another site From an email link From a link on a blog, forum or social network From a link sent to me by a friend Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Message directly from the company on a social network (Facebook, Twitter) Familiarity with site/agency Promotional email(s) from the company Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising		Radio button, one-up vertical	Single

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Don't know Other, please specify	A		
	A	What other ways did you arrive at the site today?				
AED08709		What were you primarily looking for on www.archives.gov?	Address/hours Employment Information Events Information Federal Register Publications Genealogy or family history information Grants Information Historical Documents Lesson Plans Online Electronic Records Online Exhibits Ordering Procedures and Forms Records Management Guidance Veterans' Service Records Other, please specify:	B	Radio button, one-up vertical	single
AED08710	A	Other, primarily looking for		A	Text area, no char limit	
	B	What historical documents did you access today?	Native American Civil War The Constitution Declaration of Independence Bill of Rights WW II Other (please specify)	A	Checkbox, one-up vertical	multi
	A	What other historical documents did you access?			Text area, no char limit	
		How would you rate your familiarity with the following?				
AED08711		Facebook	No familiarity View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08712		Twitter	No familiarity View and contribute often View often and contribute occasionally		Drop-down, select one	

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			View often but don't contribute View and contribute occasionally View occasionally but don't contribute			
AED08713		Flickr	No familiarity View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08714		MySpace	No familiarity View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08715		YouTube	No familiarity View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08716		DeLicio.us	No familiarity View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08717		How would you most like to interact with this site? (Please select all that apply)	Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Podcasts or video Adding a widget or gadget to my personalized page Following a microblog None Other (please specify)	A	Checkbox, one-up-vertical	multi
AED08718	A	Other, most like to interact with NARA via:			Text area, no char limit	
AED08719		If you used the archives.gov search engine today, which of the following best describes your experience?	Did not use the archives.gov search today Returned too many results Did not return enough results Did not return any results I was not sure what words to use in my search Returned results that were too similar/redundant		Radio button, one-up-vertical	single

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Results were helpful Results were not helpful Results were not relevant to my search terms or needs Search required too many refinements to get to what I wanted Search speed was too slow Other, please specify:	A		
AED08720	A	Other, best describes experience with search engine:			Text area, no char limit	
AED08721		How can we make the archives.gov search tool more useful?	More results Fewer results Ability to narrow search More information on results page about products Don't know Other, please specify:	A	Checkbox, one-up vertical	multi
AED08722	A	Other, how can we make search tool more useful:			Text area, no char limit	
		How did you primarily look for information on Archives.gov today?	Search tool/ keywords in text box Navigate (browse by clicking on links or buttons)	A, B	Radio button, one-up vertical	Single
	A	Which online search tool did you use on Archives.gov today?	Archives.gov Online Public Access (OPA) Don't know/Not sure Other, please specify	B B B C, B	Checkbox, one-up vertical	multi
	C	What other online search tool did you use during your visit today?			Text area, no char limit	
	B	Which of the following describes your experience with the search feature? (please select all that apply)	Results were helpful Returned too many results Did not return enough results Did not return any results I was not sure what words to use in my search Results were not relevant to my search terms or needs Search required too many refinements to get to what I wanted Other, please specify:	D	Checkbox, one-up vertical	Multi
	D	Other, best describes experience with search engine:			Text area, no char limit	
		Please describe your experience with navigation (clicking on links and buttons) on Archives.gov today. (Please select all that apply)	I had no difficulty browsing on this site. Could not navigate back to previous information Would often feel lost, not know where I was Links did not take me where I expected Links/labels are difficult to understand		Checkbox, one-up vertical	Multi

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Too many links or navigational choices			
			Had technical difficulties (e.g. broken link)			
			Other, please specify:	A		
	A	What other navigational experience did you have today?			Text area, no char limit	



Required Y/N	Special Instructions
Y	
Y	



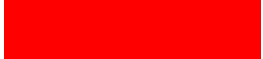
Required Y/N	Special Instructions
Y	
Y	Skip Logic Group
n	Skip Logic Group
Y	OPS Group
n	OPS Group
Y	Skip Logic Group Randomize



Required Y/N	Special Instructions
	Anchor Answer Option Anchor Answer Option
N	Skip Logic Group
Y	Skip Logic Group
n	Skip Logic Group
N	Skip Logic Group
N	Skip Logic Group
	Comparative Matrix Group
y	
y	



Required Y/N	Special Instructions
y	
y	
y	
y	
y	
n	
y	OPS Group



Required Y/N	Special Instructions
n	
y	
n	
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group



Required Y/N	Special Instructions
N	Skip Logic Group

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Please rate the clarity of the wording on Archives.gov.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent DK		Radio button, scale, has don't k	S
		Please rate how well you understand the wording on Archives.gov.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent DK		Radio button, scale, has don't k	S
		Please rate Archives.gov on its use of short, clear sentences.	1=Poor 2 3 4 5 6 7 8 9		Radio button, scale, has don't k	S

