

Welcome and Thank You Text

Welcome Text

Thank you for visiting [Company/Site/Agency]. 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 [Company/Site/Agency]. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the [Company/Site/Agency]. 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.
We appreciate your input!

Cancel

Submit

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Model Name NHTSA v2
 Model ID VZcAA4QoMBcBRhpA15JEEA4C
 Partitioned 2MQ
 Date 11/18/2015

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to the NHTSA.gov site?
2 Look and Feel - Readability	Please rate the balance of graphics and text on this site.	17 Satisfaction - Ideal	How well does this site meet your expectations?	20 Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend NHTSA.gov to someone else?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	21 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use NHTSA.gov as your primary resource for obtaining information from this agency?
4 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.			22 Trust - Best Interests	Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on NHTSA to act in my best interests.
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.			23 Trust - Trustworthy	consider NHTSA to be trustworthy.
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.			24 Trust - Do Right	NHTSA can be trusted to do what is right. Future Participation (1=Very Unlikely, 10=Very Likely)
7 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this site is organized.			25 Future Participation	How likely are you to express your thoughts or ideas to NHTSA in the next 90 days?
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you need.				
10 Information Browsing - Sort	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
13 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

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Model ID VZcAA4QoMBcBRhpA15JEEA4C
Partitioned 2MQ
Date 11/18/2015

QID	QUESTION META TAG	Skip From	Question Text
BAN6358Q001			How frequently do you visit this site?
BAN6358Q002			What best describes your role during your site visit today?
BAN6358Q003		A	Other best describes your role
BAN6358Q004			What type(s) of information were you looking for on the site? (Please select all that apply.)
BAN6358Q005		A	Other information
BAN6358Q006		F	What type(s) of driving safety information were you looking for? (Please select all that apply.)

BAN6358Q007		G	Other driving safety information
BAN6358Q008		B	What type(s) of car seat information were you looking for? (Please select all that apply.)
BAN6358Q009		C	Other car seat information
BAN6358Q010		H	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)
BAN6358Q011		J	Why were you looking for information on air bags?
BAN6358Q012		K	For what other reason were you looking for air bag information?
BAN6358Q013		I	Other vehicle safety information
BAN6358Q014			What made you decide to look for this type of information?
BAN6358Q015			Did you try to search for recalls on a vehicle today?
BAN6358Q016		A	Did you use the VIN search tool today?
BAN6358Q017		B	Was the explanation clear for which kind of recalls the VIN search tool covers and does not cover?
BAN6358Q018		BB	What was not clearly explained?
BAN6358Q019		C	Which best describes your experience with the VIN search tool today?

BAN6358Q020		CC	Describe your experience with the VIN search tool.
BAN6358Q021		D	Was the information given in the Recall Results clear?
BAN6358Q022		DD	What was not clear about the Recall Results?
BAN6358Q023		E	Did the Recall Results give you the information you needed about any potential issue and next steps to take?
BAN6358Q024		EE	What other information would you like to have?
BAN6358Q025		F	Did you search for additional safety information by make/model/year?
TAR0203287		FF	Did you have any difficulty finding where to search for safety information by make/year/model?
TAR0203308		FF	How was your experience searching for safety information by make/year/model?
TAR0203311		F1	Please describe your issue.
BAN6358Q026		G	Why didn't you use the VIN search tool today? (Please select all that apply.)
BAN6358Q027		GG	Why else didn't you use the VIN search tool?
BAN6358Q036			How do you want to use the information you were looking for today?
BAN6358Q037			More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)
BAN6358Q038			Were you able to find what you were looking for on the site today?
BAN6358Q039		E	What were you looking for that you could not find?
BAN6358Q046			Did you have any trouble navigating the site today?

BAN6358Q047		F	What type of difficulty did you encounter with the navigation process ? (Please select all that apply.)
BAN6358Q048		A	Other navigational difficulties
BAN6358Q049		B	Please tell us which links took you somewhere unexpected
BAN6358Q050			Did you use the search feature today?
BAN6358Q051		A	Please describe your experience with the site's search feature .
BAN6358Q052		B	Other search difficulties
BAN6358Q053		C	If you could make one improvement to the search feature, which of the following would you make?
BAN6358Q054		D	What other search improvement suggestion would you make?
BAN6358Q059			Have you seen or heard of any program(s) or campaign(s) that NHTSA is currently running? (Please select all that apply.)

BAN6358Q060			Thinking of all the of the websites where you search for information on a regular basis, which one site do you believe to be your ideal site?
BAN6358Q061			What additional features or options would you most like to see added to the NHTSA site?

~~Red & Strike-~~
Underlined &
 Pink: Addition
 Blue: Reword

Answer Choices	Skip To	Required Y/N
Daily		Y
Two to three times per week		
About once a month		
Every few months		
Every 6 months or less		
This is my first time visiting this site		
State or local government employee		
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other		
		N
Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y
Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.)	H	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)	A	
Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.)		
Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.)		
About NHTSA (Administrator, calendar, jobs, press releases, etc.)		
Other		
		N
Aggressive Driving	B	Y
Bicycles		
Child Safety (car seats)		
Distracted Driving (text or call)		
Driver Education		
Enforcement & Justice Services		
Impaired Driving (alcohol)		
Motorcycles		
Occupant Protection (seat belts)		
Pedestrians		
Research & Evaluation		

School Buses		
Other	G	
		N
Car seat recalls		Y
Seat ratings		
Inspection center locations		
Car seat installation information		
Instructional videos		
Other	C	
		N
Air Bags	J	Y
Brakes		
Odometer Fraud		
Other Equipment (head restraints, vehicle backover avoidance technology, transportation recorders)		
Recalls & Defects or Complaints		
Test Procedures		
Tires		
Vehicle-Related Theft		
Other	I	
Curiosity - just browsing		Y
My car is recalled and I want to learn what to do next		
Check air bag recall information to see if my car is included		
Other	K	
		N
		N
		N
Yes	A	Y
No		
Yes	B,C,F	Y
No	G	
Don't know		
Yes		Y
No	BB	
Don't know		
		N
I received Recall Results for my VIN	D,E	Y
I submitted my VIN, but got an error message		
I could not submit my VIN in the search field		
Other	CC	

		N
Yes	DD	Y
No		
		N
Yes	EE	Y
No		
Don't know		
		N
Yes	FF	Y
No		
Yes		Y
No		
Search met my needs	F1	Y
Did not get the information I needed		
Had another issue with the search		
		N
I could not find the VIN search tool	GG	Y
I did not have my VIN available at the time		
I do not know how to find my VIN		
I searched by make/model/year instead		
I found what I needed without doing a search		
Other		
		N
For personal research		Y
To research for work		
To research for school		
Not applicable		
		N
Yes	E	Y
No		
		N
Yes	F	Y
No		

