

### **Welcome and Thank You Text**

appreciate your input!

## **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.

## **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 Text** 

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

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! Submit Cancel Copyright 2015 - all rights reserved ForeSee ForeSee Privacy Policy Survey Support

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

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



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

Model Name NHTSA v2

Model ID VZcAA4QoMBcBRhpA15JEEA4C

Partitioned 2MQ

Date 11/18/2015

QID	QUESTION META TAG	Skip From	Question Text
DAN62500001	WETATAG	FIOIII	Llow from anthu do you vioit this site?
BAN6358Q001			How <b>frequently</b> do you visit this site?
BAN6358Q002			What <b>best describes</b> your role during your site visit today?
BAN6358Q003		Α	Other best describes your role
BAN6358Q004			What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)
BAN6358Q005		Α	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	В	What <b>type(s) of car seat information</b> were you looking for? (Please select all that apply.)
BAN6358Q009	С	Other car seat information
BAN6358Q010	Н	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	К	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	Α	Did you use the VIN search tool today?
BAN6358Q017	В	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	С	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 <b>find what you were looking for</b> on the site today?
BAN6358Q039	E	What were you looking for that you could not find?
BAN6358Q046		Did you have any trouble <b>navigating the site</b> today?
BAN6358Q047	F	What type of difficulty did you encounter with the navigation process? (Please select all that apply.)

DANIOSTO CONT	_	
BAN6358Q048	Α	Other navigational difficulties
BAN6358Q049	В	Please tell us which links took you somewhere unexpected
BAN6358Q050		Did you use the <b>search feature</b> today?
, and the second		
BAN6358Q051	A	Please describe your experience with the site's search feature.
BAN6358Q052	В	Other search difficulties
BAN6358Q053	С	If you could make <b>one improvement</b> 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?

Answer Choices	Skip To	Required Y/N
Daily		Υ
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		V
State or local government employee		Υ
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other	Α	
		N
<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y
<b>Vehicle Safety</b> (air bags, brakes, recalls & defects, complaints, tires, etc.)	н	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)		
<b>Data</b> (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	Α	
		N
Aggressive Driving		Y
Bicycles		
Child Safety (car seats)	В	
Distracted Driving (text or call)		
Driver Education		
Enforcement & Justice Services		
Impaired Driving (alcohol)		
Motorcycles		
Occupant Protection (seat belts)		
Pedestrians		
Research & Evaluation		

School Buses		
	-	
Teen Safety Other	G	
Otilei		N
		IN
Car seat recalls		Y
Seat ratings		
Inspection center locations		
Car seat installation information		
Instructional videos	1	
Other	С	
		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	1	
Other	1 1	
Curiosity - just browsing		Y
My car is recalled and I want to learn what to do next	1	·
Check air bag recall information to see if my car is included	†	
Other	K	
		N
		N
		N
Yes	Α	Υ
163		'
No	†	
Yes	B,C,F	Y
No	G .	
Don't know	1	
Yes		Y
No	BB	
Don't know		
		N
I received Recall Results for my VIN	D,E	Y
Trootrod Result Results for the vire	٥,٢	
I submitted my VIN, but got an error message		
I could not submit my VIN in the search field	1	
Other	СС	
		N
		IN

L.		
Yes		Y
No	DD	
INO	UU	N
		14
Yes		Y
No	EE	
Don't know		
		N
Yes	FF	Y
No		
Yes		Y
No		
Search met my needs		Υ
,		
Did not get the information I needed		
Had another issue with the search	F1	
		N
I could not find the VIN search tool		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	GG	
		N
For paragraph recovery		Y
For personal research		T
To research for work		
To research for school		
Not applicable		
1 vot applicable		N
Yes		Υ
		·
No	E	
	_	N
		,,
Yes		Y
	F	
No		
Too many links to choose from		Y
Links did not take me where I expected	В	
The state of the s		

Links/labels were difficult to understand		
Technical difficulties (e.g., broken links, error messages)  Other	Α	
Outer	A	N
		IN
		N
Yes	A, C	Y
No	, -	
I did <b>not have</b> any difficulty with the search feature		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	В	
		N
Narrow results by a specific date		Y
Continue lite his mont a constante legation on the		
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	N
		IN
Drive sober or get pulled over (Campaign against drunk driving)		Υ
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)		
Find the right seat (Campaign for child car 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)		
	]	

<b>Seatbelt Safety for 8-14 year olds</b> (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

	by Answers'			
Туре	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		

	Skip Logic Group	Other Driving
Text area, no char limit		Safety
Checkbox, one-up vertical	Skip Logic Group	Car seat info
	Chin Lania Crava	Other concept info
Text area, no char limit	Skip Logic Group	Other car seat info
Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
	omp ==gro oronp	
Checkbox, one-up vertical	Skip Logic Group	Air bag - why
Checkbox, one-up vertical	Skip Logic Group	All bay - wily
Text area, no char limit	Skip Logic Group	OE_Air Bag info
	Skip Logic Group	Other Vehicle
Text area, no char limit	Skip Logic Group	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
Text area, no char limit		OE_Use Info
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	
' '			
	Skip Logic Group	Search experience	
Checkbox, one-up vertical			
'			
	Skip Logic Group	Other search	
Text area, no char limit	Chia Lagia Crava	difficulty	
	Skip Logic Group	Search Improvement	
Drop down, select one		·	
Tout area, no shor limit	Skip Logic Group	OE_Search Improvement	
Text area, no char limit	Randomize	Campaigns	
Checkbox, one-up vertical			
•	•	•	

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

Model Name NHTSA v2

Model ID VZcAA4QoMBcBRhpA15JEEA4C

Partitioned 2MQ

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TAR0203308	FF	How was your experience searching for safety information by make/year/model?
TAR0203311	F1	Please describe your issue.
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BAN6358Q061		What additional features or options would you most like to see added to the NHTSA site?

Answer Choices	Skip To	Required Y/N
Daily		Υ
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		V
State or local government employee		Υ
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other	Α	
		N
<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y
<b>Vehicle Safety</b> (air bags, brakes, recalls & defects, complaints, tires, etc.)	н	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)		
<b>Data</b> (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	Α	
		N
Aggressive Driving		Y
Bicycles		
Child Safety (car seats)	В	
Distracted Driving (text or call)		
Driver Education		
Enforcement & Justice Services		
Impaired Driving (alcohol)		
Motorcycles		
Occupant Protection (seat belts)		
Pedestrians		
Research & Evaluation		

School Buses		
Teen Safety Other	G	
Other	<del>  G</del>	N
		IN
Car seat recalls		Y
Seat ratings		
Inspection center locations		
Car seat installation information		
Instructional videos		
Other	С	
		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	-  <u> </u>	
Curiosity - just browsing	•	Υ
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	
Other	I N	N
		IN
		N
		N
Yes	Λ	Y
165	A	Y
No		
Yes	B,C,F	Υ
No	G	
Don't know		
Yes		Y
No	BB	
Don't know		
DOIL VIIOM		N
I received Recall Results for my VIN	D,E	Y
I submitted my VIN, but got an error message	1	
I could not submit my VIN in the search field		
Other	СС	
		N
		IV

