

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

### CMS - Pinnacle BSI

	<b>B</b>	What information were you unable to find?
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### CMS Palmetto GBA J1 MAC

EDO03184		What is your primary reason for visiting this site today?
EDO03185	<b>SKIP B</b>	Other - primary reason?

### FBI Internet Satisfaction Survey

EDO03215	<b>H</b>	Which of the following explains why you are not watching videos on the FBI site? (Please select all that apply)
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EDO03216	A	What other reasons don't you watch videos on the FBI site?

FDA Satisfaction Survey

EDO03237		For this visit to the FDA site, which of the following roles best describes you?
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EDO03238	<b>A</b>	Which of the following best describes your company/organization?
EDO03239	<b>B</b>	Which of the following industry categories is your company/organization a part of? (Please select all that apply)

EDO03240		While on the FDA.gov site, please describe <b>how you reached the page you were on</b> before taking this survey:
<u>EDO03241</u>	A	<u>What were you hoping to find on the FDA Basics area of the site?</u>
<u>EDO03242</u>	A	<u>How did you hear about FDA Basics?</u>
EDO03243		If you could make one <b>improvement</b> to the site what would that be?

NIH genome.gov

EDO03285		What best describes you?
EDO03286	A	Which type of student are you?
EDO03287	B	Which type of researcher are you?
EDO03288	C	Which of the following specifically describes you?

EDO03289	D	Please describe your role in coming to this site.
EDO03290	B	Which of the following did you use to look for information on the site?
EDO03291	D	Which one of the following led you to what you were looking for?
EDO03292	BB	Please indicate how useful the site search was in helping you find what you were looking for.
EDO03293	C	What would have made the site search more useful to you?

NPR Customer Satisfaction Survey v2

EDO03454		Before taking this survey, had you ever
EDO03455	A	Have you ever <b>visited the NPR Shop</b>
EDO03456	B	In your last visit to the NPR Shop, how well did the NPR Shop meet your expectations?

GAO Main Site

EDO03461		What GAO site content do you most often seek from a mobile phone/device?
EDO03457		Have you accessed GAO.gov from a mobile phone/device in the past 30 days?
EDO03458	A	What type of mobile phone/device did you use: (check one)

EDO03459	B	Other: please describe
EDO03460	A	Were you successful in viewing the content that you were seeking with your mobile phone/device?

CMS.HHS.gov

EDO03462	C	Did you know that Medicare.gov contains the information and tools most often needed by beneficiaries?
EDO03463	D	Why did you come to the Centers of Medicare and Medicaid Services website?

ASHP

EDO03468		Which of the following social media services have you participated with ASHP during the last month? (Select all that apply)
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EDO03469	<b>A</b>	What other ASHP social media
EDO03470	<b>B</b>	How often do you participate with ASHP in social media activities?

IADB

<b>EDO03483</b>	<b>C</b>	<b>I am most interested in the following topic(s):</b>
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EDO03484	A	What other topics are you interested in?
EDO03485		In your opinion, what organization is the leader when it comes to addressing the crisis in Haiti?
EDO03486	A	Who do you think is the leader in addressing the Haiti crisis?
EDO03487		In your opinion, what organization is a good representative of transparency within government?

EDO03488	A	Who do you think represents transparency in government?
EDO03489		Please rate your level of trust in the IDB.
EDO03490		I can count on the IDB to act in my best interests.
EDO03491		I consider the IDB to be trustworthy.
EDO03492		The IDB can be trusted to do what is right.

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USITC

EDO03576	A	Other role
EDO03577		If you could make one improvement to this site, what would it be?
EDO03578		From time to time, the USITC likes to reach out to website visitors to follow up regarding their feedback concerning the website. If you are over the age of 18 and would be willing to be contacted in the future, please provide your email address.

