Measures Name/Client name (CDs and Answer choices)

USDA FSA Intranet

OOD/ (TO/ (Intranct		
EDO04985	H	What search terms did you use on this
EDO04986		Do you consider your race:
EDO04987		Do you consider yourself to be of Hispanic, Latino, or Spanish origin?
EDO04988		What is your gender?
EDO04989		Do you have any suggestions for ways to improve the FSA Intranet site?

MedlinePlus After 5-12-2004

EDO05099	What is your primary reason you are visiting the MedlinePlus site today?

EDO05100	A	Other Reason for visit:
ED005101		What area of the site did you look for your information? (select all that apply) Other area of site to look for
EDO05102		information:
EDO05103	A	What type of health care provider?

EDO05104	В	Other Health Care Provider
EDO05105		In the last three months, have you
		done any of the following: [Please
EDO05106	Α	Other social media participation
EDO05107		Which of the following items do you use from MedlinePlus? [Please select all that apply]:

EDO05108	A	Other social media participation on MedlinePlus
ED005109		Did you use the search box to find something on this Web site during your visit todav?
EDO05110	A	Please describe your experience with Search
EDO05111	A1	Other search experience
EDO05112	В	Did the top results answer your question?
EDO05113	С	Did you use the "Refine by" links to the left of the search results to narrow
EDÖ05114		Did you find what you were looking for?
EDO05115	A	What specific information were you looking for?
EDO05116		How could we improve MedlinePlus?

EDO05180		In addition to the currently used communication tools (example: Internet, email lists), would you be interested in receiving Cahaba Medicare Services related information through the following Social Media
EDO05181	J	Please list the other social media outlet:
EDO05182		Does your place of business allow you to access social media outlets for work-related information during work hours? (i.e. Facebook, YouTube etc.)
EDO05183	К	Would you access Cahaba Medicare Services social media outlets for information during off/non-business hours?

FEMA Main v2 Survey

EDO05190	А	If you've visited the homepage before,
EDO05191		Please explain why you feel the new homepage design is worse.

UNICOR Satisfaction Survey

EDO05193	Z	Did you make a purchase on UNICOR.gov today?
EDO05194		Why didn't you make a purchase during your visit today?

EDO05195	ВВ	Please explain briefly why you didn't make a purchase during your visit today.
EDO05196	CC	Where do you plan on making your offline purchase?
EDO05197	DD	Why do you prefer to purchase offline?
EDO05198	EE	Please explain briefly why you prefer to purchase offline.

EDO05199	FF	Where do you plan on making your online purchase?
EDO05200	Q	What will you do next?
EDO05201	R	Please briefly explain what you will do next.

		Text area,	
EDO04986A001		Radio button, one-up	Single
	White	vertical	
EDO04986A002	Black or African American		
EDO04986A003	American Indian or Alaska Native		
EDO04986A004	Native Hawaiian or other Pacific Islander		
EDO04986A005	Asian		
EDO04986A006	Other race		
EDO04987A001		Radio button, one-up	Single
	Yes	vertical	
EDO04987A002	No		
EDO04987A003	Don't know		
EDO04988A001	Yes	Radio button, one-up vertical	Single
EDO04988A002	No		
		Text area, no char limit	

EDO05099A001	Find info on alternative	Radio S button,
EDO05099A002	treatments. To look for	one-up
EDO05099A003	Keep up with	
EDO05099A004	Search for	
EDO05099A005	Find general	

EDO05099A006 EDO05099A007	Find info on a specific disease, condition, diagnosis, or treatment			
	medicines or prescription drugs			
EDO05099A008	Search for health care provider (physician/de ntist/hospital/ etc.)			
EDO05099A009	Other ,please specify	Α		
			area, no char limit	S
EDO05101A001	Videos and Cool Tools		up vertical	M
EDO05101A002	Drugs and Supplements			
EDO05101A003	Health Topics			
EDO05101A004	Medical Dictionary			
EDO05101A005	Medical Encyclopedia			
EDO05101A006	Health News			
EDO05101A007	Other, please specify:	Α		
			area, no char limit	S
EDO05103A001	Physician, primary care		Radio button, one-up vertical	S
EDO05103A002	Physician, specialist (e.g.			
EDO05103A003	Dentist			
EDO05103A004	Physician Assistant			
ED005103A005	Psychologist			
EDO05103A006	Social Worker			