Too many links to choose from	B	Y
Links did not take me where I expected		A
Links/labels were difficult to understand		
Technical difficulties (e.g., broken links, error messages)		
Other		
		N
		N
Yes	A, C	Y
No		
I did not have any difficulty with the search feature	B	Y
Returned results that were too similar/redundant		
Results were not relevant to my search terms or needs		
Returned too many results		
Returned not enough results		
I was not sure what words to use in my search		
Search speed was too slow		
Search required too many refinements to get to what I wanted		
Other		
		N
Narrow results by a specific date	D	Y
Sort results by most popular to least popular		
Narrow by searching within the first set of results I receive		
Search the document by type (e.g., pdf, doc, wav, etc.)		
Other improvement suggestion:		
		N
Drive sober or get pulled over (Campaign against drunk driving)		Y
Click it or ticket (Campaign for seat belt use)		
Where's baby? Look before you lock. (Program against leaving children in hot cars - Heatstroke, Hypothermia)		
Securing our most precious cargo. (Program promoting child passenger safety)		
One text or call could wreck it all. (Campaign against distracted driving)		
Tire Wise (Campaign with tire safety information)		
Government 5-Star Safety Ratings (Campaign with vehicle safety information)		
If you're texting, you're not driving. (Campaign against distracted driving)		
Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle)		

Child Passenger Safety Week (Campaign promoting safety for child passengers)		
National Seat Check Saturday (Child car seats – proper installation)		
Child Car Safety (Child car seats)		
Right Car Seat (Child car seats)		
Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use for older children)		
U Drive. U Text. U Pay. Or You Drive. You Text. You Pay. (Campaign against distracted driving)		
Buzzed Driving is Drunk Driving. (Campaign against drunk driving)		
Everyone is a pedestrian. (Campaign to improve pedestrian safety)		
I have not seen or heard any program or campaign.		
		N
		N

~~Through~~: Delete
Italicized: Re-order



by Answers

Type	Special Instructions	CQ Label
Radio button, one-up vertical	Skip Logic Group	Visit Frequency
Drop down, select one	Skip Logic Group	Role
Text area, no char limit	Skip Logic Group	Other role
Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
Text area, no char limit	Skip Logic Group	Other Vehicle Info
Checkbox, one-up vertical	Skip Logic Group	Driving Safety

Text area, no char limit	Skip Logic Group	Other Driving Safety
Checkbox, one-up vertical	Skip Logic Group	Car seat info
Text area, no char limit	Skip Logic Group	Other car seat info
Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
Checkbox, one-up vertical	Skip Logic Group	Air bag - why
Text area, no char limit	Skip Logic Group	OE_Air Bag info
Text area, no char limit	Skip Logic Group	Other Vehicle Safety
Text area, no char limit		Why Looking for Info
Radio button, one-up vertical	Skip Logic Group	VIN recall search
Radio button, one-up vertical	Skip Logic Group	VIN search
Radio button, one-up vertical	Skip Logic Group	VIN clear expl
Text area, no char limit	Skip Logic Group	OE VIN clear expl
Radio button, one-up vertical	Skip Logic Group	VIN experience

Text area, no char limit	Skip Logic Group	OE VIN exper
Radio button, one-up vertical	Skip Logic Group	VIN results clear
Text area, no char limit	Skip Logic Group	OE VIN results not clear
Radio button, one-up vertical	Skip Logic Group	VIN info needed
Text area, no char limit	Skip Logic Group	OE VIN info needed
Radio button, one-up vertical	Skip Logic Group	VIN search addtl
Radio button, one-up vertical	Skip Logic Group*	Difficulty Find MYM
Radio button, one-up vertical	Skip Logic Group*	MYM search experience
Text area, no char limit	Skip Logic Group*	OE_MYM Issue
Checkbox, one-up vertical	Skip Logic Group	VIN search not used
Text area, no char limit	Skip Logic Group	OE VIN search not used
Radio button, one-up vertical		Use information
		OE_Use Info
Text area, no char limit		
Radio button, one-up vertical	Skip Logic Group	Accomplish
Text area, no char limit	Skip Logic Group	Could not accomplish
Radio button, one-up vertical	Skip Logic Group	Navigation

Checkbox, one-up vertical	Skip Logic Group	Navigation difficulty
Text area, no char limit	Skip Logic Group	Other navigation difficulty
Text area, no char limit	Skip Logic Group	Unexpected Links
Radio button, one-up vertical	Skip Logic Group	Search
Checkbox, one-up vertical	Skip Logic Group	Search experience
Text area, no char limit	Skip Logic Group	Other search difficulty
Drop down, select one	Skip Logic Group	Search Improvement
Text area, no char limit	Skip Logic Group	OE_Search Improvement
Checkbox, one-up vertical	Randomize	Campaigns

	Mutually Exclusive, Anchor Answer Choice	
Text area, no char limit		OE - Ideal site
Text area, no char limit		OE - Additional features

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BAN6358Q001			How frequently do you visit this site?
BAN6358Q002			What best describes your role during your site visit today?
BAN6358Q003		A	Other best describes your role
BAN6358Q004			What type(s) of information were you looking for on the site? (Please select all that apply.)
BAN6358Q005		A	Other information
BAN6358Q006		F	What type(s) of driving safety information were you looking for? (Please select all that apply.)

BAN6358Q007		G	Other driving safety information
BAN6358Q008		B	What type(s) of car seat information were you looking for? (Please select all that apply.)
BAN6358Q009		C	Other car seat information
BAN6358Q010		H	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)
BAN6358Q011		J	Why were you looking for information on air bags?
BAN6358Q012		K	For what other reason were you looking for air bag information?
BAN6358Q013		I	Other vehicle safety information
BAN6358Q014			What made you decide to look for this type of information?
BAN6358Q015			Did you try to search for recalls on a vehicle today?
BAN6358Q016		A	Did you use the VIN search tool today?
BAN6358Q017		B	Was the explanation clear for which kind of recalls the VIN search tool covers and does not cover?
BAN6358Q018		BB	What was not clearly explained?
BAN6358Q019		C	Which best describes your experience with the VIN search tool today?

BAN6358Q020		CC	Describe your experience with the VIN search tool.
BAN6358Q021		D	Was the information given in the Recall Results clear?
BAN6358Q022		DD	What was not clear about the Recall Results?
BAN6358Q023		E	Did the Recall Results give you the information you needed about any potential issue and next steps to take?
BAN6358Q024		EE	What other information would you like to have?
BAN6358Q025		F	Did you search for additional safety information by make/model/year?
		FF	Did you have any difficulty finding where to search for safety information by make/year/model?
		FF	How was your experience searching for safety information by make/year/model?
		F1	Please describe your issue.
BAN6358Q026		G	Why didn't you use the VIN search tool today? (Please select all that apply.)
BAN6358Q027		GG	Why else didn't you use the VIN search tool?
BAN6358Q036			How do you want to use the information you were looking for today?
BAN6358Q037			More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)
BAN6358Q038			Were you able to find what you were looking for on the site today?
BAN6358Q039		E	What were you looking for that you could not find?
BAN6358Q046			Did you have any trouble navigating the site today?

