

Measures Name/Client name (CDs and Answer choices)

PBGC MyPAA

EDO01801	B	Which of the following best describes you?
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AAMC

BSH04267		Which best describes you?
BSH04268	G	Please describe your role:
BSH04269	T	Please describe your primary purpose for
BSH04270	A	Where are you in your education?
BSH04271	I	Please specify where you are in your education
BSH04272	B	What type of students do you primarily
BSH04273	J	Please specify what type of students you
BSH04274	H	As a student or advisor, what is your primary purpose for visiting the AAMC site today?

BSH04275	L	Please describe your primary purpose f
BSH04276	C	As a resident, what is your primary purpose for visiting the AAMC site today?
BSH04277	P	Please describe your primary purpose f
BSH04278	D	As a member, what is your primary purpose for visiting the AAMC site today?
BSH04279	Q	Please describe your primary purpose f
BSH04280	E	Which most closely describes your role as a government official/staff?
BSH04281	M	Please describe your government offici
BSH04282	K	As a government official/staff, what is your primary purpose for visiting the AAMC site today?
BSH04283	R	Please describe your primary purpose f

BSH04284	F	Which most closely describes your med
BSH04285	O	Please describe your media role:
BSH04286	N	As a media member, what is your primary purpose for visiting the AAMC site today?
BSH04287	S	Please describe your primary purpose f
BSH04288		How frequently do you visit the AAMC s
BSH04289		How did you learn about the AAMC site
BSH04290	A	Please specify how you learned about the AAMC site:
BSH04291		Did you find what you were looking for?
BSH04292		Did you use the AAMC's search feature today?
BSH04293	A	Did you encounter any difficulty with search?
BSH04294	B	What type of difficulty did you encounter?

BSH04295	C	Please describe the search difficulties you experienced:
BSH04296		Please identify your age group:
BSH04297		Please provide your gender:
BSH04298		Please specify your geographic location:
BSH04299	A	Please specify location:
BSH04300		If you could make one change/improvement to the AAMC site, what would it be? (Please be anonymous!)

Disability.gov

EDO02101		How did you first find out about Disability.gov?
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EDO02102	B	Other (please specify source)
EDO02103		Disability.gov features a number of social media tools. Which of the
EDO02104		Have you registered for a Disability.gov account?
EDO02105		Have you ever viewed the Disability.gov web site on your mobile

Employee benefits professional		Radio button, one-up vertical	Single	Y	Skip Logic Group
Small-business (<100 plan participants) owner or worker					
Small-business (<100 plan participants) mgr/admin					

Student	A,H B,H C D D E,K F,N G,T	Radio button, one-up vertical	Single	Y
Advisor				
Resident				
Medical school administrator, faculty, or staff				
Teaching hospital administrator, physician, or other				
Government official/staff				
Media				
Other				
		Text area, no character limit		N
or visiting the AAMC site today:		Text area, no character limit		N
High school student or earlier	I	Radio button, one-up vertical	Single	Y
Undergraduate student				
Graduate student				
Medical school student				
Other				
Education:		Text area, no character limit		N
High school students or younger	J	Radio button, one-up vertical	Single	Y
Undergraduate students				
Graduate students				
Medical students				
Other				
you primarily advise:		Text area, no character limit		N
Find information on becoming a doctor	K	Radio button, one-up vertical	Single	Y
Register for the MCAT exam				
Learn more about MCAT exam preparation				
Research medical schools and admission requirements				
Learn more about post-baccalaureate pre-medical programs				
Track medical school application progress				
Understand financial options, resources, and related issues				
Find information on residencies or fellowships				

