

Model Instance Name:
 Recreation.gov Satisfaction Survey
 MID: AxMwRh0ww0A4YgktwEs50g==

Partitioned (Yes)
 Date: 8/14/2012



Recreation.gov Satisfaction Survey
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		Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1	Content - Accuracy Please rate the accuracy of information on this site.	31	Satisfaction - Overall What is your overall satisfaction with this site?	34	Return How likely are you to return to this site ?
2	Content - Quality Please rate the quality of information on this site.	32	Satisfaction - Expectations How well does this site meet your expectations ?		Recommend (1=Not Very Likely, 10=Very Likely)
3	Content - Freshness Please rate the freshness of content on this site.	33	Satisfaction - Ideal How does this site compare to your idea of an ideal website ?	35	Recommend How likely are you to recommend this site to someone else ?
	Functionality (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Not Very Likely, 10=Very Likely)
4	Functionality - Usefulness Please rate the usefulness of the features provided on this site.			36	Primary Resource How likely are you to use this site as your primary resource for information about Federal recreation ?
5	Functionality - Convenience Please rate the convenience of the features on this site.				Make Online Reservation
6	Functionality - Variety Please rate the variety of features on this site.			37	Likelihood to Return How likely are you to make an online reservation from this site in the future?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Make Phone Reservation
7	Look and Feel - Visual Appeal Please rate the visual appeal of this site.			38	Make Phone Reservation How likely are you to make a reservation by phone using the Recreation.gov call center in the future?
8	Look and Feel - Balance Please rate the balance of graphics and text on this site.				
9	Look and Feel - Readability Please rate the readability of the pages on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
10	Navigation - Organization Please rate how well the site is organized .				
11	Navigation - Options Please rate the options available for navigating this site.				
12	Navigation - Layout Please rate how well the site layout helps you find what you are looking for .				
13	Navigation - Clicks Please rate the number of clicks to get where you want on this site.				
	Search (1=Poor, 10=Excellent, Don't Know)				
14	Search - Results Please rate the relevance of search results on this site.				
15	Search - Results Please rate the organization of search results on this site.				
16	Search - Results Please rate how well the search results help you decide what to select.				
17	Search - Features Please rate how well the search feature helps you to narrow the results to find what you want.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
18	Site Performance - Speed Please rate the speed that pages load on this site.				
19	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
20	Site Performance - Error Messages Please rate the ability to load pages without getting error messages on this site.				
	Tasks/Transactions (1=Poor, 10=Excellent, Don't Know)				
21	Tasks - Completion Please rate the ease of completing task(s) on this site.				
22	Tasks - Privacy Please rate the degree of privacy in completing tasks on this site.				
23	Tasks - Verification Please rate the verification of task completion on this site.				
24	Tasks - Help Availability Please rate the availability of help with questions or problems on this site.				
	Travel Browsing (1=Poor, 10=Excellent, Don't Know)				
25	Travel Browsing - Location Please rate the ability to locate desired recreational options on this site.				
26	Travel Browsing - Selection Please rate the selection of recreational options on this site.				
27	Travel Browsing - Ability to Browse Please rate the ability to browse recreational options on this site.				
	Travel Information (1=Poor, 10=Excellent, Don't Know)				
28	Travel Information - Clarity Please rate the clarity of recreational descriptions on this site.				
29	Travel Information - Thoroughness Please rate the thoroughness of recreational descriptions on this site.				
30	Travel Information - Usefulness Please rate the usefulness of recreational images on this site.				