BAN6358Q047		F	What type of difficulty did you encounter with the navigation process ? (Please select all that apply.)
BAN6358Q048		A	Other navigational difficulties
BAN6358Q049		B	Please tell us which links took you somewhere unexpected
BAN6358Q050			Did you use the search feature today?
BAN6358Q051		A	Please describe your experience with the site's search feature .
BAN6358Q052		B	Other search difficulties
BAN6358Q053		C	If you could make one improvement to the search feature, which of the following would you make?
BAN6358Q054		D	What other search improvement suggestion would you make?
BAN6358Q059			Have you seen or heard of any program(s) or campaign(s) that NHTSA is currently running? (Please select all that apply.)

BAN6358Q060			Thinking of all the of the websites where you search for information on a regular basis, which one site do you believe to be your ideal site?
BAN6358Q061			What additional features or options would you most like to see added to the NHTSA site?

~~Red & Strike~~
Underlined &
 Pink: Addition
 Blue: Reword

Answer Choices	Skip To	Required Y/N
Daily		Y
Two to three times per week		
About once a month		
Every few months		
Every 6 months or less		
This is my first time visiting this site		
State or local government employee		
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other		
		N
Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y
Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.)	H	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)	A	
Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.)		
Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.)		
About NHTSA (Administrator, calendar, jobs, press releases, etc.)		
Other		
		N
Aggressive Driving	B	Y
Bicycles		
Child Safety (car seats)		
Distracted Driving (text or call)		
Driver Education		
Enforcement & Justice Services		
Impaired Driving (alcohol)		
Motorcycles		
Occupant Protection (seat belts)		
Pedestrians		
Research & Evaluation		

School Buses		
Other	G	
		N
Car seat recalls		Y
Seat ratings		
Inspection center locations		
Car seat installation information		
Instructional videos		
Other	C	
		N
Air Bags	J	Y
Brakes		
Odometer Fraud		
Other Equipment (head restraints, vehicle backover avoidance technology, transportation recorders)		
Recalls & Defects or Complaints		
Test Procedures		
Tires		
Vehicle-Related Theft		
Other	I	
Curiosity - just browsing		Y
My car is recalled and I want to learn what to do next		
Check air bag recall information to see if my car is included		
Other	K	
		N
		N
		N
Yes	A	Y
No		
Yes	B,C,F	Y
No	G	
Don't know		
Yes		Y
No	BB	
Don't know		
		N
I received Recall Results for my VIN	D,E	Y
I submitted my VIN, but got an error message		
I could not submit my VIN in the search field		
Other	CC	

		N
Yes	DD	Y
No		
		N
Yes	EE	Y
No		
Don't know		
		N
Yes	FF	Y
No		
Yes		Y
No		
Search met my needs	F1	Y
Did not get the information I needed		
Had another issue with the search		
		N
I could not find the VIN search tool	GG	Y
I did not have my VIN available at the time		
I do not know how to find my VIN		
I searched by make/model/year instead		
I found what I needed without doing a search		
Other		
		N
For personal research		Y
To research for work		
To research for school		
Not applicable		
		N
Yes	E	Y
No		
		N
Yes	F	Y
No		

Too many links to choose from	B	Y
Links did not take me where I expected		
Links/labels were difficult to understand		
Technical difficulties (e.g., broken links, error messages)		
Other		
	A	N
		N
Yes	A, C	Y
No		
I did not have any difficulty with the search feature	B	Y
Returned results that were too similar/redundant		
Results were not relevant to my search terms or needs		
Returned too many results		
Returned not enough results		
I was not sure what words to use in my search		
Search speed was too slow		
Search required too many refinements to get to what I wanted		
Other		
		N
Narrow results by a specific date	D	Y
Sort results by most popular to least popular		
Narrow by searching within the first set of results I receive		
Search the document by type (e.g., pdf, doc, wav, etc.)		
Other improvement suggestion:		
		N
Drive sober or get pulled over (Campaign against drunk driving)		Y
Click it or ticket (Campaign for seat belt use)		
Where's baby? Look before you lock. (Program against leaving children in hot cars - Heatstroke, Hypothermia)		
Securing our most precious cargo. (Program promoting child passenger safety)		
One text or call could wreck it all. (Campaign against distracted driving)		
Tire Wise (Campaign with tire safety information)		
Government 5-Star Safety Ratings (Campaign with vehicle safety information)		
If you're texting, you're not driving. (Campaign against distracted driving)		
Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle)		

Child Passenger Safety Week (Campaign promoting safety for child passengers)		
National Seat Check Saturday (Child car seats – proper installation)		
Child Car Safety (Child car seats)		
Right Car Seat (Child car seats)		
Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use for older children)		
U Drive. U Text. U Pay. Or You Drive. You Text. You Pay. (Campaign against distracted driving)		
Buzzed Driving is Drunk Driving. (Campaign against drunk driving)		
Everyone is a pedestrian. (Campaign to improve pedestrian safety)		
I have not seen or heard any program or campaign.		
		N
		N

~~Through~~: Delete
Italicized: Re-order



by Answers

Type	Special Instructions	CQ Label
Radio button, one-up vertical	Skip Logic Group	Visit Frequency
Drop down, select one	Skip Logic Group	Role
Text area, no char limit	Skip Logic Group	Other role
Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
Text area, no char limit	Skip Logic Group	Other Vehicle Info
Checkbox, one-up vertical	Skip Logic Group	Driving Safety

Text area, no char limit	Skip Logic Group	Other Driving Safety
Checkbox, one-up vertical	Skip Logic Group	Car seat info
Text area, no char limit	Skip Logic Group	Other car seat info
Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
Checkbox, one-up vertical	Skip Logic Group	Air bag - why
Text area, no char limit	Skip Logic Group	OE_Air Bag info
Text area, no char limit	Skip Logic Group	Other Vehicle Safety
Text area, no char limit		Why Looking for Info
Radio button, one-up vertical	Skip Logic Group	VIN recall search
Radio button, one-up vertical	Skip Logic Group	VIN search
Radio button, one-up vertical	Skip Logic Group	VIN clear expl
Text area, no char limit	Skip Logic Group	OE VIN clear expl
Radio button, one-up vertical	Skip Logic Group	VIN experience

Text area, no char limit	Skip Logic Group	OE VIN exper
Radio button, one-up vertical	Skip Logic Group	VIN results clear
Text area, no char limit	Skip Logic Group	OE VIN results not clear
Radio button, one-up vertical	Skip Logic Group	VIN info needed
Text area, no char limit	Skip Logic Group	OE VIN info needed
Radio button, one-up vertical	Skip Logic Group	VIN search addtl
Radio button, one-up vertical	Skip Logic Group*	Difficulty Find MYM
Radio button, one-up vertical	Skip Logic Group*	MYM search experience
Text area, no char limit	Skip Logic Group*	OE_MYM Issue
Checkbox, one-up vertical	Skip Logic Group	VIN search not used
Text area, no char limit	Skip Logic Group	OE VIN search not used
Radio button, one-up vertical		Use information
		OE_Use Info
Text area, no char limit		
Radio button, one-up vertical	Skip Logic Group	Accomplish
Text area, no char limit	Skip Logic Group	Could not accomplish
Radio button, one-up vertical	Skip Logic Group	Navigation