Track residency application progress	L			
Find information on a summer program, such as SMDEP				
Learn more about the AAMC				
Other				
or visiting the AAMC site today:	Text	area, no char	limit	N
Understand financial options, resources, and is	P	Radio button, one-up	Single	Y
Find information on resident matching (NRMP)				
Find residency positions				
Find information on overseas programs				
Learn more about the AAMC				
Get involved with the AAMC				
Other				
or visiting the AAMC site today:	Text	area, no char	limit	N
Learn more about the AAMC	Q	Radio button, one-up	Single	Y
Find information on a current issue, such as health care reform or conflict of interest				
Find an AAMC publication				
Find AAMC-compiled data and statistics				
Get news from the AAMC				
Find information about an AAMC member community				
Participate in an AAMC member community				
Obtain information from an AAMC members-only site				
List a job opening				
Search the job board				
Find information on a medical school or teaching hospital				
Register for a meeting				
Learn more about policy issues related to medical education, research, or patient care				
Find information related to government affairs and advocacy				
Other				
or visiting the AAMC site today:	Text	area, no char	limit	N
Local or state policymaker	M	Radio button, one-up	Single	Y
Congressional staffer				
Member of Congress				
Federal agency staff				
Other				
al/staff role:	Text	area, no char	limit	N
Find public or media relations contact information	R	Radio button, one-up	Single	Y
Learn more about the AAMC				
Research AAMC initiatives and advocacy efforts				
Find data or reports published by the AAMC				
Read a recent AAMC press release				
Find information on exams, admissions, and residency programs				
Other				
or visiting the AAMC site today:	Text	area, no char	limit	N

Print	O	Radio button,	Single	Y				
Television								
Radio								
Internet								
Other								
		Text area, no char	limit	N				
Find public or media relations contact information	S	Radio button, one-up	Single	Y				
Learn more about the AAMC								
Research AAMC initiatives and advocacy efforts								
Find data or reports published by the AAMC								
Read a recent AAMC press release								
Find information on exams, admissions, and residency programs								
Other								
or visiting the AAMC site today:		Text area, no char	limit	N				
First time	A	Radio button, one-up	Single	Y				
Daily								
Weekly								
Monthly								
Every few months								
Once a year or less often								
Previous knowledge of the AAMC	A	Radio button, one-up	Single	Y				
Referred by a friend, colleague, instructor, advisor, etc.								
Search engine (e.g., Google, Yahoo, etc.)								
Facebook								
Twitter								
Another Web site								
Email from the AAMC								
Print media								
Radio or television								
Word of mouth								
Other								
						Text area, no char	limit	N
Yes					A	Radio button, one-up	Single	Y
Still Looking								
No								
Not looking for anything specific								
Yes	A	Radio button, one-up	Single	Y				
No								
Yes	B	Radio button, one-up	Single	Y				
No								
It returned no results.	A	Radio button, one-up	Single	Y				
It returned too many results.								
Result links were broken.								
Results were not relevant to my search terms or needs.								

Results showed old versions of pages/documents.	C			
Search required too many attempts.				
Results were too similar/redundant.				
I was not sure what words to use in my search.				
Search speed was too slow.				
Other				
		Text area, no char limit		N
Under 18	Radio button, one-up		Single	N
18-25				
26-35				
36-50				
51-65				
66 and over				
Prefer not to answer				
Male	Radio button, one-up		Single	N
Female				
Prefer not to answer				
North America	Radio button, one-up		Single	N
Africa				
Asia, Australia, and Pacific Islands				
Europe				
South America, Central America, and the Caribbean				
Other				
		Text area, no char limit		N
		Text area, no char limit		

Internet search		Radio button, one-up vertical	single	N	
Mentioned on a web site					
Recommended by someone I know					
In a printed article (newspaper, magazine, newsletter)					
At a meeting or conference I attended					
Read about Disability.gov in a blog					
Twitter					
LinkedIn page					
RSS Feed					
Bookmarking site					
Poster or pamphlet					
Facebook					

Don't recall/ Don't know	B				
Other (please specify):					
		Text field, <100 char		N	
I bookmark and share information.		one-up vertical	multi	N	
I subscribe to RSS feeds.					
I follow Disability.gov on Twitter.					
I subscribe to the Disability.gov Facebook Fan page.					
I belong to the Disability.gov LinkedIn group.					
I read Disability.Blog but have not commented.					
I read Disability.Blog and have commented.					
None of the above apply to me.					
Yes		one-up vertical	single	N	
No					
Don't recall/ Don't know					
Yes		one-up vertical	single	N	
No					

Description

Site Awareness

