

## Measures Name/Client name (CDs and Answer choices)

DOJ Cops v2

|          |  |   |
|----------|--|---|
| AED12430 |  | Please rank the top 3 factors that brought you to the website today.<br>(Rank 1 = Most important)<br>Rank 1 |
| AED12431 |  | Rank 2  |
| AED12432 |  | Rank 3  |

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SEER

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|-----------------|----------|---|
| <b>EDO04311</b> | <b>K</b> | Which resource did you find most  |
| <b>EDO04312</b> | <b>L</b> | What types of data and statistics are you looking for? (Check all that apply) |
|                 |          |   |
|                 |          |   |
|                 |          |   |
|                 |          |   |
| <b>EDO04313</b> | <b>M</b> | Please specify the types of data and statistics you are looking for.          |

CMS - Highmark J12

|                 |  |  |
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| <b>EDO04364</b> |  | From which of the following social media outlets would you be interested in receiving Highmark Medicare services related information? (Please select all that apply) |
|-----------------|--|--|

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| EDO04365 | J | Please list the other social media outlet:  |
| EDO04366 |   | Does your place of business allow you to access social media outlets during work hours? (i.e. Facebook, YouTube etc.) |
| EDO04367 | K | Would you access Highmark Medicare Services social media outlets for information during off/non-business hours?       |

Travel michigan.org

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| EDO04373 |  | Please tell us which, if any, of the top navigational links you used on the site today? (Select all that apply) |
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NIH Main

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| EDO04598 |    | Did you use the site-wide search feature on this site? (open text box in the upper right) |
| EDO04599 | 1A | How would you rate the helpfulness of the site-wide search?                               |
| EDO04600 | 2A | Which of the following describes your experience with the site-wide search?               |
| EDO04601 | 3A | Please briefly explain your experience with the site-wide search.                         |

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| EDO04602 | 1A | How would you improve the site-wide search function at NIH.gov? |
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FEMA Main v2

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| EDO04368 |  | Did you visit the FEMA.gov homepage today? |
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| Message/recommendation from a friend on a social network     |  | Drop down | Single | Y |
| Video I saw on YouTube                                       |  |           |        |   |
| Internet blogs or discussion forums                          |  |           |        |   |
| Advertising on social networks (Facebook, My Space, Twitter) |  |           |        |   |
| Message directly from the company on a social network        |  |           |        |   |
| Mobile phone text messages or alerts                         |  |           |        |   |
| Instant Message from a friend or colleague                   |  |           |        |   |
| Familiarity with COPS  |  |           |        |   |
| Promotional email(s) from COPS                               |  |           |        |   |
| Search engine results  |  |           |        |   |
| Word of mouth recommendation from someone I know             |  |           |        |   |
| TV, radio, newspaper, or magazine advertising                |  |           |        |   |
| Internet advertising   |  |           |        |   |
| Don't know   |  |           |        |   |
| Other  |  |           |        |   |
| Message/recommendation from a friend on a social network     |  | Drop down | Single | N |
| Video I saw on YouTube                                       |  |           |        |   |
| Internet blogs or discussion forums                          |  |           |        |   |
| Advertising on social networks (Facebook, My Space, Twitter) |  |           |        |   |
| Message directly from the company on a social network        |  |           |        |   |
| Mobile phone text messages or alerts                         |  |           |        |   |
| Instant Message from a friend or colleague                   |  |           |        |   |
| Familiarity with COPS  |  |           |        |   |
| Promotional email(s) from COPS                               |  |           |        |   |
| Search engine results  |  |           |        |   |
| Word of mouth recommendation from someone I know             |  |           |        |   |
| TV, radio, newspaper, or magazine advertising                |  |           |        |   |
| Internet advertising   |  |           |        |   |
| Don't know   |  |           |        |   |
| Other  |  |           |        |   |
| Message/recommendation from a friend on a social network     |  | Drop down | Single | N |
| Video I saw on YouTube                                       |  |           |        |   |
| Internet blogs or discussion forums                          |  |           |        |   |