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10	Navigation - Organization - Please rate how well the site is organized .				
11	Navigation - Options - Please rate the options available for navigating this site.				
12	Navigation - Layout - Please rate how well the site layout helps you find what you are looking for .				
13	Navigation - Clicks - Please rate the number of clicks to get where you want on this site.				
	Search (1=Poor, 10=Excellent, Don't Know)				
14	Search - Results - Please rate the relevance of search results on this site.				
15	Search - Results - Organization - Please rate the organization of search results on this site.				
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	Site Performance (1=Poor, 10=Excellent, Don't Know)				
18	Site Performance - Speed - Please rate the speed that pages load on this site.				
19	Site Performance - Consistency - Please rate the consistency of speed from page to page on this site.				
20	Site Performance - Errors - Please rate the ability to load pages without getting error messages on this site.				
	Tasks/Transactions (1=Poor, 10=Excellent, Don't Know)				
21	Tasks - Completion - Please rate the ease of completing task(s) on this site.				
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23	Tasks - Verification - Please rate the verification of task completion on this site.				
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28	Travel Information - Clarity - Please rate the clarity of recreational descriptions on this site.				
29	Travel Information - Thoroughness - Please rate the thoroughness of recreational descriptions on this site.				
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Recreation.gov Satisfaction Survey

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
ACQhar0015020		What is your primary reason for visiting Recreation.gov today?	Research a future reservation Manage an existing reservation Make a tour reservation Make a campground reservation Obtain a permit Plan a trip Enter a lottery Just browsing Looking for specific information Purchase tickets Other please specify		Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
ACQhar0015021	A	Please specify your other primary reason for visiting Recreation.gov today.		A	Text area, no char limit		N	Skip Logic Group*	Other Primary Reason
ACQCol0008321		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	S	N		Visit Frequency
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted , please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over I prefer not to answer		Drop down, select one	S	N		Income
EDO0586		What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Drop down, select one	S	N		Age
RJB00047		If you could suggest one improvement to the Recreation.gov web site, what would it be?			Text field, <100 char		N		One Improvement

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ACQhar0015020		What is your primary reason for visiting Recreation.gov today?	Change or cancel an existing reservation Make a reservation Plan a trip Just browsing Other please specify	B A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
ACQhar0015021	A	Please specify your other primary reason for visiting Recreation.gov today.			Text area, no char limit		N	Skip Logic Group*	Other Primary Reason
CAS0056826	B	What kind of reservation(s) did you want to make? Please	Campground Tour ticket or timed entry Permit or lottery application	C D E	Checkbox, one-up vertical	M	Y	Skip Logic Group*	ReservationType
CAS0056827	C	Please enter the name of the camping location(s) and state(s) you want to reserve.			Text area, no char limit	S	N	Skip Logic Group*	OE_Campsite
CAS0056828	D	Which tour or ticket were you reserving today?	Blanchard Springs Caverns (Ozark-St. Francis National Forest) Carlsbad Caverns National Park Carrizo Plain National Monument Chimney Rock National Monument (San Juan National Forest) Fiery Furnace Tour (Arches National Park) Firefly Event (Great Smoky Mountains National Park) Frederick Douglass National Historic Site Independence National Historical Park Mammoth Cave National Park Mesa Verde National Park National Archives Pearl Harbor Historic Sites (USS Arizona) Picket Wire Canyonlands Guided Auto Tour (Pike and San Isabel National Forests) Roosevelt-Vanderbilt National Historic Sites Scotty's Castle (Death Valley National Park) Sweet Home Heritage Hikes (Willamette National Forest) Tumacacori National Historical Park Voyageurs National Park Washington Monument Other, please specify:	F	Drop down, select one	S	Y	Skip Logic Group*	TourTicket
CAS0056829	F	Please enter the tour or ticket you were reserving today.			Text area, no char limit	S	N	Skip Logic Group*	OE_TourTicket
CAS0056830	E	What permit or lottery were you applying for today?	Boundary Waters Canoe Area Wilderness (Superior National Forest) Cedar Creek Falls Recreation Area (Cleveland National Forest) Denali Road Lottery Desolation Grey River Desolation Wilderness Dinosaur Green River Enchantment Wilderness (Okanogan-Wenatchee National Forest) Fire Island National Seashore Wilderness Grand Teton National Park (Garnet Canyon) Haleakala Wilderness Cabins Half Dome Cables, preseason (Yosemite National Park) Half Dome Cables, Daily Hells Canyon Snake River Floatboat (Wallowa Whitman National Forest) Hells Canyon Power Boat (Wallowa Whitman National Forest) Inyo Wilderness (Inyo National Forest) Middle Fork of the Salmon River (Salmon-Challis National Forest) Mt Whitney (Inyo National Forest) National Christmas Tree Lighting Ceremony (White House) Pack Creek Bear Viewing (Tongass National Forest) Pere Marquette River (Huron-Manistee National Forests) Pine River (Huron-Manistee National Forests) Selway River (Bitterroot National Forest) White House Easter Egg Roll Wild Main Salmon River Obsidian Wilderness (Willamette) Pamela Wilderness (Willamette National Forest) Wolf Rock Climbing Other, please specify	G	Drop down, select one	S	Y	Skip Logic Group*	PermitLotto
CAS0056831	G	Please enter the permit or lottery you were applying for today.			Text area, no char limit	S	N	Skip Logic Group*	OE_PermitLotto