Yes		Υ
No	DD	
		N
Yes		Υ
No	EE	
Don't know		
		N
Yes	FF	Υ
165	rr	ī
No		
Yes		Υ
res		Y
No		
No		
Search met my needs		Υ
Did not get the information I needed		
Had another issue with the search	F1	
		N
I could not find the VIN search tool		Υ
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	
Other		N
		IV
For personal research		Υ
To research for work		
To research for school		
Not applicable		
Not applicable		N
		IN
Voo		V
Yes		Υ
NI-	_	
No	E	
		N
Yes	F	Υ
No .		
Too many links to choose from		Υ
Links did not take me where I expected	В	

Links/labels were difficult to understand		
Technical difficulties (e.g., broken links, error messages)  Other	Α	
Outer		N
		IN
		N
Yes	A, C	Y
No	,	
I did <b>not have</b> any difficulty with the search feature		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	В	
		N
Narrow results by a specific date		Y
Continualità hi mantina milanta la sati na milan		
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	N
		IN
Drive sober or get pulled over (Campaign against drunk driving)		Υ
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)		
Find the right seat (Campaign for child car 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)		
<b>Child Passenger Safety Week</b> (Campaign promoting safety for child passengers)		
National Seat Check Saturday (Child car seats – proper installation)		
	J I	

<b>Seatbelt Safety for 8-14 year olds</b> (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.1
	N

Through: Delete

Italicized: Re-order





by Answers

	by Answers		
Туре	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	

	Skip Logic Group	Other Driving
Text area, no char limit		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
oneonsex, one up vertical	Chip Logic Croup	Volucio Galety
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
Toke area, The errar mine		Info
Radio button, one-up vertical	Skip Logic Group	VIN recall search
Padio button, one un vertical	Skip Logio Croup	VIN search
Radio button, one-up vertical	Skip Logic Group	VIIN 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
,	J 3 3 3 3 4	
Toyt area no shor limit	Ckin Logio Crous	OF VINLOYDOT
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
Text area, no char limit		OE_Use Info
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
' '		
	Skip Logic Group	Search experience
Checkbox, one-up vertical		
'		
	Skip Logic Group	Other search
Text area, no char limit	Skip Logic Group	difficulty Search
	Skip Logic Group	Improvement
Drop down, select one		
Text area, no char limit	Skip Logic Group	OE_Search Improvement
Toke droug The Orien Innine	Randomize	Campaigns
Charlebox, one un vertical		
Checkbox, one-up vertical		

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

Model Name NHTSA v2

Model ID VZcAA4QoMBcBRhpA15JEEA4C

Partitioned 2MQ

Date 11/18/2015

QID	QUESTION META TAG	Skip From	Question Text
DAN62500001	WETATAG	FIUIII	Llow from anthu do you vioit this site?
BAN6358Q001			How <b>frequently</b> do you visit this site?
BAN6358Q002			What <b>best describes</b> your role during your site visit today?
BAN6358Q003		Α	Other best describes your role
BAN6358Q004			What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)
BAN6358Q005		Α	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	В	What <b>type(s) of car seat information</b> were you looking for? (Please select all that apply.)
BAN6358Q009	С	Other car seat information
BAN6358Q010	Н	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	Α	Did you use the VIN search tool today?
BAN6358Q017	В	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	С	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 <b>find what you were looking for</b> on the site today?
BAN6358Q039	E	What were you looking for that you could not find?
BAN6358Q046		Did you have any trouble <b>navigating the site</b> today?
BAN6358Q047	F	What type of difficulty did you encounter with the navigation process? (Please select all that apply.)

BAN6358Q048	Α	Other navigational difficulties
BAN6358Q049	В	Please tell us which links took you somewhere
BAN0336Q049		unexpected
BAN6358Q050		Did you use the <b>search feature</b> today?
BAN6358Q051	A	Please describe your experience with the site's search feature.
BAN6358Q052	В	Other search difficulties
BAN6358Q053	С	If you could make <b>one improvement</b> 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?

Answer Choices	Skip To	Required Y/N
Daily		Υ
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		V
State or local government employee		Υ
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other	Α	
		N
<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y
<b>Vehicle Safety</b> (air bags, brakes, recalls & defects, complaints, tires, etc.)	н	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)		
<b>Data</b> (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	Α	
		N
Aggressive Driving		Y
Bicycles		
Child Safety (car seats)	В	
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	
Outer		N
		.,
Car seat recalls		Υ
Seat ratings		
Inspection center locations		
Car seat installation information		
Instructional videos		
Other	С	
		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	ı	
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
163	<u> </u>	'
No		
Yes	B,C,F	Υ
No	G	
Don't know		
Yes		Υ
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	СС	
		N
Yes		Υ

No	DD	
		N
Yes		Υ
No	EE	
Don't know		
		N
Yes	FF	Υ
No	-	
Yes		Υ
163		'
No		
Search met my needs		Y
Did not get the information I needed		
Had another issue with the search	F1	
		N
I could not find the VIN search tool		Υ
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	N
		IN
For personal research		Υ
To research for work	-	
To research for school  Not applicable		
inot applicable		N
		1
Yes		Υ
No	E	
		N
Yes		Υ
163	F	•
No		
Too many links to choose from		Υ
Links did not take me where I expected	В	
Links/labels were difficult to understand		
Technical difficulties (e.g., broken links, error messages)		

Other	Α	
		N
		N
		14
Yes	A, C	Υ
No		
I did <b>not have</b> any difficulty with the search feature		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	В	
		N
Narrow results by a specific date		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:	D	
		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)		
Find the right seat (Campaign for child car 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)	
<b>Seatbelt Safety for 8-14 year olds</b> (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

	by Ansv	
Туре	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 Radio button, one-up vertical	Skip Logic Group Skip Logic Group	OE VIN clear expl 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

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

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

Model Name NHTSA v2

Model ID VZcAA4QoMBcBRhpA15JEEA4C

Partitioned 2MQ

Date 11/18/2015

OID	QUESTION	Skip	Outstien Tent
QID	META TAG	From	Question Text
BAN6358Q001			How <b>frequently</b> do you visit this site?
BAN6358Q002			What <b>best describes</b> your role during your site visit today?
BAN6358Q003		Α	Other best describes your role
BAN6358Q004			What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)
BAN6358Q005		Α	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	В	What <b>type(s) of car seat information</b> were you looking for? (Please select all that apply.)
BAN6358Q009	С	Other car seat information
BAN6358Q010	Н	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	К	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	А	Did you use the VIN search tool today?
BAN6358Q017	В	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	С	Which best describes your experience with the VIN search tool today?
BAN6358Q020	СС	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 <b>find what you were looking for</b> on the site today?
BAN6358Q039	E	What were you looking for that you could not find?
BAN6358Q046		Did you have any trouble <b>navigating the site</b> today?
BAN6358Q047	F	What type of difficulty did you encounter with the <b>navigation process?</b> (Please select all that apply.)