Checkbox, one-up vertical	Skip Logic Group	Navigation difficulty
Text area, no char limit	Skip Logic Group	Other navigation difficulty
Text area, no char limit	Skip Logic Group	Unexpected Links
Radio button, one-up vertical	Skip Logic Group	Search
Checkbox, one-up vertical	Skip Logic Group	Search experience
Text area, no char limit	Skip Logic Group	Other search difficulty
Drop down, select one	Skip Logic Group	Search Improvement
Text area, no char limit	Skip Logic Group	OE_Search Improvement
Checkbox, one-up vertical	Randomize	Campaigns

	Mutually Exclusive, Anchor Answer Choice	
Text area, no char limit		OE - Ideal site
Text area, no char limit		OE - Additional features

Model Name NHTSA v2
 Model ID VZcAA4QoMBcBRhpA15JEEA4C
 Partitioned 2MQ
 Date 11/18/2015

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



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
BAN6358Q001			How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less This is my first time visiting this site	A A A A A	Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
JIB0158261		A	During your visit today, did you notice the redesign of the NHTSA site?	Yes No	B, C	Y	Radio button, one-up vertical	Skip Logic Group	New Site_Notice Redesign
JIB0158263		B	How does the new site compare to the previous design?	New site is better About the same New site is worse	B1	Y	Radio button, one-up vertical	Skip Logic Group	New Site_Compare
JIB0158264		B1	Please tell us why you feel the new site is worse than the previous site.			N	Text area, no char limit	Skip Logic Group	OE_New Site_Compare
JIB0158262		C	Please tell us whether you agree or disagree with the following statement: The new site makes it easier to find the information I was looking for.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Y	Radio button, one-up vertical	Skip Logic Group	New Site_Task
BAN6358Q002			What best describes your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other	A	Y	Drop down, select one	Skip Logic Group	Role
BAN6358Q003		A	Other best describes your role			N	Text area, no char limit	Skip Logic Group	Other role
BAN6358Q004			What type(s) of information were you looking for on the site? (Please select all that apply.)	Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.) Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.) About NHTSA (Administrator, calendar, jobs, press releases, etc.) Other	F H A	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
BAN6358Q005		A	Other information			N	Text area, no char limit	Skip Logic Group	Other Vehicle Info
BAN6358Q006		F	What type(s) of driving safety information were you looking for? (Please select all that apply.)	Aggressive Driving Bicycles Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other	B G	Y	Checkbox, one-up vertical	Skip Logic Group	Driving Safety
BAN6358Q007		G	Other driving safety information			N	Text area, no char limit	Skip Logic Group	Other Driving Safety
BAN6358Q008		B	What type(s) of car seat information were you looking for? (Please select all that apply.)	Car seat recalls Seat ratings		Y	Checkbox, one-up vertical	Skip Logic Group	Car seat info

				Inspection center locations Car seat installation information Instructional videos Other					
BAN6358Q009		C	Other car seat information		C	N	Text area, no char limit	Skip Logic Group	Other car seat info
BAN6358Q010		H	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)	Air Bags Brakes Odometer Fraud Other Equipment (head restraints, vehicle backover avoidance technology, transportation recorders) Recalls & Defects or Complaints Test Procedures Tires Vehicle-Related Theft Other	J	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
BAN6358Q011		J	Why were you looking for information on air bags?	Curiosity - just browsing My car is recalled and I want to learn what to do next Check air bag recall information to see if my car is included Other	I	Y	Checkbox, one-up vertical	Skip Logic Group	Air bag - why
BAN6358Q012		K	For what other reason were you looking for air bag information?		K	N	Text area, no char limit	Skip Logic Group	OE_Air Bag info
BAN6358Q013		I	Other vehicle safety information			N	Text area, no char limit	Skip Logic Group	Other Vehicle Safety
BAN6358Q014			What made you decide to look for this type of information?			N	Text area, no char limit		Why Looking for Info
BAN6358Q015			Did you try to search for recalls on a vehicle today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	VIN recall search
BAN6358Q016		A	Did you use the VIN search tool today?	Yes No Don't know	B,C,F G	Y	Radio button, one-up vertical	Skip Logic Group	VIN search
BAN6358Q017		B	Was the explanation clear for which kind of recalls the VIN search tool covers and does not cover?	Yes No Don't know		Y	Radio button, one-up vertical	Skip Logic Group	VIN clear expl
BAN6358Q018		BB	What was not clearly explained?			N	Text area, no char limit	Skip Logic Group	OE VIN clear expl
BAN6358Q019		C	Which best describes your experience with the VIN search tool today?	I received Recall Results for my VIN I submitted my VIN, but got an error message I could not submit my VIN in the search field Other	D,E	Y	Radio button, one-up vertical	Skip Logic Group	VIN experience
BAN6358Q020		CC	Describe your experience with the VIN search tool.		CC	N	Text area, no char limit	Skip Logic Group	OE VIN exper
BAN6358Q021		D	Was the information given in the Recall Results clear?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group	VIN results clear
BAN6358Q022		DD	What was not clear about the Recall Results?		DD	N	Text area, no char limit	Skip Logic Group	OE VIN results not clear
BAN6358Q023		E	Did the Recall Results give you the information you needed about any potential issue and next steps to take?	Yes No Don't know		Y	Radio button, one-up vertical	Skip Logic Group	VIN info needed
BAN6358Q024		EE	What other information would you like to have?			N	Text area, no char limit	Skip Logic Group	OE VIN info needed
BAN6358Q025		F	Did you search for additional safety information by make/model/year?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group	VIN search addtl
BAN6358Q026		G	Why didn't you use the VIN search tool today? (Please select all that apply.)	I could not find the VIN search tool I did not have my VIN available at the time I do not know how to find my VIN I searched by make/model/year instead I found what I needed without doing a search Other		Y	Checkbox, one-up vertical	Skip Logic Group	VIN search not used
BAN6358Q027		GG	Why else didn't you use the VIN search tool?		GG	N	Text area, no char limit	Skip Logic Group	OE VIN search not used
BAN6358Q036			How do you want to use the information you were looking for today?	For personal research To research for work To research for school Not applicable		Y	Radio button, one-up vertical		Use information
BAN6358Q037			More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)			N	Text area, no char limit		OE_Use Info