Regulations.gov

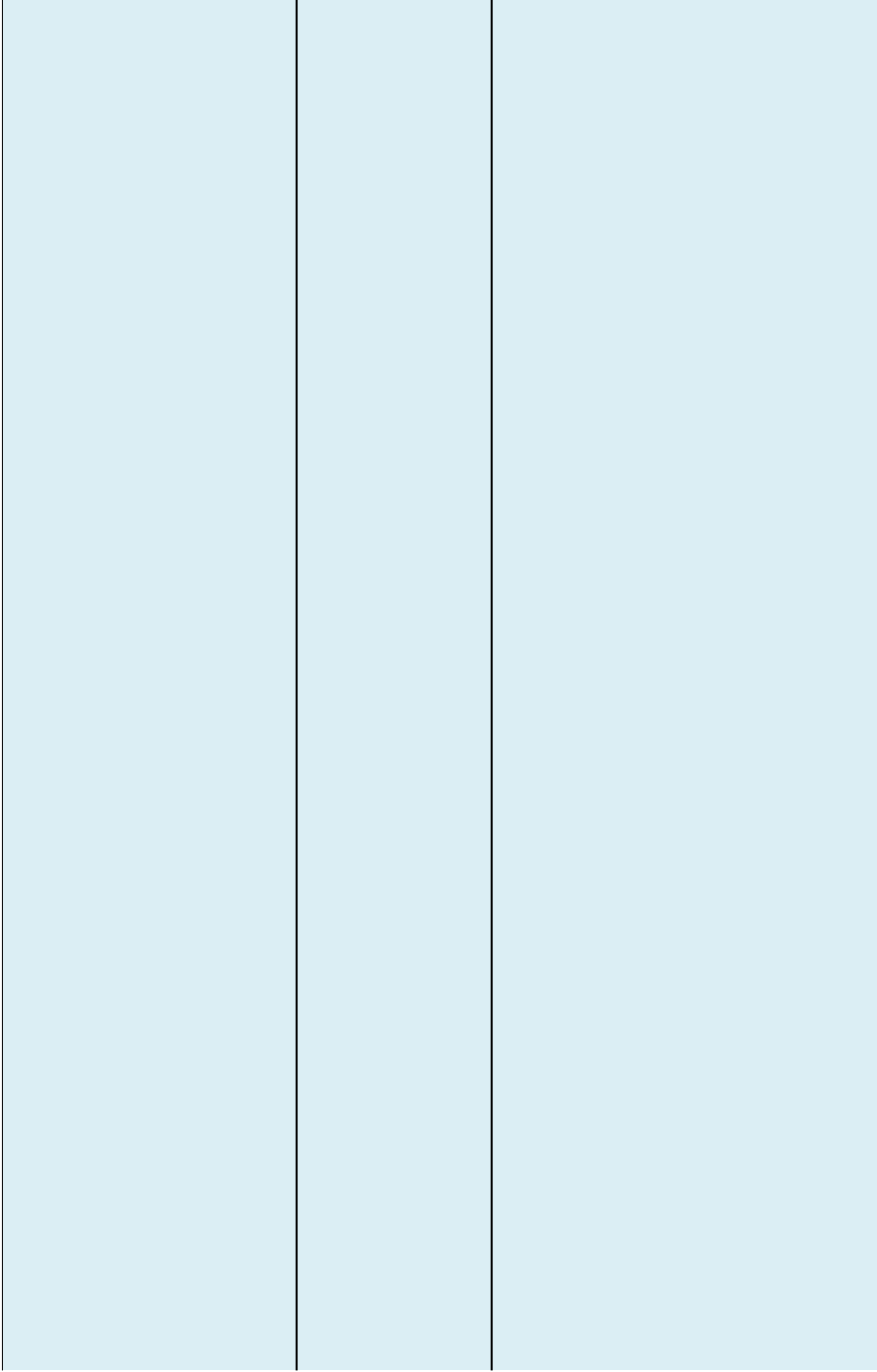
EDO03616		What brought you to the site <u>today</u> ?
EDO03617	D	Please specify what brought you to the site today.
EDO03618	X	Please specify what keywords you typed into the search box today.

FDIC Application V2

EDO03712

Please rank the top 3 factors that brought you to the FBI website today.  
(Rank 1 = Most important)  
Rank 1