BAN6358Q048	Α	Other navigational difficulties
BAN6358Q049	В	Please tell us which links took you somewhere unexpected
BAN6358Q050		Did you use the <b>search feature</b> today?
BAN6358Q051	A	Please describe your experience with the site's search feature.
BAN6358Q052	В	Other search difficulties
BAN6358Q053	С	If you could make <b>one improvement</b> 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?

Answer Choices	Skip To	Required Y/N
Daily		Υ
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		Υ
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other	Α	
		N
<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y
<b>Vehicle Safety</b> (air bags, brakes, recalls & defects, complaints, tires, etc.)	н	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)		
<b>Data</b> (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	Α	
		N
Aggressive Driving		Υ
Bicycles		
Child Safety (car seats)	В	
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	
Cultor		N
Car seat recalls		Υ
Seat ratings		
Inspection center locations		
Car seat installation information		
Instructional videos		
Other	С	
		N
Air Bags	J	Υ
Brakes		
Odometer Fraud		
Other Equipment (head restraints, vehicle backover avoidance		
technology, transportation recorders)		
Recalls & Defects or Complaints		
Test Procedures		
Tires		
Vehicle-Related Theft		
Other	l	V
Curiosity - just browsing		Υ
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	17	
Other	K	N.I.
		N
		N
		IN
		N
		14
Yes	Α	Υ
		·
No		
Yes	B,C,F	Υ
No	G	
Don't know		
Yes		Υ
No	ВВ	
Don't know		
		N
I received Recall Results for my VIN	D,E	Υ
I submitted my VIN, but got an error message		
I could not submit my VIN in the search field		
Other	cc	
		N
Yes		Υ
No	DD	

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  N For personal research To research for work To research for school Not applicable  N Yes No E N Y No F No Tomany links to choose from  Links/labels were difficult to understand  I do not know how to find my VIN  GG  N  F  N  B  B  B  B  B  B  B  B  B  B  B  B			
No Don't know  Yes  No Yes  No Search met my needs Did not get the information I needed Had another issue with the search  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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  To many links to choose from  Links/labels were difficult to understand  I N  B  B  B  B  B  B  B  B  B  B  B  B  B			N
Don't know  Yes  No  Yes  No  Search met my needs  Did not get the information I needed Had another issue with the search  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  For personal research  To research for work To research for school  Not applicable  N  Yes  No  Fe  No  Links did not take me where I expected Links/labels were difficult to understand  FF  Y  No  Be  Links did not take me where I expected Links/labels were difficult to understand	Yes		Y
Don't know  Yes  No  Yes  No  Search met my needs  Did not get the information I needed Had another issue with the search  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  For personal research  To research for work To research for school  Not applicable  N  Yes  No  Fe  No  Links did not take me where I expected Links/labels were difficult to understand  FF  Y  No  Be  Links did not take me where I expected Links/labels were difficult to understand			
Yes Solve Search met my needs Search S	No	EE	
Yes Solve Search wet my needs Search met my needs Search S			
No Yes  No Search met my needs  Did not get the information I needed Had another issue with the search  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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  F  No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand			N
Yes  No Search met my needs  Did not get the information I needed Had another issue with the search  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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  E  N  F  No  Links did not take me where I expected Links/labels were difficult to understand	Yes	FF	Y
No Search met my needs  Did not get the information I needed Had another issue with the search  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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  F  No  To many links to choose from  Links/labels were difficult to understand  Y  Links/labels were difficult to understand  Y  A  B  H  A  B  H  A  B  H  A  A  A  A  A  A  A  A  A  A  A  A			
Search met my needs Did not get the information I needed Had another issue with the search  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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  F  No  Too many links to choose from  Y  Links did not take me where I expected Links/labels were difficult to understand	Yes		Y
Did not get the information I needed Had another issue with the search  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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  E  N  Yes  No  Links did not take me where I expected Links/labels were difficult to understand  N  N  I could not find the VIN search F1  N  Y    B  N   Tould not find the VIN search tool  N   Y  B  B  I N  I N  I N  I N  I N  I N  I			
Had another issue with the search    Could not find the VIN search tool   Y	Search met my needs		Y
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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  F  N  Yes  No  F  N  Yes  Links/labels were difficult to understand  N  Y  I did not have my VIN available at the time  Y  Y  A  B  B  H  A  A  A  A  A  A  A  A  A  A  A  A			
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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  E  N  Y  Links did not take me where I expected Links/labels were difficult to understand  Y  I did not have my VIN available at the time  Y  Y  A  B  A  B  Y  A  B  A  A  A  A  A  A  A  A  A  A  A	Had another issue with the search	F1	N.I.
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  N  For personal research To research for work To research for school Not applicable  N  Yes  No  E  N  Y  No  I how to do not know how to find my VIN  For personal research  Y  To research for work To research for school Not applicable  N  Yes  No  Links did not take me where I expected Links/labels were difficult to understand			N
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   SG  N  For personal research To research for work To research for school Not applicable  N  Yes  No  For  Y  No  To many links to choose from Links/labels were difficult to understand  I found what I needed without doing a search  Other  GG  N  Y  For  N  Y  For  N  B  B  B  I found what I needed without doing a search  Other  GG  N  Y  A  B  B  I found what I needed without doing a search  Other  GG  N  Y  A  B  B  I found what I needed without doing a search  Other  GG  N  Y  B  B  I found what I needed without doing a search  Other  GG  N  Y  B  B  I found what I needed without doing a search  Other  GG  N  Y  I found what I needed without doing a search  Other  GG  N  Y  B  B  I found what I needed without doing a search  Other  GG  N  Y  B  I found what I needed without doing a search  Other  GG  N  N  Y  B  I found what I needed without doing a search  Other  SG  N  N  Y  B  I found what I needed without doing a search  Other  SG  N  N  P  I found what I needed without doing a search  Other  SG  N  N  Search  N  N  Search  N  N  Search  N  B  I found what I needed without doing a search  Other  Search  N  N  Search  N  Search  N  N  Search  S	I could not find the VIN search tool		Y
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   SG  N  For personal research To research for work To research for school Not applicable  N  Yes  No  For  Y  No  To many links to choose from Links/labels were difficult to understand  I found what I needed without doing a search  Other  GG  N  Y  For  N  Y  For  N  B  B  B  I found what I needed without doing a search  Other  GG  N  Y  A  B  B  I found what I needed without doing a search  Other  GG  N  Y  A  B  B  I found what I needed without doing a search  Other  GG  N  Y  B  B  I found what I needed without doing a search  Other  GG  N  Y  B  B  I found what I needed without doing a search  Other  GG  N  Y  I found what I needed without doing a search  Other  GG  N  Y  B  B  I found what I needed without doing a search  Other  GG  N  Y  B  I found what I needed without doing a search  Other  GG  N  N  Y  B  I found what I needed without doing a search  Other  SG  N  N  Y  B  I found what I needed without doing a search  Other  SG  N  N  P  I found what I needed without doing a search  Other  SG  N  N  Search  N  N  Search  N  N  Search  N  B  I found what I needed without doing a search  Other  Search  N  N  Search  N  Search  N  N  Search  S	I did not have my VIN available at the time		
I found what I needed without doing a search Other  GG  N  For personal research To research for work To research for school Not applicable  N  Yes  No  For  No  To many links to choose from Links did not take me where I expected Links/labels were difficult to understand  N  N  SG  N  Y  Y  Y  Y  N  F  N  B  B  B  B  B  N  N  N  B  B  B  B	I do not know how to find my VIN		
Other  GG  N  For personal research  To research for work To research for school Not applicable  N  Yes  No  For personal research  To research for work  To research for school Not applicable  N  Yes  No  F  No  To many links to choose from  Links did not take me where I expected Links/labels were difficult to understand			
For personal research To research for work To research for school Not applicable  N  Yes  No  Fe  No  To many links to choose from Links did not take me where I expected Links/labels were difficult to understand  N  N  N  B  N  B  B  B  N  B  B  B  B			
For personal research To research for work To research for school Not applicable  N  Yes  No  F  No  Yes  No  Yes  No  Yes  Links did not take me where I expected Links/labels were difficult to understand  Y  Yes  B  B  Y  N  B  B  B  B  A  B  B  B  B  B  B  B  B	Other	GG	N
To research for work To research for school Not applicable  N  Yes  No  F  No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand			14
To research for school Not applicable  N  Yes  No  E  N  Yes  No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand	For personal research		Y
Not applicable  Yes  No  No  E  N  Yes  No  Yes  Yes  No  Yes  Yes  No  Yes  No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand	To research for work		
Yes  No  E  N  Yes  No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand			
Yes Y  No E  Yes No  Yes No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand  Y  Yes B  A  B  B  B  A  B  B  A  B  B  B  B  B	Not applicable		NI
No  E  No  Yes  No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand			IN IN
No  E  No  Yes  No  Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand	Vos		V
Yes F Y  No Too many links to choose from Y  Links did not take me where I expected Links/labels were difficult to understand	163		
Yes F Y  No Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand	No	E	
No Too many links to choose from  Links did not take me where I expected Links/labels were difficult to understand			N
Too many links to choose from  Links did not take me where I expected  Links/labels were difficult to understand	Yes	F	Y
Too many links to choose from  Links did not take me where I expected  Links/labels were difficult to understand	No		
Links/labels were difficult to understand			Y
Links/labels were difficult to understand			
Links/labels were difficult to understand	Linko did not tako ma whora Lavnastad		
	·	В	
	Technical difficulties (e.g., broken links, error messages)		
Other A		Α	