BAN6358Q038			Were you able to find what you were looking for on the site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Accomplish
BAN6358Q039		E	What were you looking for that you could not find?	No	E	N	Text area, no char limit	Skip Logic Group	Could not accomplish
BAN6358Q046			Did you have any trouble navigating the site today?	Yes	F	Y	Radio button, one-up vertical	Skip Logic Group	Navigation
BAN6358Q047		F	What type of difficulty did you encounter with the navigation process ? (Please select all that apply.)	Too many links to choose from		Y	Checkbox, one-up vertical	Skip Logic Group	Navigation difficulty
				Links did not take me where I expected	B				
				Links/labels were difficult to understand					
				Technical difficulties (e.g., broken links, error messages)					
				Other	A				
BAN6358Q048		A	Other navigational difficulties			N	Text area, no char limit	Skip Logic Group	Other navigation difficulty
BAN6358Q049		B	Please tell us which links took you somewhere unexpected			N	Text area, no char limit	Skip Logic Group	Unexpected Links
BAN6358Q050			Did you use the search feature today?	Yes	A, C	Y	Radio button, one-up vertical	Skip Logic Group	Search
				No					
BAN6358Q051		A	Please describe your experience with the site's search feature .	I did not have any difficulty with the search feature		Y	Checkbox, one-up vertical	Skip Logic Group	Search experience
				Returned results that were too similar/redundant					
				Results were not relevant to my search terms or needs					
				Returned too many results					
				Returned not enough results					
				I was not sure what words to use in my search					
				Search speed was too slow					
				Search required too many refinements to get to what I wanted					
				Other	B				
BAN6358Q052		B	Other search difficulties			N	Text area, no char limit	Skip Logic Group	Other search difficulty
BAN6358Q053		C	If you could make one improvement to the search feature, which of the following would you make?	Narrow results by a specific date		Y	Drop down, select one	Skip Logic Group	Search Improvement
				Sort results by most popular to least popular					
				Narrow by searching within the first set of results I receive					
				Search the document by type (e.g., pdf, doc, wav, etc.)					
				Other improvement suggestion:	D				
BAN6358Q054		D	What other search improvement suggestion would you make?			N	Text area, no char limit	Skip Logic Group	OE Search Improvement
BAN6358Q059			Have you seen or heard of any program(s) or campaign(s) that NHTSA is currently running? (Please select all that apply.)	Drive sober or get pulled over (Campaign against drunk driving)		Y	Checkbox, one-up vertical	Randomize	Campaigns
				Click it or ticket (Campaign for seat belt use)					
				Where's baby? Look before you lock. (Program against leaving children in hot cars - Heatstroke, Hypothermia)					
				Securing our most precious cargo. (Program promoting child passenger safety)					
				One text or call could wreck it all. (Campaign against distracted driving)					
				Tire Wise (Campaign with tire safety information)					
				Government 5-Star Safety Ratings (Campaign with vehicle safety information)					
				If you're texting, you're not driving. (Campaign against distracted driving)					
				Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle)					
				Child Passenger Safety Week (Campaign promoting safety for child passengers)					
				National Seat Check Saturday (Child car seats – proper installation)					
				Child Car Safety (Child car seats)					
				Right Car Seat (Child car seats)					
				Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use for older children)					
				U Drive. U Text. U Pay. Or You Drive. You Text. You Pay. (Campaign against distracted driving)					
				Buzzed Driving is Drunk Driving. (Campaign against drunk driving)					
				Everyone is a pedestrian. (Campaign to improve pedestrian safety)					
				I have not seen or heard any program or campaign.				Mutually Exclusive, Anchor Answer Choice	
BAN6358Q060			Thinking of all the of the websites where you search for information on a regular basis, which one site do you believe to be your ideal site?			N	Text area, no char limit		OE - Ideal site

BAN6358Q061		What additional features or options would you most like to see added to the NHTSA site?			N	Text area, no char limit		OE - Additional features
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Model Name	NHTSA v2
Model ID	VZcAA4QoMBcBRhpA15JEEA4C
Partitioned	2MQ
Date	11/18/2015

QID	QUESTION META TAG	Skip From	Question Text
BAN6358Q001			How frequently do you visit this site?
JIB0158261		A	During your visit today, did you notice the redesign of the NHTSA site?
JIB0158263		B	How does the new site compare to the previous design?
JIB0158264		B1	Please tell us why you feel the new site is worse than the previous site.
JIB0158262		C	Please tell us whether you agree or disagree with the following statement: The new site makes it easier to find the information I was looking for.
BAN6358Q002			What best describes your role during your site visit today?
BAN6358Q003		A	Other best describes your role
BAN6358Q004			What type(s) of information were you looking for on the site? (Please select all that apply.)

BAN6358Q005		A	Other information
BAN6358Q006		F	What type(s) of driving safety information were you looking for? (Please select all that apply.)
BAN6358Q007		G	Other driving safety information
BAN6358Q008		B	What type(s) of car seat information were you looking for? (Please select all that apply.)
BAN6358Q009		C	Other car seat information
BAN6358Q010		H	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)
BAN6358Q011		J	Why were you looking for information on air bags?
BAN6358Q012		K	For what other reason were you looking for air bag information?

BAN6358Q013		I	Other vehicle safety information
BAN6358Q014			What made you decide to look for this type of information?
BAN6358Q015			Did you try to search for recalls on a vehicle today?
BAN6358Q016		A	Did you use the VIN search tool today?
BAN6358Q017		B	Was the explanation clear for which kind of recalls the VIN search tool covers and does not cover?
BAN6358Q018		BB	What was not clearly explained?
BAN6358Q019		C	Which best describes your experience with the VIN search tool today?
BAN6358Q020		CC	Describe your experience with the VIN search tool.
BAN6358Q021		D	Was the information given in the Recall Results clear?
BAN6358Q022		DD	What was not clear about the Recall Results?
BAN6358Q023		E	Did the Recall Results give you the information you needed about any potential issue and next steps to take?
BAN6358Q024		EE	What other information would you like to have?
BAN6358Q025		F	Did you search for additional safety information by make/model/year?
BAN6358Q026		G	Why didn't you use the VIN search tool today? (Please select all that apply.)
BAN6358Q027		GG	Why else didn't you use the VIN search tool?
BAN6358Q036			How do you want to use the information you were looking for today?

BAN6358Q037			More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)
BAN6358Q038			Were you able to find what you were looking for on the site today?
BAN6358Q039		E	What were you looking for that you could not find?
BAN6358Q046			Did you have any trouble navigating the site today?
BAN6358Q047		F	What type of difficulty did you encounter with the navigation process ? (Please select all that apply.)
BAN6358Q048		A	Other navigational difficulties
BAN6358Q049		B	Please tell us which links took you somewhere unexpected
BAN6358Q050			Did you use the search feature today?
BAN6358Q051		A	Please describe your experience with the site's search feature .
BAN6358Q052		B	Other search difficulties
BAN6358Q053		C	If you could make one improvement to the search feature, which of the following would you make?
BAN6358Q054		D	What other search improvement suggestion would you make?
BAN6358Q059			Have you seen or heard of any program(s) or campaign(s) that NHTSA is currently running? (Please select all that apply.)