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			10=Excellent DK			
AED08704		How frequently do you visit Archives.gov?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	single
AED08705		In what role are you using the web site today? (Please select the one that applies best)	Genealogist or family historian Veteran or Veteran's family Researcher Educator or student Publication or broadcast journalist Federal Records Manager Federal government employee State or local government employee Other, please specify:	A	Radio button, one-up vertical	single
AED08706	A	Other role for using site:			Text area, no char limit	
AED08707		How did you first learn about www.archives.gov?	Word of mouth Web Search Engine Professional Organization/Conference In the Classroom At the Library Link from another website Newspaper or Magazine Radio or Television Other, please specify:	A	Radio button, one-up vertical	single
AED08708	A	Other, first learned about archives.gov via:			Text area, no char limit	
		How did you arrive at Archives.gov today?	Typed the URL into a browser Bookmark/favorites Search engine result From a link on another site From an email link From a link on a blog, forum or social network From a link sent to me by a friend Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums		Radio button, one-up vertical	Single

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			View and contribute often- View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute			
AED08712		Twitter	No familiarity View and contribute often- View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08713		Flickr	No familiarity View and contribute often- View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08714		MySpace	No familiarity View and contribute often- View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08715		YouTube	No familiarity View and contribute often- View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08716		Del.icio.us	No familiarity View and contribute often- View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop-down, select one	
AED08717		How would you most like to interact with this site? (Please select all that apply)	Bookmark or tag pages- In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Podcasts or video		Checkbox, one-up vertical	multi

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Adding a widget or gadget to my personalized page Following a microblog None Other (please specify)	A		
AED08718	A	Other, most like to interact with NARA via:-			Text area, no char limit	
AED08719		If you used the archives.gov search engine today, which of the following be	Did not use the archives.gov search today Returned too many results Did not return enough results Did not return any results I was not sure what words to use in my search Returned results that were too similar/redundant Results were helpful Results were not helpful Results were not relevant to my search terms or needs Search required too many refinements to get to what I wanted Search speed was too slow Other, please specify:	A	Radio button, one-up vertical	single
AED08720	A	Other, best describes experience with search engine:-			Text area, no char limit	
AED08721		How can we make the archives.gov search tool more useful?	More results Fewer results Ability to narrow search More information on results page about products Don't know Other, please specify:	A	Checkbox, one-up vertical	multi
AED08722	A	Other, how can we make search tool more useful:			Text area, no char limit	
		How did you primarily look for information on Archives.gov today?	Search tool/ keywords in text box Navigate (browse by clicking on links or buttons)	A, B	Radio button, one-up vertical	Single
	A	Which online search tool did you use on Archives.gov today?	Archives.gov Online Public Access (OPA) Don't know/Not sure Other, please specify	B B B C, B	Checkbox, one-up vertical	multi
	C	What other online search tool did you use during your visit today?			Text area, no char limit	
	B	Which of the following describes your experience with the search feature? (please select all that apply)	Results were helpful Returned too many results Did not return enough results Did not return any results I was not sure what words to use in my search		Checkbox, one-up vertical	Multi

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Results were not relevant to my search terms or needs	D		
			Search required too many refinements to get to what I wanted			
			Other, please specify:			
	D	Other, best describes experience with search engine:			Text area, no char limit	
		Please describe your experience with navigation (clicking on links and buttons) on Archives.gov today. (Please select all that apply)	I had no difficulty browsing on this site.	A	Checkbox, one-up vertical	Multi
			Could not navigate back to previous information			
			Would often feel lost, not know where I was			
			Links did not take me where I expected			
			Links/labels are difficult to understand			
			Too many links or navigational choices			
			Had technical difficulties (e.g. broken link)			
			Other, please specify:			
	A	What other navigational experience did you have today?			Text area, no char limit	



Required Y/N	Special Instructions
Y	
Y	



Required Y/N	Special Instructions
Y	
Y	Skip Logic Group
n	Skip Logic Group
Y	OPS-Group
n	OPS-Group
Y	Skip Logic Group Randomize



Required Y/N	Special Instructions
	Anchor Answer Option Anchor Answer Option
N	Skip Logic Group
Y	Skip Logic Group
n	Skip Logic Group
N	Skip Logic Group
N	Skip Logic Group
y	Comparative Matrix Group



Required Y/N	Special Instructions
y	
y	
y	
y	
y	
y	



Required Y/N	Special Instructions
n	
y	OPS Group
n	
y	
n	
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group



Required Y/N	Special Instructions
N	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
		Not sure							
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y		
			Quality of merchandise						
			Merchandise selection						
			Good return policy						
			Online product prices						
			Shipping costs						
			Availability of merchandise						
			Better personal economic circumstances this year						
			Other (please specify):	Z					



Special Instructions

Skip Logic Group

Skip Logic Group