		N
		N
Yes	A, C	Y
No	7., 0	
I did <b>not have</b> any difficulty with the search feature		Υ
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	В	
Other	В	N
Narrow results by a specific date		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:	D	
		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)		
<b>Government 5-Star Safety Ratings</b> (Campaign with vehicle safety information)		
If you're texting, you're not driving. (Campaign against distracted driving)		
<b>Ride Sober or Get Pulled Over.</b> (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)		
<b>Seatbelt Safety for 8-14 year olds</b> (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

	by Answers		
Туре	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	
		OE - Ideal site
Text area, no char limit		
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: Reword



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
BAN6358Q001			How frequently do you visit this site?	Daily	A	Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
				Two to three times per week	A				
				About once a month	A				
				Every few months	A				
				Every 6 months or less	Α				
IIB0158261		A	During your visit today, did you notice the redesign	This is my first time visiting this site Yes	B, C	Y	Radio button, one-up vertical	Skip Logic Group	Now Cito Notice
JIBU158201		_ ^	of the NHTSA site?	no No	- В, С	Ť	Radio buttori, orie-up vertical	Skip Logic Group	Redesign
IB0158263		В	How does the new site compare to the previous design?	New site is better		Y	Radio button, one-up vertical	Skip Logic Group	New Site_Compare
				About the same New site is worse	B1				
IIB0158264		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
IIB0158262		С	Please tell us whether you agree or disagree with the following statement:  The new site makes it easier to find the	Strongly Disagree		Y	Radio button, one-up vertical	Skip Logic Group	New Site_Task
			information I was looking for.	Disagree					
				Neutral Agree					
				Strongly Agree					
				Don't know					
3AN6358Q002			What <b>best describes</b> your role during your site visit today?			Y	Drop down, select one	Skip Logic Group	Role
				Parent					
				Child care provider/Caregiver					
				Consumer					
				Traffic Safety Advocate					
				Manufacturer					
				Industry group member					
				Researcher					
				Other	Α				
AN6358Q003		Α	Other best describes your role			N	Text area, no char limit	Skip Logic Group	Other role
3AN6358Q004			What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)	<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses, etc.)	F	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
				Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires, etc.)	н				
				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	Α				
AN6358Q005 AN6358Q006		F	Other information What type(s) of driving safety information were you looking for? (Please select all that apply.)	Aggressive Driving		N Y	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group Skip Logic Group	Other Vehicle In Driving Safet
			rooking for: (r lease select all triat apply.)						
				Bicycles					
				Child Safety (car seats)	В				
				Child Safety (car seats) Distracted Driving (text or call)	В				
				Child Safety (car seats) Distracted Driving (text or call) Driver Education	В				
				Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services	В				
				Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services Impaired Driving (alcohol)	В				
				Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services	В				
				Child Safety (car seats) Distracted Driving (text or call) Driver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians	В				
				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	В				
				Child Safety (car seats) Distracted Driving (text or call) Diver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses					
				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	B				
3AN6358Q007		G	Other driving safety information	Child Safety (car seats) Distracted Driving (text or call) Diver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other		N	Text area, no char limit	Skip Logic Group	Safety
3AN6358Q007 3AN6358Q008		G B	Other driving safety information  What type(s) of car seat information were you looking for? (Please select all that apply.)	Child Safety (car seats) Distracted Driving (text or call) Diver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other  Car seat recalls		N Y	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group	Other Driving Safety Car seat info
			What <b>type(s) of car seat information</b> were you	Child Safety (car seats) Distracted Driving (text or call) Diver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other  Car seat recalls Seat ratings					Safety
			What <b>type(s) of car seat information</b> were you	Child Safety (car seats) Distracted Driving (text or call) Diver Education Enforcement & Justice Services Impaired Driving (alcohol) Motorcycles Occupant Protection (seat belts) Pedestrians Research & Evaluation School Buses Other  Car seat recalls					Safety

