

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting Arlington National Cemetery. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

### Welcome Text - Alternate

Thank you for visiting Arlington National Cemetery. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the Arlington National Cemetery. Please take a few minutes to give us your feedback. All results are strictly confidential.

### Thank You Text - Alternate

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.



### Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

Cancel

Submit

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[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

**Model Name** ANC Browse  
**Model ID** xoJccBthdBwcQIIzFs9MQA4C  
**Partitioned** Yes  
**Date** 2/18/2015

~~Red & Strike-Through~~: Delete  
Underlined & Italicized: Re-order  
 Pink: Addition  
 Blue: Rework



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Appeal	Please rate the visual appeal of this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Recommend	How likely are you to recommend this site to someone else?
Look and Feel	Please rate the balance of graphics and text on this site.	Satisfaction - Ideal	How well does this site meet your expectations?	Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your primary resource for obtaining information from this organization?
Look and Feel - Readability	Please rate the readability of the pages on this site.		How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to return to this site?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Organized	Please rate how completely the page content loads on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
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 need.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
Site Information - Understandable	Please rate how understandable this site's information is.				
Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

Model Name ANC Browse  
 Model ID xoJccBthdBwcQIIZFs9MQA4C  
 Partitioned Yes  
 Date ###

~~Red & Strike-Through~~: Delete  
Underlined & Italicized: Re-order  
 Pink: Addition  
 Blue: Reword



QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
KMJ5795Q001		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/more than once a day		Y	Radio button, one-up vertical		Visit
KMJ5795Q002		What is your primary reason for visiting Arlington National Cemetery's website today?	Searching for general information  Locate a gravesite Planning a visit (funeral/ visiting a gravesite) Funeral planning/ scheduling Planning a visit (tourism) Another reason:	B A	Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Primary Reason
KMJ5795Q003	B	Are you planning a visit with:	Friends/ Family  A school group A religious group A Community group Veterans group (VFW) I'll be visiting by myself Other	C	Y	Drop down, select one	Skip Logic Group*	Tourism Group
KMJ5795Q004	C	Who do you plan on visiting with?			N	Text area, no char limit	Skip Logic Group*	OE_Tourism Group
KMJ5795Q005	B	When do you plan on visiting Arlington National Cemetery?	January - March  April - June July - September October - December Don't know		Y	Drop down, select one	Skip Logic Group*	Timing
KMJ5795Q006	B	Do plan to attend/ participate in any of the following when you visit Arlington National Cemetery?	Interpretive tour bus service  A wreath laying ceremony An honor flight ceremony Other ceremony/ service	D	Y	Radio button, one-up vertical	Skip Logic Group*	Ceremony
KMJ5795Q007	D	Which ceremony/ service do you plan to attend?			N	Text area, no char limit	Skip Logic Group*	OE_Ceremony
KMJ5795Q008	A	The reason I visited the site today was:			N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
KMJ5795Q009		Have you visited Arlington National Cemetery in the past?	Yes  No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Past Visit
KMJ5795Q010	A	When was the last time you visited Arlington National Cemetery?	Less than 6 months ago  6 months - 1 year ago 1 - 3 years ago 3 or more years ago		Y	Radio button, one-up vertical	Skip Logic Group*	Last Visit
KMJ5795Q011		Are you aware of the ANC Explorer App?	Yes  No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Aware App
KMJ5795Q012	A	Did you use the web version of ANC Explorer while visiting the site today?	Yes  No		Y	Radio button, one-up vertical	Skip Logic Group*	Web Explorer
KMJ5795Q013	A	Did you download the ANC Explorer mobile app?	Yes  No	B	Y	Radio button, one-up vertical	Skip Logic Group*	Download App
KMJ5795Q014	B	Why did you not download the app?			N	Text area, no char limit	Skip Logic Group*	OE_App
KMJ5795Q015		What sections of the site did you visit today? (Please select all that apply.)	Funeral Information	C	Y	Checkbox, one-up vertical	Skip Logic Group*	Sections Visited