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ACQCoi0008321		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	S	N		Visit Frequency
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted , please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do
CAS0056832		Did you read any of our travel tips, destination ideas or recreation suggestions on Recreation.gov today?	Yes No	A,C B,C	Radio button, one-up vertical	S	Y		Read
CAS0056833	A	What topic(s) or title(s) did you read? Please specify.			Text field, <100 char	S	N		OE_Read
CAS0056834	B	What was the primary reason you didn't read travel tips, destination ideas, or recreation suggestions today?	I didn't know Recreation.gov offered travel tips, destination ideas or recreation suggestions Just wanted to book a reservation/lottery None of the travel tips, destination ideas or recreation suggestions looked interesting Not interested in travel tips, destination ideas or recreation suggestions in general Other		Radio button, one-up vertical	S	Y		Didn't_Read
CAS0056835	C	What type of travel tips, destination ideas or recreation suggestions are you most likely to read?	Profiles of interesting places Recreation opportunities Vacation ideas Special events news Articles about an area's history and culture Current events Other, please specify:	D	Radio button, one-up vertical	S	Y		Would_Read
CAS0056836	D	I would be interested in reading about:			Text field, <100 char	S	N		OE_ReadInterest
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over I prefer not to answer		Drop down, select one	S	N		Income
EDO0586		What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Drop down, select one	S	N		Age
RJB00047		If you could suggest one improvement to the Recreation.gov web site, what would it be?			Text field, <100 char		N		One Improvement

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			<u>Wild Main Salmon River</u> <u>Obsidian Wilderness (Willamette)</u> <u>Pamela Wilderness (Willamette National Forest)</u> <u>Wolf Rock Climbing</u> Other, please specify	G					
	G	Please enter the permit or lottery you were applying for today.			Text area, no char limit	S	N	Skip Logic Group*	OE_PermitLotto
ACQCol0008321		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	S	N		Visit Frequency
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted , please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do
		Did you read any of our travel tips, destination ideas or recreation suggestions on Recreation.gov today?	Yes No	A B	Radio button, one-up vertical	S	Y		Read
	A	What topic(s) or title(s) did you read? Please specify.			Text field, <100 char	S	N		OE_Read
	B	What was the primary reason you didn't read travel tips, destination ideas, or recreation suggestions today?	I didn't know Recreation.gov offered travel tips, destination ideas or recreation suggestions Just wanted to book a reservation/lottery None of the travel tips, destination ideas or recreation suggestions looked interesting Not interested in travel tips, destination ideas or recreation suggestions in general Other		Radio button, one-up vertical	S	Y		Didn't_Read
	A, B	What type of travel tips, destination ideas or recreation suggestions are you most likely to read?	Profiles of interesting places Recreation opportunities Vacation ideas Special events news Articles about an area's history and culture Current events Other, please specify:		Radio button, one-up vertical	S	Y		Would_Read
		I would be interested in reading about:			Text field, <100 char	S	N		OE_ReadInterest
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over I prefer not to answer		Drop down, select one	S	N		Income
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ACQhar0015020		What is your primary reason for visiting Recreation.gov today?	Research a future reservation Manage an existing reservation Make a tour reservation Make a campground reservation Obtain a permit Plan a trip Enter the 2014 White House Easter Egg Roll lottery Enter a lottery Just browsing Looking for specific information Purchase tickets Other please specify	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
ACQhar0015021	A	Please specify your other primary reason for visiting Recreation.gov today.			Text area, no char limit		N	Skip Logic Group*	Other Primary Reason
ACQCol0008321		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	S	N		Visit Frequency
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted , please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over I prefer not to answer		Drop down, select one	S	N		Income
EDO0586		What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Drop down, select one	S	N		Age
RJB00047		If you could suggest one improvement to the Recreation.gov web site, what would it be?			Text field, <100 char		N		One Improvement