			Instructional videos					
BAN6358Q009	С	Other car seat information	Other	С	N		Skip Logic Group	Other car seat info
						Text area, no char limit		
BAN6358Q010	н	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)	Air Bags	J	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
		looking for: (I lease select all that apply.)	Brakes					
			Odometer Fraud					
			Other Equipment (head restraints, vehicle backover avoidance					
			technology, transportation recorders)  Recalls & Defects or Complaints	-				
			Test Procedures					
			Tires					
			Vehicle-Related Theft					
BAN6358Q011	J	Why were you looking for information on air bags?	Other Curiosity - just browsing	- '	Y	Checkbox, one-up vertical	Skip Logic Group	Air bag - why
DANOOSOQUII		Willy were you looking for information on all bags:	My car is recalled and I want to learn what to do next			Checkbox, one up venteur	Skip Logic Group	All bag Wily
			Check air bag recall information to see if my car is included					
DANICOFOCOAO		From the Australian Control of the C	Other	K	<u> </u>	Total control for the Control	Object and a Consum	OF Air Parainte
BAN6358Q012	К	For what other reason were you looking for air bag information?			N	Text area, no char limit	Skip Logic Group	OE_Air Bag info
BAN6358Q013	1	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			N	Text area, no char limit		Why Looking for
BAN6358Q015		information?  Did you try to search for recalls on a vehicle today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Info VIN recall search
BAN6358Q016	A	Did you use the VIN search tool today?	No Yes	B,C,F	Y	Radio button, one-up vertical	Skip Logic Group	VIN search
DAIN0330QUI0	^	Did you use the VIII search tool today?	No No	G G	'	Radio buttori, orie-up vertical	Skip Logic Gloup	VIIV Searcii
			Don't know					
BAN6358Q017	В	Was the explanation clear for which kind of recalls	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN clear expl
		the VIN search tool covers and does not cover?	No	ВВ				
			Don't know	-				
BAN6358Q018	BB	What was not clearly explained?			N	Text area, no char limit	Skip Logic Group	OE VIN clear expl
BAN6358Q019	С	Which best describes your experience with the VIN	I received Recall Results for my VIN	D,E	Y	Radio button, one-up vertical	Skip Logic Group	VIN experience
1		search tool today?	I submitted my VIN, but got an error message	-				
			I could not submit my VIN in the search field	-				
			Other	сс				
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		Y	Radio button, one-up vertical	Skip Logic Group	VIN results clear
			No	DD				
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	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN info needed
D/ 11 10000 Q020	-	needed about any potential issue and next steps to				rtadio battori, orio ap vortical	Citip Logic Citap	7117111101100000
		take?						
			No Don't know	_EE				
BAN6358Q024	EE	What other information would you like to have?	Dontkilow		N	Text area, no char limit	Skip Logic Group	OE VIN info
		i i						needed
BAN6358Q025	F	Did you search for additional safety information by make/model/year?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN search addtl
		make/model/year:	No	-				
BAN6358Q026	G	Why didn't you use the VIN search tool today?	I could not find the VIN search tool		Y	Checkbox, one-up vertical	Skip Logic Group	VIN search not
		(Please select all that apply.)		_				used
			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					
BAN6358Q027	GG	Why else didn't you use the VIN search tool?	Other	GG	N	Text area, no char limit	Skip Logic Group	OE VIN search not
BAN6358Q036			For personal recearch				1. 19.1 2.100	used
DEUVOSCOVINA		How do you want to use the information you were looking for today?	For personal research		'	Radio button, one-up vertical		Use information
			To research for work					
			To research for school	4				
BAN6358Q037		More specifically, how will you use the information.	Not applicable		N			OE Use Info
D/40000Q001		Please be brief. (Ex: To decide what vehicle to buy,			"			OL_USE IIIIU
		to learn about a car seat I own, etc.)				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
		on the site today?	No No	E				
BAN6358Q039	E	What were you looking for that you could not find?			N		Skip Logic Group	Could not
BAN6358Q046		Did you have any trouble <b>navigating the site</b>	Yes		Y	Text area, no char limit	Skip Logic Group	accomplish Navigation
		today?		F		Radio button, one-up vertical	Omp Logic Group	- tangation

				No					
BAN6358Q047		F	What type of difficulty did you encounter with the	Too many links to choose from		Y	Checkbox, one-up vertical	Skip Logic Group	Navigation
			navigation process? (Please select all that apply.)						difficulty
				Links did not take me where I expected	В				
				Links/labels were difficult to understand					
				Technical difficulties (e.g., broken links, error messages)					
DANICOFO0040			Other and in the state of	Other	Α			Object and Occur	Otherware
BAN6358Q048		A	Other navigational difficulties			N	Text area, no char limit	Skip Logic Group	Other navigation difficulty
BAN6358Q049		В	Please tell us which links took you somewhere			N		Skip Logic Group	Unexpected Links
			unexpected				Text area, no char limit	01: 1 : 0	
BAN6358Q050			Did you use the <b>search feature</b> today?	Yes No	A, C	Y	Radio button, one-up vertical	Skip Logic Group	Search
BAN6358Q051		A	Please describe your experience with the site's	I did <b>not have</b> any difficulty with the search feature		Υ		Skip Logic Group	Search experience
			search feature.	· · ·					·
							Checkbox, one-up vertical		
				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	В				
BAN6358Q052		В	Other search difficulties			N		Skip Logic Group	Other search
BAN6358Q053		С	If you could make one improvement to the search	Narrow results by a specific date		Y	Text area, no char limit	Skip Logic Group	difficulty Search
DA140330Q033		`	feature, which of the following would you make?	ivanow results by a specific date		'		Skip Logic Group	Improvement
							Drop down, select one		
				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	Drive sober or get pulled over (Campaign against drunk driving)		Y	Text area, no charmin	Randomize	Campaigns
			campaign(s) that NHTSA is currently running?						
			(Please select all that apply.)	Click it or ticket (Campaign for seat belt use)			Checkbox, one-up vertical		
				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	
BAN6358Q060	-		Thinking of all the of the websites where you search			N		Choice	OE - Ideal site
DVI40000Ó000			for information on a regular basis, which one site do you believe to be your ideal site?			l IN	Text area, no char limit		OE - lueal site
BAN6358Q061			What additional features or options would you most			N			OE - Additional
i			like to see added to the NHTSA site?				Text area, no char limit		features

Model Name NHTSA v2

Model ID VZcAA4QoMBcBRhpA15JEEA4C

Partitioned 2MQ

Date 11/18/2015

QID	QUESTION META TAG	Skip From	Question Text
BAN6358Q001			How <b>frequently</b> do you visit this site?
JIB0158261		A	During your visit today, did you notice the redesign of the NHTSA site?
JIB0158263		В	How does the new site compare to the previous design?
<del>JIB0158264</del>		<del>B1</del>	Please tell us why you feel the new site is worse than the previous site.
JIB0158262		E	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 <b>best describes</b> your role during your site visit today?
BAN6358Q003		Α	Other best describes your role
BAN6358Q004			What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)

BAN6358Q005	Α	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	В	What type(s) of car seat information were you
		looking for? (Please select all that apply.)
BAN6358Q009	С	Other car seat information
-		
BAN6358Q010	Н	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)
		looking for: (i lease 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	l	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	Α	Did you use the VIN search tool today?
BAN6358Q017	В	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	С	Which best describes your experience with the VIN search tool today?
BAN6358Q020	СС	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 <b>find what you were looking for</b> on the site today?