			Plan Your Visit Explore the Cemetery News About Find a Grave Photo Gallery Other	B A			Randomize	Anchor Answer Choice
KMJ5795Q016	A	Which section(s) did you visit?			N	Text area, no char limit	Skip Logic Group*	OE_Sections Visited
KMJ5795Q017	B	Did you have any difficulty with the photo gallery today?	Yes  No		C	Y	Radio button, one-up vertical	Skip Logic Group* Photo Gallery
KMJ5795Q018	C	Which of the following issues did you have with the photo gallery today?	Images would not load  Link to photos would not work Could not find photos I was looking for Slide show was too fast It was difficult to navigate through the types of photos  I was not able to read/ find descriptions of the photos  Other, please specify			Y	Checkbox, one-up vertical  Randomize	Skip Logic Group* Photo issues  Anchor Answer Choice
KMJ5795Q019	D	Please describe the other issue(s) you experienced with the photo gallery.			N	Text area, no char limit	Skip Logic Group*	OE_Photo issues
STE0083646	E	When looking for funeral information, which of the following areas did you visit?	Daily funeral schedule  About funerals Scheduling a funeral Attending a funeral After the funeral Resources for funeral directors None of the above			Y	Checkbox, one-up vertical	Skip Logic Group* Funeral Information
KMJ5795Q020		How did you look for information on/ navigate the site today? (Please select all that apply.)	Search feature  Top navigation options Left navigation options Links throughout the page Site map Other			Y	Checkbox, one-up vertical	Skip Logic Group* Navigation Options
KMJ5795Q021	A	Please describe other ways you looked for information/ navigated the site.				Y	Text area, no char limit	Skip Logic Group* OE_Navigation Options
KMJ5795Q022		Did you have any difficulty navigating the site today?	Yes  No		A	Y	Radio button, one-up vertical	Skip Logic Group* Navigation
KMJ5795Q023	A	Which of the following issues did you have with navigating the site today?	Links often did not take me where I expected  I had difficulty finding relevant information Links/ labels are difficult to understand Too many links/ navigational options to choose from  Had technical difficulties (error messages, broken links, etc.)  Could not navigate back to previous information Other			Y	Checkbox, one-up vertical	Skip Logic Group* Navigation Issues
KMJ5795Q024	B	Please describe the other issue(s) you experienced while navigating the site.				N		OE_Navigation Issues
KMJ5795Q025		Did you find what you were looking for on the site today?	Yes  I found some of what I was looking for No I'm just browsing			Y	Radio button, one-up vertical	Skip Logic Group* Find Information
KMJ5795Q026	A	Please describe what you were looking for, but did not find on the site.				N	Text area, no char limit	Skip Logic Group* OE_Unable To Find
KMJ5795Q027		What was the most interesting thing on the site to you?				N	Text area, no char limit	OE_Interesting
KMJ5795Q028		Was there anything on the site that encouraged you to stay on the site longer?	Yes  No		A	Y	Radio button, one-up vertical	Skip Logic Group* Stay Longer

KMJ5795Q029	A	What topic encouraged you to stay longer on the site?			N	Text area, no char limit	Skip Logic Group*	OE_Stay Longer
KMJ5795Q030		Was any of the information on this site unclear to you?	Yes No Don't recall		A	Y	Radio button, one-up vertical	Skip Logic Group* Unclear Information
KMJ5795Q031	A	Please describe the unclear information:				N	Text area, no char limit	Skip Logic Group* OE_Information
KMJ5795Q032		What additional information would you like to have available on this site?				N	Text area, no char limit	OE_Additional Info
KMJ5795Q033		What do you plan to do next?	Visit another site to get more information Call Arlington National Cemetery for more information Continue planning my trip to Arlington National Cemetery Download the ANC Explorer mobile app Fax/ email required documents Return to the ANC site to get more information Nothing Other			Y	Radio button, one-up vertical	Skip Logic Group* Do Next
KMJ5795Q034	A	What do you plan to do next?				N	Text area, no char limit	Skip Logic Group* OE_Do Next
KMJ5795Q035		What is your age?	Under 18 18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 and over Prefer not to answer			Y	Drop down, select one	Age
KMJ5795Q036		Are you a current member of the military?	Yes No			Y	Drop down, select one	Military
KMJ5795Q037		Are you a Veteran of the military?	Yes No			Y	Drop down, select one	Veteran
KMJ5795Q038		Do you have a family member affiliated with the military?	Yes No			Y	Drop down, select one	Military Family

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 Model ID xoJccBthdBwcQIIZFs9MQA4C  
 Partitioned Yes  
 Date ###

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KMJ5795Q002		What is your primary reason for visiting Arlington National Cemetery's website today?	Searching for general information  Locate a gravesite Planning a visit (funeral/ visiting a gravesite) Funeral planning/ scheduling Planning a visit (tourism) Another reason:	B A	Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Primary Reason
KMJ5795Q003	B	Are you planning a visit with:	Friends/ Family  A school group A religious group A Community group Veterans group (VFW) I'll be visiting by myself Other	C	Y	Drop down, select one	Skip Logic Group*	Tourism Group
KMJ5795Q004	C	Who do you plan on visiting with?			N	Text area, no char limit	Skip Logic Group*	OE_Tourism Group
KMJ5795Q005	B	When do you plan on visiting Arlington National Cemetery?	January - March  April - June July - September October - December Don't know		Y	Drop down, select one	Skip Logic Group*	Timing
KMJ5795Q006	B	Do plan to attend/ participate in any of the following when you visit Arlington National Cemetery?	Interpretive tour bus service  A wreath laying ceremony An honor flight ceremony Other ceremony/ service	D	Y	Radio button, one-up vertical	Skip Logic Group*	Ceremony
KMJ5795Q007	D	Which ceremony/ service do you plan to attend?			N	Text area, no char limit	Skip Logic Group*	OE_Ceremony
KMJ5795Q008	A	The reason I visited the site today was:			N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
KMJ5795Q009		Have you visited Arlington National Cemetery in the past?	Yes  No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Past Visit
KMJ5795Q010	A	When was the last time you visited Arlington National Cemetery?	Less than 6 months ago  6 months - 1 year ago 1 - 3 years ago 3 or more years ago		Y	Radio button, one-up vertical	Skip Logic Group*	Last Visit
KMJ5795Q011		Are you aware of the ANC Explorer App?	Yes  No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Aware App
KMJ5795Q012	A	Did you use the web version of ANC Explorer while visiting the site today?	Yes  No		Y	Radio button, one-up vertical	Skip Logic Group*	Web Explorer
KMJ5795Q013	A	Did you download the ANC Explorer mobile app?	Yes  No	B	Y	Radio button, one-up vertical	Skip Logic Group*	Download App
KMJ5795Q014	B	Why did you not download the app?			N	Text area, no char limit	Skip Logic Group*	OE_App
KMJ5795Q015		What sections of the site did you visit today? (Please select all that apply.)	Funeral Information	C	Y	Checkbox, one-up vertical	Skip Logic Group*	Sections Visited