EDO03713		Rank 2



EDO03714

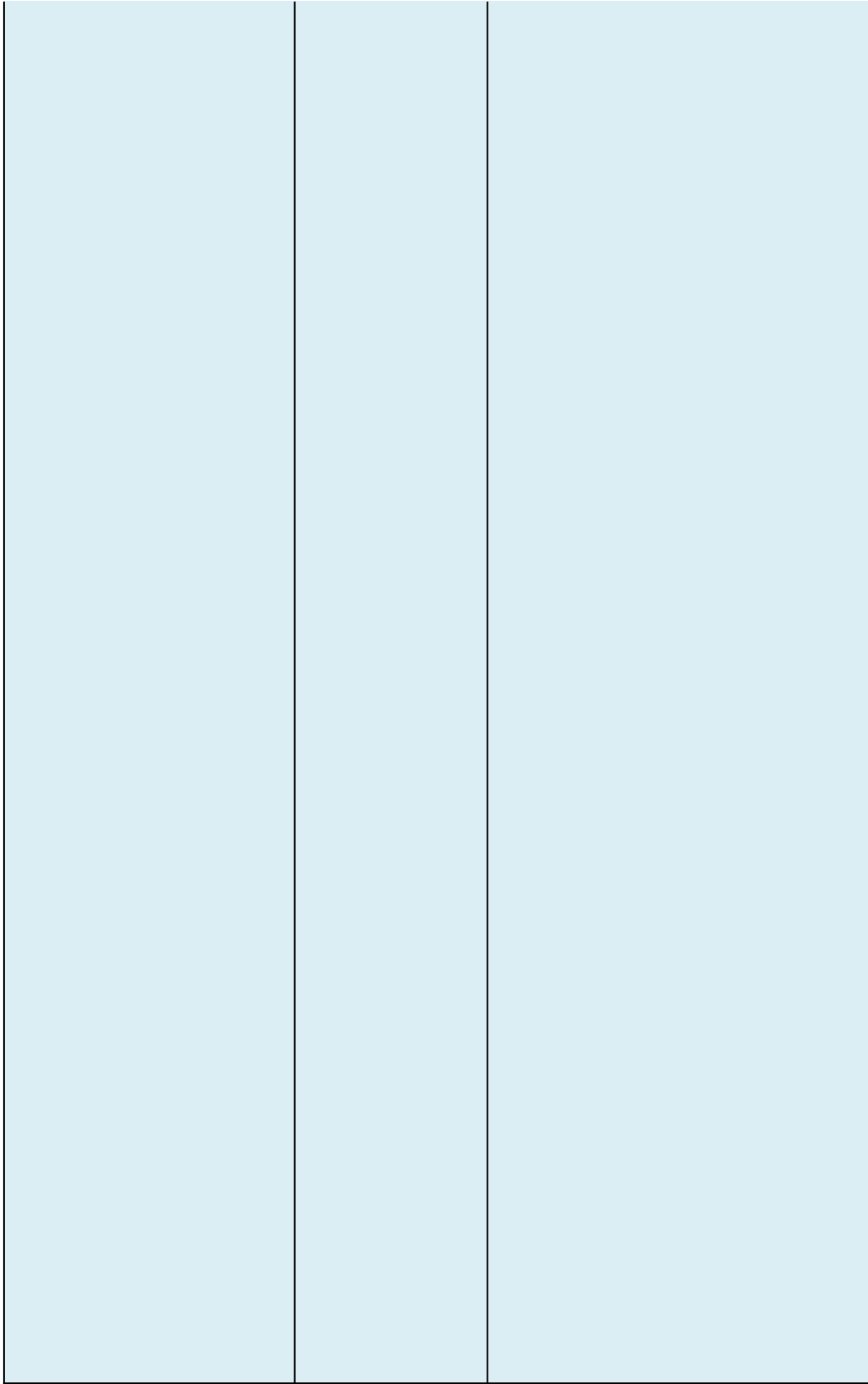
Rank 3

EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)