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ACQhar0015021	A	Please specify your other primary reason for visiting Recreation.gov today.		A	Text area, no char limit		N	Skip Logic Group*	Other Primary Reason
ACQCol0008321		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	S	N		Visit Frequency
ACQhar0015022		Did you notice any changes to the Recreation.gov home page during your visit today?	Yes No	A,B,C,D	Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Homepage change
ACQhar0015043	A	Please tell us whether you agree or disagree with the following statements about the new home page- The new home page look and feel is visually pleasing.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Look & Feel
ACQhar0015044	B	The new home page made it easier to determine which section I needed to navigate to.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Nav
ACQhar0015045	C	The new layout on the home page made it easier to find the information I was looking for.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Find info
ACQhar0015046	D	The new home page design is an improvement over the previous design.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Improvement from-prev
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted , please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over		Drop down, select one	S	N		Income

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EDO0586		What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Drop down, select one	S	N		Age
RJB00047		If you could suggest one improvement to the Recreation.gov web site, what would it be?			Text field, <100 char		N		One Improvement

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RJB00093		Was the purpose of your visit today to make a reservation at Yosemite National Park?	Yes No Not Sure		Radio button, one-up vertical	S	Y		Purpose Yosemite
ACQhar0015020		What is your primary reason for visiting Recreation.gov today?	Research a future reservation Manage an existing reservation Make a tour reservation Make a campground reservation Obtain a permit Plan a trip Enter a lottery Just browsing Looking for specific information Purchase tickets Other please specify	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
ACQhar0015021	A	Please specify your other primary reason for visiting Recreation.gov today.			Text area, no char limit		N	Skip Logic Group*	Other Primary Reason
ACQCol0008321		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	S	N		Visit Frequency
ACQhar0015022		Did you notice any changes to the Recreation.gov home page during your visit today?	Yes No	A,B,C,D	Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Homepage change
ACQhar0015043	A	Please tell us whether you agree or disagree with the following statements about the new home page. The new home page look and feel is visually pleasing.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Look & Feel
ACQhar0015044	B	The new home page made it easier to determine which section I needed to navigate to.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Nav
ACQhar0015045	C	The new layout on the home page made it easier to find the information I was looking for.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Find Info
ACQhar0015046	D	The new home page design is an improvement over the previous design.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Improvement from prev
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted, please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do

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 Date: 8/14/2012

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 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

Recreation.gov Satisfaction Survey

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
ACQhar0015047-		Did you visit Recreation.gov to learn more about any of the following recreation areas?	Mesa-Verde-National-Park Yellowstone-National-Park Grand-Canyon-National-Park Independence-Hall-(Independence-NHP) Statue-of-Liberty-National-Monument San-Juan-NHS Everglades-National-Park Redwood-National-Park Mammoth-Cave-National-Park Olympic-National-Park Great-Smoky-Mountains-National-Park Yosemite-National-Park Hawaii-Volcanoes-National-Park Carlsbad-Caverns-National-Park Wrangell-St.-Elias/Glacier-Bay-National-Park Glacier-National-Park Chaco-Culture-NHP/Aztec-Ruins-NM None-of-the-above	A	Checkbox,—one-up-vertical	Multi	Y	Skip-Logic-Group*	WHS—Park
ACQhar0015048-	A	Did you know that the recreation area(s) you selected above is/are a World Heritage Site?	Yes No Not-sure-what-a-World-Heritage-Site-is	B	Radio-button,—one-up-vertical	S	Y	Mutually-Exclusive Skip-Logic-Group*	WHS—Did-You-Know
ACQhar0015049-	B	Did knowing the recreation area(s) you selected were World Heritage Sites influence your decision to learn more about them?	Yes—it-was-an-influencer No—It-was-not-an-influencer Not-sure		Radio-button,—one-up-vertical	S	Y	Skip-Logic-Group*	WHS—Influence
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over		Drop down, select one	S	N		Income
EDO0586		What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Drop down, select one	S	N		Age
RJB00047		If you could suggest one improvement to the Recreation.gov web site, what would it be?			Text field, <100 char		N		One Improvement