			Plan Your Visit Explore the Cemetery News About Find a Grave Photo Gallery Other	B A			Randomize	
KMJ5795Q016	A	Which section(s) did you visit?			N	Text area, no char limit	Anchor Answer Choice Skip Logic Group*	OE_Sections Visited
KMJ5795Q017	B	Did you have any difficulty with the photo gallery today?	Yes  No		C	Y	Radio button, one-up vertical	Skip Logic Group* Photo Gallery
KMJ5795Q018	C	Which of the following issues did you have with the photo gallery today?	Images would not load  Link to photos would not work Could not find photos I was looking for Slide show was too fast It was difficult to navigate through the types of photos  I was not able to read/ find descriptions of the photos  Other, please specify			Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice
KMJ5795Q019	D	Please describe the other issue(s) you experienced with the photo gallery.				N	Text area, no char limit	Skip Logic Group* OE_Photo issues
	E	When looking for funeral information, which of the following areas did you visit?	Daily funeral schedule  About funerals Scheduling a funeral Attending a funeral After the funeral Resources for funeral directors Home of the bereaved			Y	Checkbox, one-up vertical	Skip Logic Group* Funeral Information
KMJ5795Q020		How did you look for information on/ navigate the site today? (Please select all that apply.)	Search feature  Top navigation options Left navigation options Links throughout the page Site map Other			Y	Checkbox, one-up vertical	Skip Logic Group* Navigation Options
KMJ5795Q021	A	Please describe other ways you looked for information/ navigated the site.				Y	Text area, no char limit	Skip Logic Group* OE_Navigation Options
KMJ5795Q022		Did you have any difficulty navigating the site today?	Yes  No		A	Y	Radio button, one-up vertical	Skip Logic Group* Navigation
KMJ5795Q023	A	Which of the following issues did you have with navigating the site today?	Links often did not take me where I expected  I had difficulty finding relevant information Links/ labels are difficult to understand Too many links/ navigational options to choose from  Had technical difficulties (error messages, broken links, etc.)  Could not navigate back to previous information Other			Y	Checkbox, one-up vertical	Skip Logic Group* Navigation Issues
KMJ5795Q024	B	Please describe the other issue(s) you experienced while navigating the site.				N		OE_Navigation Issues
KMJ5795Q025		Did you find what you were looking for on the site today?	Yes  I found some of what I was looking for No I'm just browsing			Y	Radio button, one-up vertical	Skip Logic Group* Find Information
KMJ5795Q026	A	Please describe what you were looking for, but did not find on the site.				N	Text area, no char limit	Skip Logic Group* OE_Unable To Find
KMJ5795Q027		What was the most interesting thing on the site to you?				N	Text area, no char limit	OE_Interesting
KMJ5795Q028		Was there anything on the site that encouraged you to stay on the site longer?	Yes  No		A	Y	Radio button, one-up vertical	Skip Logic Group* Stay Longer

KMJ5795Q029	A	What topic encouraged you to stay longer on the site?			N	Text area, no char limit	Skip Logic Group*	OE_Stay Longer
KMJ5795Q030		Was any of the information on this site unclear to you?	Yes No Don't recall		A	Y	Radio button, one-up vertical	Skip Logic Group* Unclear Information
KMJ5795Q031	A	Please describe the unclear information:				N	Text area, no char limit	Skip Logic Group* OE_Information
KMJ5795Q032		What additional information would you like to have available on this site?				N	Text area, no char limit	OE_Additional Info
KMJ5795Q033		What do you plan to do next?	Visit another site to get more information Call Arlington National Cemetery for more information Continue planning my trip to Arlington National Cemetery Download the ANC Explorer mobile app Fax/ email required documents Return to the ANC site to get more information Nothing Other			Y	Radio button, one-up vertical	Skip Logic Group* Do Next
KMJ5795Q034	A	What do you plan to do next?				N	Text area, no char limit	Skip Logic Group* OE_Do Next
KMJ5795Q035		What is your age?	Under 18 18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 and over Prefer not to answer			Y	Drop down, select one	Age
KMJ5795Q036		Are you a current member of the military?	Yes No			Y	Drop down, select one	Military
KMJ5795Q037		Are you a Veteran of the military?	Yes No			Y	Drop down, select one	Veteran
KMJ5795Q038		Do you have a family member affiliated with the military?	Yes No			Y	Drop down, select one	Military Family