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|--|--|--|--|--|
| Advertising on social networks (Facebook, My Space, Twitter) |  |  |  |  |
| Message directly from the company on a social network        |  |  |  |  |
| Mobile phone text messages or alerts                         |  |  |  |  |
| Instant Message from a friend or colleague                   |  |  |  |  |
| Familiarity with COPS  |  |  |  |  |
| Promotional email(s) from COPS                               |  |  |  |  |
| Search engine results  |  |  |  |  |
| Word of mouth recommendation from someone I know             |  |  |  |  |
| TV, radio, newspaper, or magazine advertising                |  |  |  |  |
| Internet advertising   |  |  |  |  |
| Don't know   |  |  |  |  |
| Other  |  |  |  |  |

|                                   |   |             |        |    |
|-----------------------------------|---|-------------|--------|----|
| Cancer Stat Fact Sheets           |   | Radio       | Single | No |
| Cancer Statistics Review          |   |             |        |    |
| Fast Stats                        |   |             |        |    |
| Cancer Query Systems              |   |             |        |    |
| SEER*Stat Software                |   |             |        |    |
| SEER Publications & Monographs    |   |             |        |    |
| Don't know                        |   |             |        |    |
|                                   |   | Check boxes | Multi  | No |
| By race or ethnicity              |   |             |        |    |
| By stage at diagnosis             |   |             |        |    |
| Chart or graph format             |   |             |        |    |
| Data table format                 |   |             |        |    |
| For a geographic region of the US |   |             |        |    |
| For a specific cancer site        |   |             |        |    |
| Other                             | M |             |        |    |
|                                   |   | Text area   | Single | No |

|          |  |                               |       |   |
|----------|--|-------------------------------|-------|---|
| Facebook |  | Radio button, one-up vertical | Multi | Y |
| Twitter  |  |                               |       |   |
| YouTube  |  |                               |       |   |
| RSS Feed |  |                               |       |   |
| Podcast  |  |                               |       |   |

|                                    |   |                               |        |   |
|------------------------------------|---|-------------------------------|--------|---|
| LinkedIn<br>Other (please specify) | J |                               |        |   |
|                                    |   | Text area, no char limit      |        |   |
| Yes                                | K | Radio button, one-up vertical | Single | Y |
| No                                 |   |                               |        |   |
| Yes                                | K | Radio button, one-up vertical | Single | Y |
| No                                 |   |                               |        |   |

|                       |  |                           |       |   |
|-----------------------|--|---------------------------|-------|---|
| Select a City         |  | Checkbox, one-up vertical | Multi | N |
| Places to Stay        |  |                           |       |   |
| Outdoors              |  |                           |       |   |
| Things to Do          |  |                           |       |   |
| Featured Destinations |  |                           |       |   |
| None of the Above     |  |                           |       |   |
| Not Sure              |  |                           |       |   |

|  |    |                          |     |        |
|--|----|--------------------------|-----|--------|
| Yes  | 1A | Radio-button             | Yes | Single |
| No   |    |                          |     |        |
| Very helpful                                   | 2A | Radio-button             | N   | Single |
| Somewhat helpful                               |    |                          |     |        |
| Not helpful                                    |    |                          |     |        |
| Other  |    |                          |     |        |
| Search difficult to use                        | 3A | Radio-button             | N   | Single |
| Received too few results                       |    |                          |     |        |
| Received too many results                      |    |                          |     |        |
| Search results were not what I was looking for |    |                          |     |        |
| Could not sort or refine results               |    |                          |     |        |
| Other  |    |                          |     |        |
|  |    | Text area, no char limit | N   | Single |

|  |  |                                |   |        |
|--|--|--------------------------------|---|--------|
|  |  | Text area,<br>no char<br>limit | N | Single |
|--|--|--------------------------------|---|--------|

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|----------|--|--|--------|---|
| Yes      |  | Radio<br>button,<br>one-up<br>vertical | Single | Y |
| No       |  |  |        |   |
| Not Sure |  |  |        |   |



|  |             |
|--|-------------|
| Rank Group                               | SV - Rank 1 |
| Adjust Template/Style Sheet<br>Randomize |             |
| Anchor<br>Anchor                         |             |
| Rank Group                               | SV - Rank 2 |
| Adjust Template/Style Sheet<br>Randomize |             |
| Anchor<br>Anchor                         |             |
| Rank Group                               | SV - Rank 3 |
| Adjust Template/Style Sheet<br>Randomize |             |

|        |  |
|--------|--|
| Anchor |  |
| Anchor |  |

|                  |                      |
|------------------|----------------------|
| Skip Logic Group | Helpful              |
| Skip Logic Group | Types of Data        |
| Skip Logic Group | OPS<br>Types of Data |

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|  | Navigation Links |
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|            |                       |
|------------|-----------------------|
| Skip Group | Use Search            |
| Skip Group | Rate Search           |
| Skip Group | Search Experience     |
| Skip Group | OPS Search Experience |

|            |                         |
|------------|-------------------------|
| Skip Group | OE<br>Improve<br>Search |
|------------|-------------------------|

|  |          |
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|  | Homepage |
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