FDIC Main v2

EDO03716		Please rank the top 3 factors that brought you to the FBI website today. (Rank 1 = Most important) Rank 1
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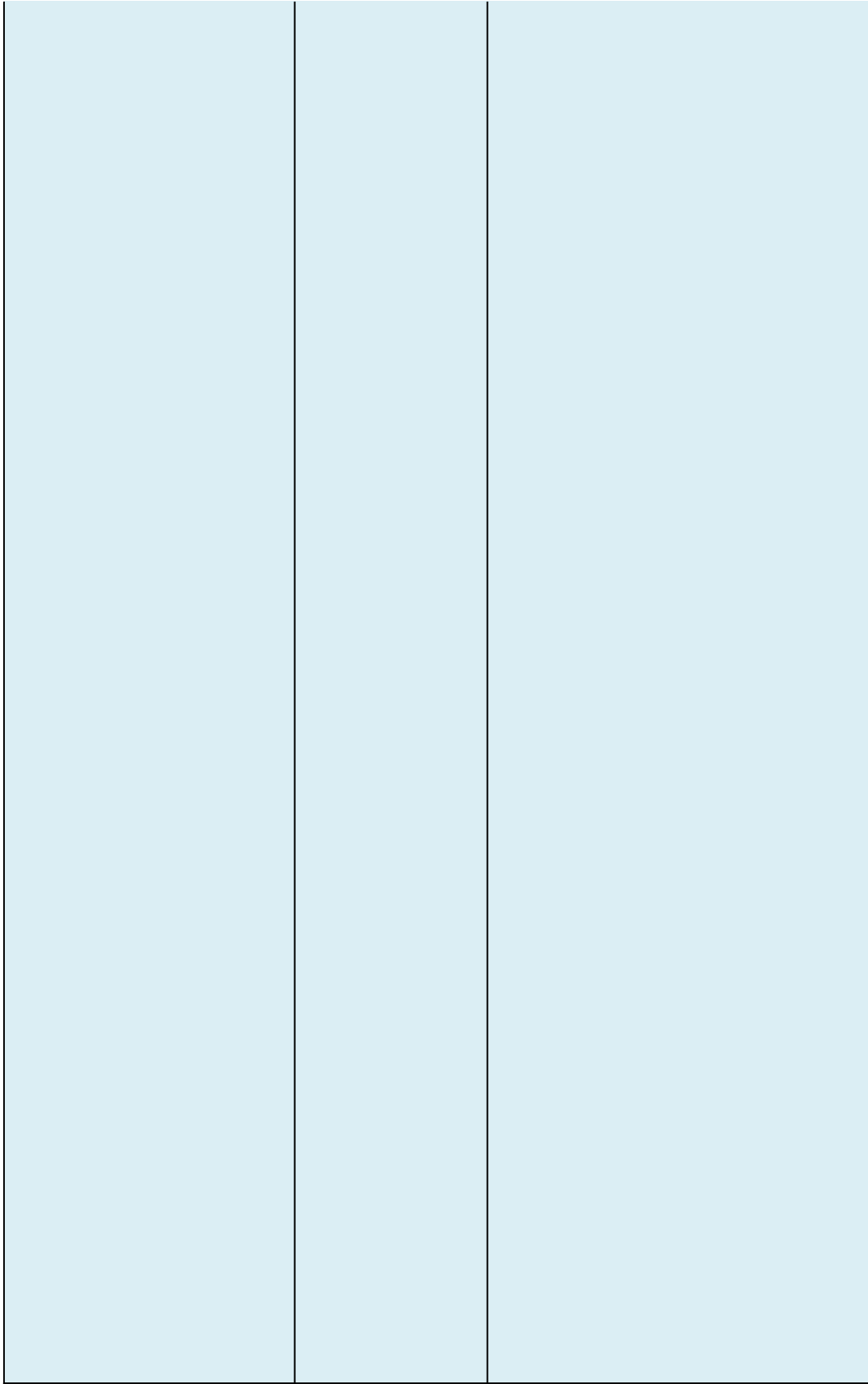




EDO03717

Rank 2

EDO03718		Rank 3



EDO03719

If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)

			Text area, no char limit	Single	Y
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EDO03184A001	Download forms		Radio buttons	Single	Y
EDO03184A002	Learn of, or register for.				
EDO03184A003	Find contact				
EDO03184A004	Find				
EDO03184A005	Research a specific				
EDO03184A006	Access claim				
EDO03184A007	Find information				
EDO03184A008	Find out about a				
EDO03184A009	Read Medicare				
EDO03184A010	Find enrollment				
EDO03184A011	Take an				
EDO03184A012	Other (please)	<b>SKIP B</b>			
			Text field, <100 char	Single	No

EDO03215A001	Too long to watch		Radio button, one-up vertical	Multi	Y
EDO03215A002	Not interesting				
EDO03215A003	Too small on my screen				

EDO03215A004	Do not work on my computer				
EDO03215A005	Do not want to click through to another page to play the video				
EDO03215A006	Did not know where there were videos on the site				
EDO03215A007	Other (please specify)	A			
			Text field, <100 char		N