BAN6358Q060			Thinking of all the of the websites where you search for information on a regular basis, which one site do you believe to be your ideal site?
BAN6358Q061			What additional features or options would you most like to see added to the NHTSA site?

~~Red & Strike-
Underlined &
Pink: Addition
Blue: Reword~~

Answer Choices	Skip To	Required Y/N
Daily	A	Y
Two to three times per week	A	
About once a month	A	
Every few months	A	
Every 6 months or less	A	
This is my first time visiting this site		
Yes	B, C	Y
No		
New site is better		Y
About the same		
New site is worse	B1	
		N
Strongly Disagree		Y
Disagree		
Neutral		
Agree		
Strongly Agree		
Don't know		
State or local government employee		Y
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other	A	
		N
Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y
Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.)	H	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)		

Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.)			
Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.)			
About NHTSA (Administrator, calendar, jobs, press releases, etc.)			
Other	A		
		N	
Aggressive Driving		Y	
Bicycles	B		
Child Safety (car seats)			
Distracted Driving (text or call)			
Driver Education			
Enforcement & Justice Services			
Impaired Driving (alcohol)			
Motorcycles			
Occupant Protection (seat belts)			
Pedestrians			
Research & Evaluation			
School Buses			
Other		G	
			N
Car seat recalls		Y	
Seat ratings	C		
Inspection center locations			
Car seat installation information			
Instructional videos			
Other			
			N
Air Bags	J	Y	
Brakes			
Odometer Fraud			
Other Equipment (head restraints, vehicle backover avoidance technology, transportation recorders)			
Recalls & Defects or Complaints			
Test Procedures			
Tires			
Vehicle-Related Theft			
Other		I	
Curiosity - just browsing		Y	
My car is recalled and I want to learn what to do next	K		
Check air bag recall information to see if my car is included			
Other			
		N	

		N
		N
Yes	A	Y
No		
Yes	B,C,F G	Y
No		
Don't know		
Yes	BB	Y
No		
Don't know		
		N
I received Recall Results for my VIN	D,E	Y
I submitted my VIN, but got an error message		
I could not submit my VIN in the search field		
Other		
	CC	N
Yes	DD	Y
No		
		N
Yes	EE	Y
No		
Don't know		
		N
Yes		Y
No		
I could not find the VIN search tool	GG	Y
I did not have my VIN available at the time		
I do not know how to find my VIN		
I searched by make/model/year instead		
I found what I needed without doing a search		
Other		
		N
For personal research		Y
To research for work		
To research for school		
Not applicable		

		N
Yes	E	Y
No		
		N
Yes	F	Y
No		
Too many links to choose from	B	Y
Links did not take me where I expected		
Links/labels were difficult to understand		
Technical difficulties (e.g., broken links, error messages)		
Other		A
		N
		N
Yes	A, C	Y
No		
I did not have any difficulty with the search feature	B	Y
Returned results that were too similar/redundant		
Results were not relevant to my search terms or needs		
Returned too many results		
Returned not enough results		
I was not sure what words to use in my search		
Search speed was too slow		
Search required too many refinements to get to what I wanted		
Other		
		N
Narrow results by a specific date	D	Y
Sort results by most popular to least popular		
Narrow by searching within the first set of results I receive		
Search the document by type (e.g., pdf, doc, wav, etc.)		
Other improvement suggestion:		
		N
Drive sober or get pulled over (Campaign against drunk driving)		Y
Click it or ticket (Campaign for seat belt use)		

Where's baby? Look before you lock. (Program against leaving children in hot cars - Heatstroke, Hypothermia)		
Securing our most precious cargo. (Program promoting child passenger safety)		
One text or call could wreck it all. (Campaign against distracted driving)		
Tire Wise (Campaign with tire safety information)		
Government 5-Star Safety Ratings (Campaign with vehicle safety information)		
If you're texting, you're not driving. (Campaign against distracted driving)		
Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle)		
Child Passenger Safety Week (Campaign promoting safety for child passengers)		
National Seat Check Saturday (Child car seats – proper installation)		
Child Car Safety (Child car seats)		
Right Car Seat (Child car seats)		
Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use for older children)		
U Drive. U Text. U Pay. Or You Drive. You Text. You Pay. (Campaign against distracted driving)		
Buzzed Driving is Drunk Driving. (Campaign against drunk driving)		
Everyone is a pedestrian. (Campaign to improve pedestrian safety)		
I have not seen or heard any program or campaign.		
		N
		N

~~Through~~: Delete
Italicized: Re-order



by Answers

Type	Special Instructions	CQ Label
Radio button, one-up vertical	Skip Logic Group	Visit Frequency
Radio button, one-up vertical	Skip Logic Group	New Site_Notice Redesign
Radio button, one-up vertical	Skip Logic Group	New Site_Compare
Text area, no char limit	Skip Logic Group	OE_New Site_Compare
Radio button, one-up vertical	Skip Logic Group	New Site_Task
Drop down, select one	Skip Logic Group	Role
Text area, no char limit	Skip Logic Group	Other role
Checkbox, one-up vertical	Skip Logic Group	Vehicle Info

Text area, no char limit	Skip Logic Group	Other Vehicle Info
Checkbox, one-up vertical	Skip Logic Group	Driving Safety
Text area, no char limit	Skip Logic Group	Other Driving Safety
Checkbox, one-up vertical	Skip Logic Group	Car seat info
Text area, no char limit	Skip Logic Group	Other car seat info
Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
Checkbox, one-up vertical	Skip Logic Group	Air bag - why
Text area, no char limit	Skip Logic Group	OE_Air Bag info

Text area, no char limit	Skip Logic Group	Other Vehicle Safety
Text area, no char limit		Why Looking for Info
Radio button, one-up vertical	Skip Logic Group	VIN recall search
Radio button, one-up vertical	Skip Logic Group	VIN search
Radio button, one-up vertical	Skip Logic Group	VIN clear expl
Text area, no char limit	Skip Logic Group	OE VIN clear expl
Radio button, one-up vertical	Skip Logic Group	VIN experience
Text area, no char limit	Skip Logic Group	OE VIN exper
Radio button, one-up vertical	Skip Logic Group	VIN results clear
Text area, no char limit	Skip Logic Group	OE VIN results not clear
Radio button, one-up vertical	Skip Logic Group	VIN info needed
Text area, no char limit	Skip Logic Group	OE VIN info needed
Radio button, one-up vertical	Skip Logic Group	VIN search addtl
Checkbox, one-up vertical	Skip Logic Group	VIN search not used
Text area, no char limit	Skip Logic Group	OE VIN search not used
Radio button, one-up vertical		Use information