BAN6358Q039	E	What were you looking for that you could not find?
BAN6358Q046		Did you have any trouble <b>navigating the site</b> today?
BAN6358Q047	F	What type of difficulty did you encounter with the navigation process? (Please select all that apply.)
BAN6358Q048	Α	Other navigational difficulties
BAN6358Q049	В	Please tell us which links took you somewhere unexpected
BAN6358Q050		Did you use the <b>search feature</b> today?
BAN6358Q051	А	Please describe your experience with the site's search feature.
BAN6358Q052	В	Other search difficulties
BAN6358Q053	С	If you could make <b>one improvement</b> 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?

Answer Choices	Skip To	Required Y/N
Daily	A	Υ
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	<del>B, C</del>	¥
No		
New site is better		¥
About the same		
New site is worse	<del>B1</del>	
		H
Strongly Disagree		¥
<del>Disagree</del>		
<del>Neutral</del>		
<del>Agree</del>		
Strongly Agree		
<del>Don't know</del>		
State or local government employee		Υ
Parent		
Child care provider/Caregiver		
Consumer		
Traffic Safety Advocate		
Manufacturer		
Industry group member		
Researcher		
Other	Α	N
Duiving Cafety (clockel to time feet)		N Y
<b>Driving Safety</b> (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.)	н	
Research (Crash Injury Research (CIREN), Driver Simulation (NADS), Event Data Recorder (EDR), etc.)		

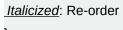
	_	
Data (National Automotive Sampling System (NASS), Fatality		
Analysis Reporting System (FARS), National Driver Register, Special Crash Investigations (SCI), etc.)		
Laws & Regulations (air bags, fuel economy, seat belts, tires, etc.)		
<b>About NHTSA</b> (Administrator, calendar, jobs, press releases, etc.)		
Other	A	
	7.	N
Aggressive Driving		Y
3		
Bicycles		
Child Safety (car seats)	В	
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	С	
		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	ı	
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.I
		N

Yes	A	Y
No		
Yes	B,C,F	Y
No	G	
Don't know		
Yes		Υ
No	ВВ	
Don't know		
		N
I received Recall Results for my VIN	D,E	Υ
The state of the s	-,-	·
I submitted my VIN, but got an error message		
I could not submit my VIN in the search field		
Other	cc	
		N
Yes		Υ
No	DD	
		N
Yes		Υ
No	EE	
Don't know		
Bont Know		N
Yes		Υ
163		
No		
I could not find the VIN search tool		Υ
l could not find the vin Search tool		Y
Latin and leave and MNL available added time		
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	
		N
For personal research		Υ
To research for work		
To research for school		
Not applicable		
•		N
Yes		Υ
No	E	
INO		

		N
Yes	F	Y
No		
No Too many links to change from		V
Too many links to choose from		Y
Links did not take me where I expected	В	
Links/labels were difficult to understand	1 -	
Technical difficulties (e.g., broken links, error messages)		
Other	Α	
	71	N
		N
Yes	A, C	Y
No No	7, 5	
I did <b>not have</b> any difficulty with the search feature		Υ
, , , , , , , , , , , , , , , , , , , ,		
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	В	
		N
Narrow results by a specific date		Υ
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	
. 55		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)		
<b>Securing our most precious cargo.</b> (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)	
have not seen or heard any program or campaign.	
	N
	N

Through: Delete





by Answers

by This wers							
Туре	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					
<del>Text area, no char limit</del>	Skip Logic Group	OE_New Site_Compare					
Radio button, one up vertical		New Site_Task					
Drop down, select one	Skip Logic Group	Role					
Text area, no char limit Checkbox, one-up vertical	Skip Logic Group Skip Logic Group	Other role Vehicle Info					

		1
Text area, no char limit	Skip Logic Group	Other Vehicle Info
Checkbox, one-up vertical	Skip Logic Group	Driving Safety
Checkbox, one up vertical	Skip Logic Group	Driving Saicty
	Skip Logic Group	Other Driving
Text area, no char limit		Safety
Checkbox, one-up vertical	Skip Logic Group	Car seat info
	Skip Logic Group	Other car seat info
Text area, no char limit		
Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
Checkbox, one-up vertical	Skip Logic Group	Air bag - why
Checkbox, one-up vertical	Skip Logic Group	All bay - Wily
		05 11 5 11
Text area, no char limit	Skip Logic Group	OE_Air Bag info
	Chin Legis Comm	Other Malaista
Tout area in a sharifurit	Skip Logic Group	Other Vehicle
Text area, no char limit		Safety
Text area, no char limit		Why Looking for Info
		IIIIU

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
Tout order, no all an limit		OE_Use Info
Text area, no char limit	Olim I	0 - "
Radio button, one-up vertical	Skip Logic Group	Accomplish

	01: 1 : 6	0 11
Text area, no char limit	Skip Logic Group	Could not accomplish
	Skip Logic Group	Navigation
Radio button, one-up vertical		
Checkbox, one-up vertical	Skip Logic Group	Navigation
		difficulty
	Skip Logic Group	Other navigation
Text area, no char limit	Skip Logic Group	difficulty Unexpected Links
Text area,no char limit	Skip Logic Group	·
Radio button, one-up vertical	Skip Logic Group	Search
	Skip Logic Group	Search experience
	,	
Checkbox, one-up vertical		
	Skip Logic Group	Other search
Text area, no char limit	Skip Logio Croup	difficulty Search
Drop down, select one	Skip Logic Group	Improvement
Text area, no char limit	Skip Logic Group	OE_Search Improvement
Tox area, no char min	Randomize	Campaigns
Checkbox, one-up vertical		
Checkbox, one-up vertical		

	Mutually Exclusive,	
	Anchor Answer Choice	
		OE - Ideal site
Text area, no char limit		
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: Reword