EDO03237A001	Regulated industry	A	Radio Butt	Single	Y
EDO03237A002	Consumer				
EDO03237A003	Scientist, researcher				
EDO03237A004	Patient				
EDO03237A005	Caregiver, friend, family member of a person interested in health issues				
EDO03237A006	Physician				
EDO03237A007	Nurse,				
EDO03237A008	Pharmaci				
EDO03237A009	Other				

EDO03237A010	State or local public health professional				
EDO03237A011	Not-for-profit public health professional				
EDO03237A012	Consultant				
EDO03237A013	Attorney/Legal Counsel				
EDO03237A014	Educator, professor, teacher				
EDO03237A015	Student				
EDO03237A016	Journalist/Media				
EDO03237A017	Policymaker, legislator, staff				
EDO03237A018	FDA grantee				
EDO03237A019	FDA employee				
EDO03237A020	First responder				
EDO03237A021	Other, please specify:	<b>C</b>			
EDO03238A001	Manufacturer	<b>B</b>			
EDO03238A002	Distributor	<b>B</b>			
EDO03238A003	Importer	<b>B</b>			
EDO03238A004	Other	<b>B</b>			
EDO03239A001	Drugs & Biologics (Human)				
EDO03239A002	Drugs & Biologics (Animal)				



EDO03239A003	Medical Devices				
EDO03239A004	Food				
EDO03239A005	Dietary Supplements				
EDO03239A006	Cosmetics				
EDO03239A007	Tobacco				
			Text area,	Single	Y
			Text area,	Single	Y
			Text area,	Single	Y
			Text area,	Open	N

EDO03285A001	Educator	A		Single	Y
EDO03285A002	Student (high school/college)				
EDO03285A003	Pursing a graduate degree (Master's, PhD, and/or MD)				
EDO03285A004	Researcher	B			
EDO03285A005	Health care provider				
EDO03285A006	Other	C			
EDO03286A001	High school				
EDO03286A002	Undergraduate			Single	Y
EDO03287A001	Researcher at NIH			Single	Y
EDO03287A002	Research not at NIH				
EDO03288A001	Patient			Single	Y
EDO03288A002	Scientific administrator				

EDO03288A003	Author				
EDO03288A004	Job/ Career seeker				
EDO03288A005	Reporter/ member of a news organizat ions				
EDO03288A006	Policy maker/wr iter				
EDO03288A007	Other (ple	D			
					N
EDO03290A001	Links across the top of		Check box one up vertical	Multi	Y
EDO03290A002	Links within the pages				
EDO03290A003	Links along the left side of the page				
EDO03290A004	For You sections				
EDO03290A005	Site map				
EDO03290A006	Staff Directory				
EDO03290A007	Links under see also				
EDO03290A008	Links on the keyword list				
EDO03290A009	Site search	BB			
EDO03290A010	Other				
EDO03291A001	Links across the top of		Radio button, one-up vertical	Single	Y
EDO03291A002	Links within the pages				
EDO03291A003	Links along the left side of the page				
EDO03291A004	For You sections				
EDO03291A005	Site map				
EDO03291A006	Staff Directory				
EDO03291A007	Links under see also				
EDO03291A008	Links on the keyword list				
EDO03291A009	Site search				
EDO03291A010	Other				
	Very useful		Radio button, one-up vertical	Single	Y
	Somewha	C			
	Not at all	C			
			Open ended		N

EDO03454A001 EDO03454A002 EDO03454A003	Yes No Don't know/Not sure	<b>A</b>	Radio	Single	Y
EDO03455A001 EDO03455A002 EDO03455A003	Yes No Don't know/Not sure	<b>B</b>	Radio	Single	Y
EDO03456A001  EDO03456A002 EDO03456A003 EDO03456A004 EDO03456A005 EDO03456A006 EDO03456A007 EDO03456A008 EDO03456A009 EDO03456A010 EDO03456A011	1=Poor  2 3 4 5 6 7 8 9 10=Excellent Don't Know		radio button, scale, has Don't Know	Single	Y

			Text area, no char limit	Single	N
EDO03457A001  EDO03457A002	Yes  No	<b>A</b>	Radio button, one-up vertical	Single	Y
EDO03458A001  EDO03458A002 EDO03458A003	Blackberry  iPhone/iTouch Droid		Radio button, one-up vertical	Single	Y

EDO03458A004	Other: please describe	<b>B</b>			
			Text field, <100 char	Single	N
EDO03460A001	Yes		Radio button, one-up vertical	Single	Y
EDO03460A002	No				