		OE_Use Info
Text area, no char limit		
Radio button, one-up vertical	Skip Logic Group	Accomplish
Text area, no char limit	Skip Logic Group	Could not accomplish
Radio button, one-up vertical	Skip Logic Group	Navigation
Checkbox, one-up vertical	Skip Logic Group	Navigation difficulty
Text area, no char limit	Skip Logic Group	Other navigation difficulty
Text area, no char limit	Skip Logic Group	Unexpected Links
Radio button, one-up vertical	Skip Logic Group	Search
Checkbox, one-up vertical	Skip Logic Group	Search experience
Text area, no char limit	Skip Logic Group	Other search difficulty
Drop down, select one	Skip Logic Group	Search Improvement
Text area, no char limit	Skip Logic Group	OE_Search Improvement
Checkbox, one-up vertical	Randomize	Campaigns

	Mutually Exclusive, Anchor Answer Choice	
Text area, no char limit		OE - Ideal site
Text area, no char limit		OE - Additional features

Model Name NHTSA v2
 Model ID VZcAA4QoMBcBRhpA15JEEA4C
 Partitioned 2MQ
 Date 11/18/2015

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



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK6357Q001			How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less This is my first time visiting this site	A A A A A	Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
		A	During your visit today, did you notice the redesign of the NHTSA site?	Yes No	B, C	Y	Radio button, one-up vertical	Skip Logic Group	New Site Notice Redesign
		B	How does the new site compare to the previous design?	New site is better About the same New site is worse	B1	Y	Radio button, one-up vertical	Skip Logic Group	New Site Compare
		B1	Please tell us why you feel the new site is worse than the previous site.			N	Text area, no char limit	Skip Logic Group	OE_New Site_Compare
		C	Please tell us whether you agree or disagree with the following statement: The new site makes it easier to find the information I was looking for.	Strongly Disagree Disagree Neutral Agree Strongly Agree Don't know		Y	Radio button, one-up vertical	Skip Logic Group	New Site_Task
BAN6358Q002			What best describes your role during your site visit today?	State or local government employee Parent Child care provider/Caregiver Consumer Traffic Safety Advocate Manufacturer Industry group member Researcher Other	A	Y	Drop down, select one	Skip Logic Group	Role
BAN6358Q003		A	Other best describes your role			N	Text area, no char limit	Skip Logic Group	Other role
BAN6358Q004			What type(s) of information were you looking for on the site? (Please select all that apply.)	Driving Safety (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.) Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.) Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.) Data (National Automotive Sampling System (NASS), Fatality Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.) Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.) About NHTSA (Administrator, calendar, jobs, press releases, etc.) Other	F H A	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
BAN6358Q005		A	Other information			N	Text area, no char limit	Skip Logic Group	Other Vehicle Info
BAN6358Q006		F	What type(s) of driving safety information were you looking for? (Please select all that apply.)	Aggressive Driving Bicycles Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other	B G	Y	Checkbox, one-up vertical	Skip Logic Group	Driving Safety
BAN6358Q007		G	Other driving safety information			N	Text area, no char limit	Skip Logic Group	Other Driving Safety
BAN6358Q008		B	What type(s) of car seat information were you looking for? (Please select all that apply.)	Car seat recalls Seat ratings Inspection center locations		Y	Checkbox, one-up vertical	Skip Logic Group	Car seat info

				Car seat installation information Instructional videos Other					
BAN6358Q009		C	Other car seat information		C	N	Text area, no char limit	Skip Logic Group	Other car seat info
BAN6358Q010		H	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)	Air Bags Brakes Odometer Fraud Other Equipment (head restraints, vehicle backover avoidance technology, transportation recorders) Recalls & Defects or Complaints Test Procedures Tires Vehicle-Related Theft Other	J	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
BAN6358Q011		J	Why were you looking for information on air bags?	Curiosity - just browsing My car is recalled and I want to learn what to do next Check air bag recall information to see if my car is included Other	I	Y	Checkbox, one-up vertical	Skip Logic Group	Air bag - why
BAN6358Q012		K	For what other reason were you looking for air bag information?		K	N	Text area, no char limit	Skip Logic Group	OE_Air Bag info
BAN6358Q013		I	Other vehicle safety information			N	Text area, no char limit	Skip Logic Group	Other Vehicle Safety
BAN6358Q014			What made you decide to look for this type of information?			N	Text area, no char limit		Why Looking for Info
BAN6358Q015			Did you try to search for recalls on a vehicle today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	VIN recall search
BAN6358Q016		A	Did you use the VIN search tool today?	No Don't know	B,C,F G	Y	Radio button, one-up vertical	Skip Logic Group	VIN search
BAN6358Q017		B	Was the explanation clear for which kind of recalls the VIN search tool covers and does not cover?	Yes No Don't know	BB	Y	Radio button, one-up vertical	Skip Logic Group	VIN clear expl
BAN6358Q018		BB	What was not clearly explained?			N	Text area, no char limit	Skip Logic Group	OE VIN clear expl
BAN6358Q019		C	Which best describes your experience with the VIN search tool today?	received Recall Results for my VIN I submitted my VIN, but got an error message I could not submit my VIN in the search field Other	D,E CC	Y	Radio button, one-up vertical	Skip Logic Group	VIN experience
BAN6358Q020		CC	Describe your experience with the VIN search tool.			N	Text area, no char limit	Skip Logic Group	OE VIN exper
BAN6358Q021		D	Was the information given in the Recall Results clear?	Yes No	DD	Y	Radio button, one-up vertical	Skip Logic Group	VIN results clear
BAN6358Q022		DD	What was not clear about the Recall Results?			N	Text area, no char limit	Skip Logic Group	OE VIN results not clear
BAN6358Q023		E	Did the Recall Results give you the information you needed about any potential issue and next steps to take?	Yes No Don't know	EE	Y	Radio button, one-up vertical	Skip Logic Group	VIN info needed
BAN6358Q024		EE	What other information would you like to have?			N	Text area, no char limit	Skip Logic Group	OE VIN info needed
BAN6358Q025		F	Did you search for additional safety information by make/model/year?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group	VIN search addtl
BAN6358Q026		G	Why didn't you use the VIN search tool today? (Please select all that apply.)	I could not find the VIN search tool I did not have my VIN available at the time I do not know how to find my VIN I searched by make/model/year instead I found what I needed without doing a search Other	GG	Y	Checkbox, one-up vertical	Skip Logic Group	VIN search not used
BAN6358Q027		GG	Why else didn't you use the VIN search tool?			N	Text area, no char limit	Skip Logic Group	OE VIN search not used
BAN6358Q028			Did you come to the site today to file a complaint?	Yes No	A, C, E	Y	Radio button, one-up vertical	Skip Logic Group	File complaint
BAN6358Q029		A	What type of complaint?	Vehicle-- Tires Equipment Child-Car Seats Consumer Other	B	Y	Drop-down, select one	Skip Logic Group	Complaint--Type