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
SK6357Q001			How frequently do you visit this site?	Daily	Α	Υ	Radio button, one-up vertical	Skip Logic Group	Visit Frequenc
				Two to three times per week	Α				
				About once a month	Α				
				Every few months	Α				
				Every 6 months or less	Α				
				This is my first time visiting this site					
		Α	During your visit today, did you notice the redesign of the NHTSA site?	Yes	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	New site is better		V	Padio hutton, one-up vertical	Skip Logic Group	Now
			How does the new site compare to the previous design?	About the same	_		readio battori, one-up vertical	Skip Logic Group	Site_Compare
				New site is worse	B1		Total control of the Book	Chin Lania Casan	OF Name
		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	Site_Compare
		С	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		Y	Radio button, one-up vertical	Skip Logic Group	New Site_Task
				Disagree Neutral					
		-		Agree					
				Don't know					
AN6358Q002			What <b>best describes</b> your role during your site visit today?			Y	Drop down, select one	Skip Logic Group	Role
				Parent					
				Child care provider/Caregiver					
				Consumer					
				Traffic Safety Advocate					
				Manufacturer					
				Industry group member					
				Researcher					
				Other	Α				
AN6358Q003		Α	Other best describes your role			N	Text area, no char limit	Skip Logic Group	Other role
N6358Q004			What <b>type(s) of information</b> were you looking for on the site? (Please select all that apply.)	<b>Driving Safety</b> (alcohol, texting/cell phones, car seats, seat belts, bicycles, motorcycles, pedestrians, driver education, school buses,	F	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Info
				etc.)  Vehicle Safety (air bags, brakes, recalls & defects, complaints, tires,	Н				
				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.)					
				ALANUTOA (Administrator and a					
				About NHTSA (Administrator, calendar, jobs, press releases, etc.) Other	А				
N6358Q005			Other information			N	Text area, no char limit	Skip Logic Group	Other Vehicle
AN6358Q006		F	What type(s) of driving safety information were you looking for? (Please select all that apply.)	Aggressive Driving		Y	Checkbox, one-up vertical	Skip Logic Group	Driving Safe
				Bicycles					
				Child Safety (car seats)	В				
				Distracted Driving (text or call)					
				Driver Education					
				Enforcement & Justice Services					
				Impaired Driving (alcohol)					
				Motorcycles					
				Occupant Protection (seat belts)					
				Pedestrians					
				Research & Evaluation					
				School Buses					
				JULIOUI DUSES					
				Other					
AN6358Q007		G	Other driving safety information	Other	G	N	Taxt area no char limit	Skip Logic Group	
, i		В	What <b>type(s) of car seat information</b> were you	Other  Car seat recalls	G	N Y	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group	Safety
, i		В	<u> </u>	Car seat recalls	G				Safety
, i		В	What <b>type(s) of car seat information</b> were you	Car seat recalls Seat ratings	G				Safety
, i		В	What <b>type(s) of car seat information</b> were you	Car seat recalls Seat ratings Inspection center locations	G				Safety
AN6358Q007 AN6358Q008		В	What <b>type(s) of car seat information</b> were you	Car seat recalls Seat ratings	G				Other Driving Safety Car seat info

			Other	С				
BAN6358Q009	С	Other car seat information	Guici	<u> </u>	N		Skip Logic Group	Other car seat info
DANICOFOCO10		Miles A to a few high a few information	Air Dogo		V	Text area, no char limit	Chin Logio Croup	Vahiala Cafati
BAN6358Q010	н	What type(s) of vehicle safety information were you looking for? (Please select all that apply.)	Air Bags	J	Y	Checkbox, one-up vertical	Skip Logic Group	Vehicle Safety
		and the second s	Brakes					
			Odometer Fraud					
			Other Equipment (head restraints, vehicle backover avoidance					
			technology, transportation recorders)					
			Recalls & Defects or Complaints Test Procedures	4				
			Tires	-				
			Vehicle-Related Theft					
			Other	- 1				
BAN6358Q011	J	Why were you looking for information on air bags?	Curiosity - just browsing		Y	Checkbox, one-up vertical	Skip Logic Group	Air bag - why
			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	к				
BAN6358Q012	К	For what other reason were you looking for air bag	Otte		N	Text area, no char limit	Skip Logic Group	OE Air Bag info
		information?						
BAN6358Q013	1	Other vehicle safety information			N	Total and the limit	Skip Logic Group	Other Vehicle
BAN6358Q014		What made you decide to look for this type of			N	Text area, no char limit Text area, no char limit		Safety Why Looking for
B/1140030Q014		information?			"	Text area, no char innit		Info
BAN6358Q015		Did you try to search for recalls on a vehicle today?	Yes	Α	Y	Radio button, one-up vertical	Skip Logic Group	VIN recall search
BAN6358Q016	A	Did you use the VIN search tool today?	No Yes	B,C,F	Y	Radio button, one-up vertical	Skip Logic Group	VIN search
PHIA0220G010	300010	Did you use the vity search tool today?	No	G G	'	Radio buttori, orie-up vertical	Skip Logic Group	VIIV Searcii
			Don't know	1				
BAN6358Q017	В	Was the explanation clear for which kind of recalls	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN clear expl
		e VIN search tool covers and does not cover?						
			No Don't know	ВВ				
BAN6358Q018	BB	What was not clearly explained?	DOTT KITOW		N	Text area, no char limit	Skip Logic Group	OE VIN clear expl
BAN6358Q019	C	Which best describes your experience with the VIN	I received Recall Results for my VIN	D,E	Y	Radio button, one-up vertical	Skip Logic Group	VIN experience
` .		search tool today?	·				' ' '	· ·
			I submitted my VIN, but got an error message					
			I could not submit my VIN in the search field					
BAN6358Q020	СС	Describe your experience with the VIN search tool.	Other	СС	N	Text area, no char limit	Skip Logic Group	OE VIN exper
BAN6358Q020	D	Was the information given in the Recall Results	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN results clear
		clear?		4				
			No	DD				
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	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN info needed
		needed about any potential issue and next steps to						
		take?						
			No See Mark Mark Mark Mark Mark Mark Mark Mark	EE				
BAN6358Q024	EE	What other information would you like to have?	Don't know		N	Text area, no char limit	Skip Logic Group	OE VIN info
D/ 110000 Q02 1		Trial date: mornialer node you me to have:				Tox area, no onar min	Chip Logic Croup	needed
BAN6358Q025	F	Did you search for additional safety information by	Yes		Y	Radio button, one-up vertical	Skip Logic Group	VIN search addtl
		make/model/year?	Ni-					
BAN6358Q026	G	Why didn't you use the VIN search tool today?	No I could not find the VIN search tool		Y	Checkbox, one-up vertical	Skip Logic Group	VIN search not
		(Please select all that apply.)	The state of the s				Citip Logic Group	used
			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				
BAN6358Q027	GG	Why else didn't you use the VIN search tool?	Other	00	N	Text area, no char limit	Skip Logic Group	OE VIN search no
-							от до	used
BAN6358Q028		Did you come to the site today to file a complaint?	<del>Yes</del>	A, C, E	¥		Skip Logic Group	File complaint
			No.	- ' ' ' -		Radio button, one up vertical		
BAN6358Q029	A	What type of complaint?	Vehicle -		¥	Drop down, select one	Skip Logic Group	Complaint - Type
	n n	77.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7.7	Tires					удине турс
			Equipment					
			Child Car Seats					
			Consumer					
DANIGOEOOOO		Other two of complaint		В	NI NI		Skip Logia Crayer	Other compleint
BAN6358Q030	В	Other-type-of-complaint	Consumer	В	N	Text area, no char limit	Skip Logic Group	Other complaint type
BAN6358Q030 BAN6358Q031	-B -C	Other type of complaint  Did you file your complaint?	Consumer Other Yes	F	N Y	<del>Text area, no char limit</del> <del>Radio button, one up vertical</del>	Skip Logic Group Skip Logic Group	Other complaint type Complaint - File
BAN6358Q031	e	Did you file your complaint?	Consumer Other		¥		Skip Logic Group	Complaint - File
			Consumer Other Yes	F				type

