

Measures Name/Client name (CDs and Answer choices)

USDA FSA Intranet

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| 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

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| EDO05099 | | What is your primary reason you are visiting the MedlinePlus site today? |
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| EDO05100 | A | Other Reason for visit: |
| EDO05101 | | What area of the site did you look for your information? (select all that apply) |
| EDO05102 | A | Other area of site to look for information: |
| EDO05103 | A | What type of health care provider? |

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

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| EDO05108 | A | Other social media participation on MedlinePlus |
| EDO05109 | | Did you use the search box to find something on this Web site during your visit today? |
| EDO05110 | A | Please describe your experience with Search |
| EDO05111 | A1 | Other search experience |
| EDO05112 | B | Did the top results answer your question? |
| EDO05113 | C | Did you use the "Refine by" links to the left of the search results to narrow your results? |
| EDO05114 | | Did you find what you were looking for? |
| EDO05115 | A | What specific information were you looking for? |
| EDO05116 | | How could we improve MedlinePlus? |

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| 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 | K | Would you access Cahaba Medicare Services social media outlets for information during off/non-business hours? |

FEMA Main v2 Survey

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

UNICOR Satisfaction Survey

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

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| EDO05195 | BB | 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. |

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| 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. |

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

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

| | | | | |
|--------------|---|---|-------------------------------|---|
| EDO05099A006 | Find info on a specific disease, condition, diagnosis, or treatment | | | |
| EDO05099A007 | Find info on medicines or prescription drugs | | | |
| EDO05099A008 | Search for health care provider (physician/dentist/hospital/etc.) | | | |
| EDO05099A009 | Other ,please specify | A | | |
| | | | 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: | A | | |
| | | | 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 | | | |
| EDO05103A005 | Psychologist | | | |
| EDO05103A006 | Social Worker | | | |

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| EDO05103A007 | Other ,please specify | B | | |
| | | | Text area, no char limit | S |
| EDO05105A001 | Watch videos on a Web site | A | up vertical | M |
| EDO05105A002 | Receive/send | | | |
| EDO05105A003 | Sign up for email updates | | | |
| 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 | | | |
| | | | area, no char limit | S |
| EDO05107A001 | Email updates from Medli | | x, one-up vertical | M |
| EDO05107A002 | Share (Bookmark | | | |
| EDO05107A003 | Videos | | | |
| EDO05107A004 | Podcasts | | | |
| EDO05107A005 | RSS feeds | | | |
| EDO05107A006 | MedlinePlus4Y ou twitter feed | | | |

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|--------------|--|-------|--------------------------|---|
| EDO05107A007 | Search cloud widget | | | |
| EDO05107A008 | Mobile MedlinePlus | | | |
| EDO05107A009 | Other, please specify | A | | |
| | | | area, no char limit | S |
| EDO05109A001 | Yes | A,B,C | button, one-up vertical | S |
| EDO05109A002 | No | | | |
| EDO05109A003 | Unsure | | | |
| EDO05110A001 | I had no problems | | down, select one | S |
| EDO05110A002 | Returned too many results | | | |
| EDO05110A003 | Returned not enough (or zero) results | | | |
| EDO05110A004 | Results were not relevant to my search | | | |
| EDO05110A005 | Other, please specify | A1 | | |
| | | | 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 | | button, one-up vertical | S |
| EDO05114A002 | No | A | | |
| EDO05114A003 | Partially | A | | |
| | | | area, no char limit | S |
| | | | Text area, no char limit | S |

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

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

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

| | | | | |
|--------------|--|---------------|-------------------------------|--------|
| EDO05194A002 | Didn't have exact style or size I needed | | | |
| EDO05194A003 | Didn't like the colors or materials available | | | |
| EDO05194A004 | Item was too expensive | CC, DD | | |
| EDO05194A005 | Chose to purchase the item offline | | | |
| EDO05194A006 | Chose to purchase from another site | FF | | |
| EDO05194A007 | I didn't plan on making a purchase | | | |
| EDO05194A008 | Other | BB | | |
| | | | Text area, no char limit | Single |
| | | | Text area, no char limit | Single |
| EDO05197A001 | I want to see the item before I purchase it | EE | Radio button, one-up vertical | Single |
| EDO05197A002 | I did not want to pay shipping costs | | | |
| EDO05197A003 | I can find the best price offline | | | |
| EDO05197A004 | I know it will be easier to return the product if I purchase it in a store | | | |
| EDO05197A005 | More flexible delivery options | | | |
| EDO05197A006 | Other | | | |
| | | | Text area, no char limit | 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 |

| Y | Skip Logic | Search |
|---|------------|--------------|
| N | | Race |
| N | | Origin |
| N | | Gender |
| N | | Improvements |

| | | | |
|---|------------|------------------|--|
| Y | Randomize | Reason for Visit | |
| | Skip Logic | | |

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|---|----------------------|---------------------------|--|
| | | | |
| | Anchor Answer | | |
| N | Skip Logic | Other reason | |
| Y | Randomize | | |
| | Skip Logic Group | | |
| | Anchor Answer Choice | | |
| N | Skip Logic | Other areas of | |
| Y | Skip Logic | Health Care Provider Type | |

| | | | |
|---|------------|----------------------------|--|
| | | | |
| N | Skip Logic | Other Health Care Provider | |
| Y | Skip Logic | Media last 3 months | |
| N | Skip Logic | Social Media | |
| Y | Skip Logic | Plus Participation | |

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|---|--|-----------------------------------|--|
| | | Skip Logic Group | |
| N | | Skip Logic LinePlus Participation | |
| Y | | Skip Logic Used Search | |
| Y | | Skip Logic Arch Experience | |
| N | | Skip Logic Search Experience | |
| Y | | Skip Logic Top Results | |
| Y | | Randomize Fine by Links | |
| Y | | Found Info | |
| N | | Specific Info Seeking | |
| N | | Improvements | |

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| Y | | |
| | | |
| Y | | |
| Y | | |

| | | |
|---|------------------------|--|
| N | Skip Logic Redesign | |
| N | Skip Logicdesign Worse | |

| | | |
|-----|------------------|--|
| Yes | Skip Logic Group | |
| No | Skip Logic Group | |

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

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|-----|------------------|--|
| No | Skip Logic Group | |
| Yes | Skip Logic Group | |
| No | Skip Logic Group | |