BAN6358Q030		-B	Other type of complaint			N	Text area, no char limit	Skip Logic Group	Other complaint type
BAN6358Q031		C	Did you file your complaint?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Complaint - File
BAN6358Q032		D	If you did not file your complaint, why not?	No		N		Skip Logic Group	Why not file complaint
BAN6358Q033		F	After you filed your complaint, did you receive any confirmation or feedback about the complaint? (Please select all that apply.)	Email confirmation that complaint was filed		Y	Text area, no char limit	Skip Logic Group	Confirmation Complaint
				Confirmation on my screen that complaint was filed			Checkbox, one-up vertical		
				Other type of confirmation					
				No confirmation that I'm aware of					
				I'm not sure					
BAN6358Q034		G	What other type of complaint confirmation did you receive?			N	Text area, no char limit	Skip Logic Group	OE-Confirmation Complaint
BAN6358Q035		E	If you could improve one area of the complaint process, what would it be?			N	Text area, no char limit	Skip Logic Group	Complaint improvement
BAN6358Q036			How do you want to use the information you were looking for today?	For personal research		Y	Radio button, one-up vertical		Use information
				To research for work					
				To research for school					
				Not applicable					
BAN6358Q037			More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy, to learn about a car seat I own, etc.)			N			OE_Use Info
							Text area, no char limit		
BAN6358Q038			Were you able to find what you were looking for on the site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Accomplish
				No					
BAN6358Q039		E	What were you looking for that you could not find?			N	Text area, no char limit	Skip Logic Group	Could not accomplish
BAN6358Q040			While you were on the site today, did you notice the "Chat Help" function?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Chat Noticed
				No					
BAN6358Q041		A	Did you try to use Chat Help while on the site today?	Yes, I tried to use it		N	Radio button, one-up vertical	Skip Logic Group	Chat Tried
				No, I did not try to use it					
BAN6358Q042		B	Were you able to chat with someone through Chat Help?	Yes		N	Radio button, one-up vertical	Skip Logic Group	Chatted with Someone
				No					
BAN6358Q043		C	Did the chat representative help you (e.g., answer your questions, direct you to appropriate resources, etc.)?	Yes		N	Radio button, one-up vertical	Skip Logic Group	Chat Rep Helped
				Partially					
				No					
				Not Sure					
BAN6358Q044		D	What were you seeking help with from Chat Help?			N	Text area, no char limit	Skip Logic Group	OE-Chat Help What
BAN6358Q045		E	If you could make one improvement to Chat Help, what would it be?			N	Text area, no char limit	Skip Logic Group	OE-Chat Improvement
BAN6358Q046			Did you have any trouble navigating the site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Navigation
				No					
BAN6358Q047		F	What type of difficulty did you encounter with the navigation process? (Please select all that apply.)	Too many links to choose from		Y	Checkbox, one-up vertical	Skip Logic Group	Navigation difficulty
				Links did not take me where I expected					
				Links/labels were difficult to understand					
				Technical difficulties (e.g., broken links, error messages)					
				Other					
BAN6358Q048		A	Other navigational difficulties			N	Text area, no char limit	Skip Logic Group	Other navigation difficulty
BAN6358Q049		B	Please tell us which links took you somewhere unexpected			N	Text area, no char limit	Skip Logic Group	Unexpected Links
BAN6358Q050			Did you use the search feature today?	Yes	A, C	Y	Radio button, one-up vertical	Skip Logic Group	Search
				No					
BAN6358Q051		A	Please describe your experience with the site's search feature.	I did not have any difficulty with the search feature		Y	Checkbox, one-up vertical	Skip Logic Group	Search experience
				Returned results that were too similar/redundant					
				Results were not relevant to my search terms or needs					
				Returned too many results					
				Returned not enough results					
				I was not sure what words to use in my search					
				Search speed was too slow					
				Search required too many refinements to get to what I wanted					
				Other					
BAN6358Q052		B	Other search difficulties			N	Text area, no char limit	Skip Logic Group	Other search difficulty

BAN6358Q053		C	If you could make one improvement to the search feature, which of the following would you make?	Narrow results by a specific date Sort results by most popular to least popular Narrow by searching within the first set of results I receive Search the document by type (e.g., pdf, doc, wav, etc.) Other improvement suggestion:	D	Y	Drop down, select one	Skip Logic Group	Search Improvement
BAN6358Q054		D	What other search improvement suggestion would you make?			N	Text area, no char limit	Skip Logic Group	OE_Search Improvement
BAN6358Q055			Are you currently signed up for email updates?	Yes, I was signed up before today's visit Yes, I signed up during today's visit No, I was not aware of the list No, I was aware but am not signed up		Y	Radio button, one-up vertical		Email Updates
BAN6358Q056			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 the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Already knew about NHTSA Promotional email(s) from NHTSA Search engine results Word of mouth recommendation from someone I know Radio or television advertisement Internet advertising Don't know Other		Y	Drop down, select one	Rank Group Adjust Template/Style Sheet Randomize	SV—Rank 1
BAN6358Q057			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 the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Already knew about NHTSA Promotional email(s) from NHTSA Search engine results Word of mouth recommendation from someone I know Radio or television advertisement Internet advertising Don't know Other		N	Drop down, select one	Rank Group Adjust Template/Style Sheet Randomize	SV—Rank 2
BAN6358Q058			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 the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Already knew about NHTSA Promotional email(s) from NHTSA Search engine results Word of mouth recommendation from someone I know Radio or television advertisement Internet advertising Don't know Other		N	Drop down, select one	Rank Group Adjust Template/Style Sheet Randomize	SV—Rank 3
BAN6358Q059			Have you seen or heard of any program(s) or campaign(s) that NHTSA is currently running? (Please select all that apply.)	Drive sober or get pulled over (Campaign against drunk driving) Click it or ticket (Campaign for seat belt use) Where's baby? Look before you lock. (Program against leaving children in hot cars - Heatstroke, Hypothermia) Securing our most precious cargo. (Program promoting child passenger safety) One text or call could wreck it all. (Campaign against distracted driving) Tire Wise (Campaign with tire safety information) Government 5-Star Safety Ratings (Campaign with vehicle safety information) If you're texting, you're not driving. (Campaign against distracted driving) Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle)		Y	Checkbox, one-up vertical	Randomize	Campaigns

			<p>Child Passenger Safety Week (Campaign promoting safety for child passengers)</p> <p>National Seat Check Saturday (Child car seats – proper installation)</p> <p>Child Car Safety (Child car seats)</p> <p>Right Car Seat (Child car seats)</p> <p>Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use for older children)</p> <p>U Drive. U Text. U Pay. Or You Drive. You Text. You Pay. (Campaign against distracted driving)</p> <p>Buzzed Driving is Drunk Driving. (Campaign against drunk driving)</p> <p>Everyone is a pedestrian. (Campaign to improve pedestrian safety)</p> <p>I have not seen or heard any program or campaign.</p>				Mutually Exclusive, Anchor Answer Choice	
BAN6358Q060		Thinking of all the of the websites where you search for information on a regular basis, which one site do you believe to be your ideal site?			N	Text area, no char limit		OE - Ideal site
BAN6358Q061		What additional features or options would you most like to see added to the NHTSA site?			N	Text area, no char limit		OE - Additional features