								1	
BAN6358Q033	F	F ∉	After you filed your complaint, did you receive any confirmation or feedback about the complaint?	Email-confirmation-that-complaint-was-filed		¥		Skip Logic Group	Confirmation Complaint
		(	(Please select all that apply.)				Checkbox, one-up vertical		
				Confirmation on my screen that complaint was filed Other type of confirmation	G				
				No confirmation that I'm aware of				mutually exclusive	
				I'm not sure				mutually exclusive	
BAN6358Q034	e	G 4	What other type of complaint confirmation did you receive?			N	Text area, no char limit	Skip Logic Group	OE Confirmation Complaint
BAN6358Q035	E	E	If you could improve one area of the complaint			N	Text area, no char limit	Skip Logic Group	Complaint improvement
BAN6358Q036			How do you want to use the information you were	For personal research		Y			Use information
			looking for today?	To research for work			Radio button, one-up vertical		
				To research for school					
				Not applicable					
BAN6358Q037		F	More specifically, how will you use the information. Please be brief. (Ex: To decide what vehicle to buy,			N			OE_Use Info
			to learn about a car seat I own, etc.)				Text area, no char limit	01: 1 : 0	
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	E				
BAN6358Q039	E	E	What were you looking for that you could not find?			N	Tout area no shor limit	Skip Logic Group	Could not
BAN6358Q040		4	While you were on the site today, did you notice the	<del>Yes</del>		¥	Text area, no char limit	Skip Logic Group	accomplish Chat Noticed
			"Chat Help" function?	No	A		Radio button, one-up vertical	р =9/0 Слодр	7.00000
BAN6358Q041	A	A (	Did you try to use Chat Help while on the site today?	Yes, I tried to use it	D. C. C.	N		Skip Logic Group	Chat Tried
				No, I did not try to use it	B, D, E		Radio button, one-up vertical		
BAN6358Q042	В	В	Were you able to chat with someone through Chat	Yes		N		Skip Logic Group	Chatted with
		ŧ	Help?	No	e		Radio button, one-up vertical		Someone
BAN6358Q043	6	G (	Did the chat representative help you (e.g., answer	Yes		N		Skip Logic Group	Chat Rep Helped
		3	your questions, direct you to appropriate resources,					Jamp angle areap	
		•	etc.)?-	Partially	-		Radio button, one up vertical		
				No					
				Not Sure					
BAN6358Q044	Đ		What were you seeking help with from Chat Help?			H	Text area, no char limit	Skip Logic Group	OE_Chat Help What
BAN6358Q045	E	E #	If you could make one improvement to Chat Help, what would it be?			H	Text area, no char limit	Skip Logic Group	OE_Chat Improvement
BAN6358Q046			Did you have any trouble navigating the site	Yes	F	Y		Skip Logic Group	Navigation
		Įt	today?	No			Radio button, one-up vertical		
BAN6358Q047	F		What type of difficulty did you encounter with the	Too many links to choose from		Y	Checkbox, one-up vertical	Skip Logic Group	Navigation
		ľ	navigation process? (Please select all that apply.)						difficulty
				Links did not take me where I expected	В				
				Links/labels were difficult to understand					
				Technical difficulties (e.g., broken links, error messages) Other	A				
BAN6358Q048	A	A (	Other navigational difficulties	Other		N		Skip Logic Group	Other navigation
							Text area, no char limit		difficulty
BAN6358Q049	В		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 <b>search feature</b> today?	Yes	A, C	Y	Radio button, one-up vertical	Skip Logic Group	Search
BAN6358Q051	A	Δ .	Please describe your experience with the site's	No I did <b>not have</b> any difficulty with the search feature		Y		Skip Logic Group	Search experience
D/1140030Q031			search feature.	and the carry difficulty with the Search feature				Chip Logic Gloup	Sourch experience
				Deturned recults that were too cimilar/red and an			Checkbox, one-up vertical		
				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					
BAN6358Q052	В	В	Other search difficulties	Other	В	N		Skip Logic Group	Other search
-							Text area, no char limit		difficulty
BAN6358Q053	С	C I	If you could make <b>one improvement</b> to the search feature, which of the following would you make?	Narrow results by a specific date		Y		Skip Logic Group	Search Improvement
							Drop down, select one		p. overnont
				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			N		Skip Logic Group	OE_Search
		)	you make?				Text area, no char limit		Improvement

3AN6358Q055	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	¥	Radio-button, one-up vertical		Email Updat
		No, I was aware but am not signed up				011 5
AN6358Q056	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	¥	<del>Drop down, select one</del>	Rank Group	SV - Rank
		Video I saw on YouTube				
		Internet blogs or discussion forums			Adjust Template/Sty	yle Sheet
		Advertising on social networks (Facebook, MySpace, Twitter)			Randomize	
		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 Den't knew			Anchor Answer Cho	nio o
		Other			Ancher Answer Che	NICO
AN6358Q057	Rank 2 (Optional)	Message or recommendation from a friend on a social network	N	Drop down, select one	Rank Group	SV - Rani
		Video I saw on YouTube		, , , , , , , , , , , , , , , , , , , ,		
		Internet blogs or discussion forums			Adjust Template/Sty	yle Sheet
		Advertising on social networks (Facebook, MySpace, Twitter)			Randomize	
		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				
		<del>Don't know</del>			Anchor Answer Cho	<del>ice</del>
NICOFOCOFO	Rank 3 (Optional)	Other	N.	Drop down coloct one	Anchor Answer Cho	OV Design
AN6358Q058	<del>Rank's (Opilonal)</del>	Message or recommendation from a friend on a social network Video I saw on YouTube	N	<del>Drop down, select one</del>	Rank Group	SV - Rani
		Internet blogs or discussion forums			Adjust Template/Sty	vie Sheet
		Advertising on social networks (Facebook, MySpace, Twitter)			Randomize	, io chicot
		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				
		<del>Don't know</del>			Anchor Answer Cho	<del>ice</del>
		Other			Anchor Answer Cho	<del>ice</del>
AN6358Q059	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)	Υ	Checkbox, one-up vertical	Randomize	Campaiç
		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)  Pide Soher or Get Pulled Over (Campaign against drinking while				
		Ride Sober or Get Pulled Over. (Campaign against drinking while operating motorcycle)				
		Child Passenger Safety Week (Campaign promoting safety for child passengers)				
				1	1	
		National Seat Check Saturday (Child car seats – proper installation)				
		National Seat Check Saturday (Child car seats – proper installation)  Child Car Safety (Child car seats)				
		Child Car Safety (Child car seats)				
		Child Car Safety (Child car seats) Right Car Seat (Child car seats) Seatbelt Safety for 8-14 year olds (Appropriate car seat/seatbelt use				

		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