

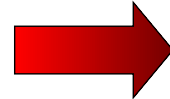
Model Instance Name:
 SAMHSA Main Site v2
 MID: *will need new mid for the v2 measure*
 Date: 7/30/2013

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

SAMHSA Main Site v2

Model questions utilize the ACSI methodology to determine scores and impacts

MQ labels	ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	
	Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction	
1 Navigation - Organized	Please rate how well the site is organized .	19 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22
2 Navigation - Options	Please rate the options available for navigating this site.	20 How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	
3 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for .	21 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	23
	Site Performance (1=Poor, 10=Excellent, Don't Know)		
4 Site Performance - Loading	Please rate how quickly pages load on this site.		24
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.		
6 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.		25
	Site Information (1=Poor, 10=Excellent, Don't Know)		26
7 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.		27
8 Site Information - Understandable	Please rate how understandable this site's information is.		
9 Site Information - Answers	Please rate how well the site's information provides answers to your questions .		
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		
10 Look and Feel - Appeal	Please rate the visual appeal of this site.		
11 Look and Feel - Balance	Please rate the balance of graphics and text on this site.		
12 Look and Feel - Readability	Please rate the readability of the pages on this site.		
	Information Browsing (1=Poor, 10=Excellent, Don't Know)		
13 Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.		
14 Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.		
15 Browsing - Features	Please rate how well the features on the site help you find the information you are looking for .		
	Online Transparency (1=Poor, 10=Excellent)		
16 Online Transparency - Disclose	Please rate how thoroughly this website discloses information about what this agency is doing.		
17 Online Transparency - Quick	Please rate how quickly agency information is made available on this website.		
18 Online Transparency - Access	Please rate how well information about this agency's actions can be accessed by the public on this website.		



MQ labels	FUTURE BEHAVIORS
Return	<p>Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?</p>
Recommend	<p>Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?</p>
Primary Resource	<p>Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from this agency?</p>
Trust - Best Interests	<p>Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on this agency to act in my best interests.</p>
Trust - Trustworthy	<p>I consider this agency to be trustworthy.</p>
Trust - Do Right	<p>This agency can be trusted to do what is right.</p>

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SAMHSA Main Site v2 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to
MAC1724		What is your primary interest in Substance Abuse and Mental Health today:	MAC1724A01	Personal	
			MAC1724A02	Professional	
MAC1725		What area(s) of the site did you visit today?	MAC172501	Grants	
			MAC172502	Publications	
			MAC172503	Data	
			MAC172504	Newsroom	
			MAC172505	Topics	
			MAC172506	About Us	
			MAC172507	Contact Us	
			MAC172508	Strategic Initiative Pages	
			MAC172509	Other	
MAC1726		Which of the following is the reason for your current visit to the website?	MAC1726A01	Find Grant Information	
			MAC1726A02	Research information by issues/topics	
			MAC1726A03	Order publications	
			MAC1726A04	Get latest news/press releases	
			MAC1726A05	Get Survey or Statistical Data	
			MAC1726A06	Learn about SAMHSA	
			MAC1726A07	Information on the Prevention of Substance Abuse and Mental Illness	
			MAC1726A08	Learn about SAMHSA's Policies and Priorities	
			MAC1726A09	Find information related to Health Reform	
			MAC1726A10	Get help for mental health problems	
			MAC1726A11	Get help for substance use issues	
			MAC1726A12	Find a treatment program/facility	
			MAC1726A13	Look up events & exhibits	
			MAC1726A14	Find phone/email contact information	
			MAC1726A15	Other, please specify:	A
MAC1727	A	Other reason			
MAC1728		What method did you primarily use today to find your information?	MAC1728A01	Site's search feature	
			MAC1728A02	Advanced search	
			MAC1728A03	Top navigation bar	
			MAC1728A04	Quick link in the pages	
			MAC1728A05	Site map	
			MAC1728A06	Just browsed the pages	
			MAC1728A07	Other, please specify:	A
MAC1729	A	Other method			
MAC1730		Did you find what you were looking for?	MAC1730A01	Yes	
			MAC1730A02	No	A
			MAC1730A03	Partially	A
			MAC1730A04	Still looking	A
MAC1731	A	If you could not fully find what you were looking for, what was it?			
MAC1732		How do you mostly interact with this site?	MAC1732A01	Bookmark or tag pages	
			MAC1732A02	Adding a widget or gadget to my personalized page	
			MAC1732A03	By adding comments, ratings, or reviews	
			MAC1732A04	Contributing to wikis	
			MAC1732A05	Following a microblog	
			MAC1732A06	In social networks	
			MAC1732A07	In virtual worlds	
			MAC1732A08	Listening to Podcasts or audio	
			MAC1732A09	None	
			MAC1732A10	Reading blogs	