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RJB00083		Was the purpose of your visit today to make a reservation at Yosemite National Park?	Yes No Not Sure		Radio button, one-up vertical	S	Y		Purpose Yosemite
ACQhar0015020		What is your primary reason for visiting Recreation.gov today?	Research a future reservation Manage an existing reservation Make a tour reservation Make a campground reservation Obtain a permit Plan a trip Enter a lottery Just browsing Looking for specific information Purchase tickets Other please specify	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
ACQhar0015021	A	Please specify your other primary reason for visiting Recreation.gov today.			Text area, no char limit		N	Skip Logic Group*	Other Primary Reason
ACQCol0008321		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily		Radio button, one-up vertical	S	N		Visit Frequency
ACQhar0015022		Did you notice any changes to the Recreation.gov home page during your visit today?	Yes No	A,B,C,D	Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Homepage change
ACQhar0015043	A	Please tell us whether you agree or disagree with the following statements about the new home page. The new home page look and feel is visually pleasing.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Look & Feel
ACQhar0015044	B	The new home page made it easier to determine which section I needed to navigate to.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Nav
ACQhar0015045	C	The new layout on the home page made it easier to find the information I was looking for.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Find Info
ACQhar0015046	D	The new home page design is an improvement over the previous design.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Improvement from prev
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted , please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do

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ACQhar0015047		Did you visit Recreation.gov to learn more about any of the following recreation areas?	Mesa Verde National Park Yellowstone National Park Grand Canyon National Park Independence Hall (Independence NHP) Statue of Liberty National Monument San Juan NHS Everglades National Park Redwood National Park Mammoth Cave National Park Olympic National Park Great Smoky Mountains National Park Yosemite National Park Hawaii Volcanoes National Park Carlsbad Caverns National Park Wrangell-St. Elias/Glacier Bay National Park Glacier National Park Chaco Culture NHP/Aztec Ruins NM None of the above	A A	Checkbox, one-up vertical	Multi	Y	Mutually Exclusive Skip Logic Group*	WHS - Park
ACQhar0015048	A	Did you know that the recreation area(s) you selected above is/are a World Heritage Site?	Yes No Not sure what a World Heritage Site is	B	Radio button, one-up vertical	S	Y	Skip Logic Group*	WHS - Did You Know
ACQhar0015049	B	Did knowing the recreation area(s) you selected were World Heritage Sites influence your decision to learn more about them?	Yes - it was an influencer No - It was not an influencer Not sure		Radio button, one-up vertical	S	Y	Skip Logic Group*	WHS - Influence
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over		Drop down, select one	S	N		Income
EDO0586		What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Drop down, select one	S	N		Age
RJB00047		If you could suggest one improvement to the Recreation.gov web site, what would it be?			Text field, <100 char		N		One Improvement

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RJB00083		Was the purpose of your visit today to make a reservation at Yosemite National Park?		Yes		Text field, <100 char	S	Y		Purpose Yosemite