EDO05103A007	Other ,please specify	В		
			Text area, no char limit	S
EDO05105A001	Watch videos on a Web site		up vertical	M
EDO05105A002	Receive/send			
EDO05105A003	Sign up for			
EDO05105A004	Participate in Facebook			
EDO05105A005	Participate in Twitter			
EDO05105A006	Use personalized web pages (such as iGoogle or My Yahoo!)			
EDO05105A007	Listen to podcasts or audio on a Web site			
EDO05105A008	Browse Web sites using my mobile phone / device			
EDO05105A009	Bookmark or tag websites (using social bookmarking sites as Digg or Del.icio.us)			
EDO05105A010	Other, please specify	Α		
			area, no char limit	S
EDO05107A001			x, one- up	M
EDO05107A002	Email updates to Share (Bookmark	rom Medli	vertical	
EDO05107A003 EDO05107A004	Videos Podcasts			
ED005107A004 ED005107A005	RSS feeds	-		
EDO05107A006	MedlinePlus4Y ou twitter feed			

EDO05107A007	Search cloud widget			
EDO05107A008	Mobile			
	MedlinePlus	_		
EDO05107A009	Other, please specify	Α		
			area, no char limit	S
EDO05109A001	Yes	A,B,C	button,	S
ED003109A001	165	A,b,C	one-up vertical	3
EDO05109A002	No			
EDO05109A003	Unsure			
EDO05110A001			down,	S
	I had no proble	me	select	
ED 0054404000		1115	one	
EDO05110A002	Returned too			
EDO05110A003	Returned not			
	enough (or			
	zero) results			
EDO05110A004	Results were			
	not relevant to			
	my search			
EDO05110A005	Other, please	A1	_	
EB0001107 (000	specify	711		
			area, no char limit	S
EDO05112A001	Yes		select one	S
EDO05112A002	No			
EDO05112A003	Unsure			
EDO05113A001	Yes		select one	S
EDO05113A002	No			
EDO05113A003	Unsure			
EDO05114A001	Yes		one-up vertical	S
EDO05114A002	No	А		
EDO05114A003	Partially	А		
			area, no	S
			char limit	
			Text	S
			area, no	
			char limit	

EDO05180A001	Facebook		Radio button, one-up vertical	Multi
EDO05180A002 EDO05180A003 EDO05180A004 EDO05180A005 EDO05180A006 EDO05180A007 EDO05180A008	Twitter YouTube RSS Feed Podcast LinkedIn None Other (please specify)	J		
			Text area, no char limit	
EDO05182A001 EDO05182A002	Yes No	К	Radio button, one-up vertical	Single
EDO05183A001 EDO05183A002	Yes No		Radio button, one-up vertical	Single

EDO05190A001	Better		Radio	Single
EDO05190A002	The Same			
EDO05190A003	Worse	В		
EDO05190A004	Don't Know			
			Text field, <100 char	

EDO05193A001 EDO05193A002	Yes No	AA	Radio button, one-up vertical	Single
EDO05194A001	Couldn't find the item I was looking for		Radio button, one-up vertical	Single

ED005194A002 Didn't have exact style or size I needed Didn't like the colors or materials available ED005194A004 Item was too expensive Chose to purchase the item offline ED005194A006 Chose to purchase from another site of purchase it of purchase	ED-0054044000	D: 1 1/1			
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options EDO05197A006 Other EE Text area, no char					
EDO05197A006 Other EE Text area, no char					
Text area, no char	EDO05197A006	Other	EE		
no char				Text area	Single

			Text area, no char limit	Single
EDO05200A001	Call the customer service center		Radio button, one-up vertical	Single
EDO05200A002	Call a sales representative			
EDO05200A003	Return to the website later and try again			
EDO05200A004	Try another website			
EDO05200A005	Nothing, although I did not find what I wanted			
EDO05200A006	Other	R		
			Text area, no char limit	Single

Υ	Skip Logic	Search
N	, == 3.0	Race
N		Origin
N		Gender
N		Improvem ents

Υ	Randomi ze	Reason for Visit	
	Skip Logic		

	Anchor Answer		
N	Skip Logic	Other reason	
Υ	Randomiz		
	Skip Logi		
		nswer Cho	ice
N	Skip Logi	Other areas of	
Y	Skip Logic	Health Care Provider Type	

N	Skip Logic	Other Health	
		Care Provider	
Y	Skip Logic	ledia last 3	months
N		r Social Mo	
Y	Skip Logic	Plus Partio	ipation

N	Skip Logic		
N	Skip Logic	linePlus Pa	япистрацоп
Y	Skip Logic	Ised Searc	h
		rch Experie	
N	Skip Logic	Search Exp	erience
		Fop Results	
Y	Randomize	efine by Lin	ks
Y		Found Info	
N	Spec	ific Info Se	eking
N	In	nprovemen	ts

Y	
Y	
Y	

N	Skip Logic	Redesign	
N	Skip Logic	design Wo	rse

Yes	Skip Logic Group	
No	Skip Logic Group	

No	Skip Logic Group	
No	Skip Logic Group	
No	Skip Logic Group	
No	Skip Logic Group	

No	Skip Logic Group	
Yes	Skip Logic Group	
No	Skip Logic Group	