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			MAC1732A11	Receiving newsletters/email updates	A
			MAC1732A12	Subscribing to RSS feeds	
			MAC1732A13	Watching Vodcasts or video	
			MAC1732A14	Other, please specify:	
MAC1733	A	Other interaction			
MAC1734		How frequently do you visit this site?	MAC1734A01	First time	
			MAC1734A02	Daily	
			MAC1734A03	About once a week	
			MAC1734A04	About once a month	
			MAC1734A05	Every few months or less often	
MAC1735		What best describes your role:	MAC1735A01	General public	A
			MAC1735A02	Clinician/medical professional	
			MAC1735A03	Consultant	
			MAC1735A04	Educator/school teacher	
			MAC1735A05	Program or service provider/worker	
			MAC1735A06	Researcher	
			MAC1735A07	Social Worker/counselor	
			MAC1735A08	Student	
			MAC1735A09	Other, please specify:	
MAC1736	A	Please specify your other role.			
MAC1737		What best describes your current workplace:	MAC1737A01	Church/faith-based organization	A
			MAC1737A02	Client/patient homes	
			MAC1737A03	Government office	
			MAC1737A04	Individual or group private practice	
			MAC1737A05	Managed care/insurance company office	
			MAC1737A06	Non-Profit/Community-Based Org/Coalition	
			MAC1737A07	Non-residential/out-patient facility	
			MAC1737A08	Other corporate office	
			MAC1737A09	Public place/Interacting in community	
			MAC1737A10	Residential/in-patient facility	
			MAC1737A11	School/university	
			MAC1737A12	Other, please specify:	
MAC1738	A	Please specify your other workplace.			
MAC1739		What services could this agency provide to better serve you?			
MAC1740		If you could improve one thing about this site, what would it be?			
MAC1741		What is your gender?	MAC1741A01	Female	
			MAC1741A02	Male	
			MAC1741A03	I prefer not to respond	
MAC1742		Please select the category that includes your age.	MAC1742A01	17 and under	
			MAC1742A02	18 - 24	
			MAC1742A03	25 - 34	
			MAC1742A04	35 - 44	
			MAC1742A05	45 - 54	
			MAC1742A06	55 - 64	
			MAC1742A07	65 and over	
			MAC1742A08	I prefer not to respond	
MAC1743		Which of the following best describes the highest level of education you have completed?	MAC1743A01	Current middle or high school student	
			MAC1743A02	Did not complete high school	

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			MAC1743A03	High school graduate	
			MAC1743A04	Some college/vocational school	
			MAC1743A05	College graduate	
			MAC1743A06	Some postgraduate school	
			MAC1743A07	Graduate/professional degree	
			MAC1743A08	MD/PhD	
			MAC1743A09	Prefer not to respond	
MAC1744		How do you describe your ethnicity ?	MAC1744A01	Hispanic	
			MAC1744A02	Non-Hispanic	
			MAC1744A03	I prefer not to respond	
MAC1745		How do you describe your race ?	MAC1745A01	American Indian or Alaska Native	
			MAC1745A02	Asian or Pacific Islander	
			MAC1745A03	African American or Black	
			MAC1745A04	White	
			MAC1745A05	Other	
			MAC1745A06	I prefer not to respond	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, one-up vertical	S	Y		Primary interest
Checkbox, one-up vertical	M	Y		Area Visited
Checkbox, one-up vertical	M	Y		Reason
Text area, no char limit		N		Other reason
Radio button, one-up vertical	S	Y		Method
Text area, no char limit		N		Other method
Radio button, one-up vertical	S	Y		Find info
Text area, no char limit		N		No info found
Radio button, one-up vertical	S	Y		Interaction with site

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		Other site interaction
Drop down, select one	S	Y		Frequency of visits
Drop down, select one	S	Y		Role
Text area, no char limit		N		Other role
Drop down, select one	S	Y		Workplace
Text area, no char limit		N		Other workplace
Text area, no char limit		N		Other services wanted
Text area, no char limit		N		Improvement
Drop down, select one	S	N		Gender
Drop down, select one	S	N		Age
Drop down, select one	S	N		Education



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Drop down, select one	S	N		Ethnicity
Drop down, select one	S	N		Race