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
RJB00093		Was the purpose of your visit today to make a reservation at Yosemite National Park?	Yes No Not sure		Text field, <100 char	S	Y		Purpose Yosemite
NEW		What is your primary reason for visiting Recreation.gov today?	Research a future reservation Manage an existing reservation Make a tour reservation Make a campground reservation Obtain a permit Plan a trip Enter a lottery Just browsing Looking for specific information Purchase tickets Other please specify		Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
NEW	A	Please specify your other primary reason for visiting Recreation.gov today.		A	Text area, no char limit		N	Skip Logic Group*	Other Primary Reason
ACQCol0008321		How frequently do you visit this site?	<i>This is my first visit</i> <i>Every few months or less often</i> <i>Monthly</i> <i>Weekly</i> <i>Several times a week</i> <i>Daily</i>		Radio button, one-up vertical	S	N		Visit Frequency
NEW		Did you notice any changes to the Recreation.gov home page during your visit today?	Yes No	A,B,C,D	Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Homepage change
NEW	A	Please tell us whether you agree or disagree with the following statements about the new home page: The new home page look and feel is visually pleasing.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Look & Feel
NEW	B	The new home page made it easier to determine which section I needed to navigate to.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Nav
NEW	C	The new layout on the home page made it easier to find the information I was looking for.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Find Info
NEW	D	The new home page design is an improvement over the previous design.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Radio button, one-up vertical	S	Y	Skip Logic Group*	HP-Improvement from prev
RJB00034		Did you accomplish what you wanted on Recreation.gov today?	Yes No Not yet, I'm still in the process	A	Text field, <100 char	S	Y		Accomplish Goal
RJB00035	A	If you did not accomplish what you wanted, please specify what you were trying to do or find.			Text field, <100 char		N		What Trying to Do
NEW		Did you visit Recreation.gov to learn more about any of the following recreation areas?	Mesa Verde National Park Yellowstone National Park	A A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	WHS - Park

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			Grand Canyon National Park Independence Hall (Independence NHP) Statue of Liberty National Monument San Juan NHS Everglades National Park Redwood National Park Mammoth Cave National Park Olympic National Park Great Smoky Mountains National Park Yosemite National Park Hawaii Volcanoes National Park Carlsbad Caverns National Park Wrangell-St. Elias/Glacier Bay National Park Glacier National Park Chaco Culture NHP/Aztec Ruins NM None of the above	A A A A A A A A A A A A A A A A A					
NEW	A	Did you know that the recreation area(s) you selected above is/are a World Heritage Site?	Yes No Not sure what a World Heritage Site is	B	Radio button, one-up vertical	S	Y	Mutually Exclusive Skip Logic Group*	WHS - Did You Know
NEW	B	Did knowing the recreation area(s) you selected were World Heritage Sites influence your decision to learn more about them?	Yes - it was an influencer No - It was not an influencer Not sure		Radio button, one-up vertical	S	Y	Skip Logic Group*	WHS - Influence
SAC1200		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, MySpace, Twitter) Message directly from Recreation.gov on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Recreation.gov Promotional email(s) from Recreation.gov 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	S	Y	Rank-Group* Adjust-Template/Style-Sheet Randomize Anchor-Answer-Choice Anchor-Answer-Choice	SV - Rank-1
SAC1201		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, MySpace, Twitter) Message directly from Recreation.gov on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Recreation.gov Promotional email(s) from Recreation.gov 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	S	N	Rank-Group* Anchor-Answer-Choice Anchor-Answer-Choice	SV - Rank-2
SAC1202		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, MySpace, Twitter) Message directly from Recreation.gov on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Recreation.gov Promotional email(s) from Recreation.gov		Drop-down, select one	S	N	Rank-Group* Anchor-Answer-Choice Anchor-Answer-Choice	SV - Rank-3

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			Search engine results Word of mouth recommendation from someone I knew TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Another Answer Choice Another Answer Choice	
SAC1203		if you heard about Recreation.gov from a social network, please specify the site (i.e. Facebook, Twitter);			Text area, no char limit		N		SV - Other Social Network
RJB00045		Which of the following categories best describes your total household income last year?	Below \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000 or over		Drop down, select one	S	N		Income
EDO0586		What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Drop down, select one	S	N		Age

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
RJB00083		Was the purpose of your visit today to make a reservation at Yosemite National Park?	Yes		Text field, <100 char	S	Y		Purpose Yosemite

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RJB00083		Was the purpose of your visit today to make a reservation at Yosemite National Park?	Yes			Text field, <100 char	S	Y		Purpose Yosemite