EDO03462A001			Radio buttons	SINGLE	Yes
EDO03462A002	Yes	<b>D</b>			
EDO03462A003	No know	<b>D</b>			
				Text field, <100 char	No

EDO03468A001	I do not use ASHP's social media services	<b>B</b>	Checkbox , one-up vertical	Multi	Y
EDO03468A002	Social Networkin g Sites (ASHP on Facebook , Twitter, LinkedIn, YouTube)				
EDO03468A003	Blog	<b>B</b>			
EDO03468A004	Discussio n Board	<b>B</b>			
EDO03468A005	RSS News Feeds	<b>B</b>			
EDO03468A006	Photo/ Video Gallery	<b>B</b>			

EDO03468A007	Other, please specify:	<b>A, B</b>			
			Text area,		
EDO03470A001	More than once a day		Radio Button One Up Vertical	Single	Y
EDO03470A002	Daily				
EDO03470A003	About once a week				
EDO03470A004	About once a month				
EDO03470A005	Every 6 months or less				

Agriculture		check boxes	Multi	Y	Skip Logic
Climate change and renewable energy					
Children and youth					
Civil society					
Cities					
Corporate social responsibility					
Cross-border projects					
Culture					
Decentralization					
Demographics					
Democracy					
Economic growth					
Education					
Electricity					
Energy					
Environment					
Finance					
Forestry					
Government					
Gender					
Health					
Highways and roads					
Housing					
Human rights					
Indigenous peoples					
information and communication technology					
Labor					

Macroeconomics					
Management					
MicroEnterprise					
Migration issues					
Natural disasters					
Neighborhood upgrading					
Oil and mining					
Opportunities for the majority					
Pensions					
Ports and airports					
Pollution					
Poverty reduction					
Private sector					
Public finances					
Public-private partnerships					
Race and ethnicity issues					
Regional integration					
Remittances					
Rural development					
Science and technology					
Small and medium enterprise					
Sports					
Sustainability					
Tourism					
Trade					
Transparency					
Transportation					
Violence and security					
Other (please specify):	A				
		open ended	Single	N	Skip Logic
United Nations		Radio button, one-up vertical	Single	Y	Skip Logic
World Bank					
Inter-American Development Bank					
USAID					
None					
Other, please specify:	A				
		open ended	Single	N	Skip Logic
United Nations		Radio button, one-up vertical	Single	Y	Skip Logic
World Bank					
Inter-American Development Bank					
USAID					
None					

Other, please specify:	A				
		open ended	Single	N	Skip Logic
1=Not at all Trustworthy		Radio Button Scale, Has Don't Know	Single	Y	
2					
3					
4					
5					
6					
7					
8					
9					
10=Very Trustworthy					
Don't know					
1=Strongly Disagree		Radio Button Scale, Has Don't Know	Single	Y	
2					
3					
4					
5					
6					
7					
8					
9					
10=Strongly Agree					
Don't know					
1=Strongly Disagree		Radio Button Scale, Has Don't Know	Single	Y	
2					
3					
4					
5					
6					
7					
8					
9					
10=Strongly Agree					
Don't know					
1=Strongly Disagree		Radio Button Scale, Has Don't Know	Single	Y	
2					

3					
4					
5					
6					
7					
8					
9					
10=Strongly Agree					
Don't know					

		Text area, no char limit		N	
		Text field, <100 char		N	

EDO03616A001	Followed a link from an email		Radio Button One Up Vertical	Single	Y
EDO03616A002	Followed a link/recommendation from a website or news article				
EDO03616A003	Heard about the site from a friend, co-worker, etc.				
EDO03616A004	Did an online search which brought me here				
EDO03616A005	I need this site for my job	D			
EDO03616A006	Other, please specify				
			Text field, no char limit		N
			Text field, no char limit		N



EDO03712A001	Message/recommendation from a friend on a social network		Drop down, sele	Single
EDO03712A002	Video I saw on YouTube			
EDO03712A003	Internet blogs or discussion forums			
EDO03712A004	Advertising on social networks (Facebook, My Space, Twitter)			
EDO03712A005	Message directly from the company on a social network			
EDO03712A006	Mobile phone text messages or alerts			
EDO03712A007	Instant Message from a friend or colleague			
EDO03712A008	Familiarity with site/company/brand			
EDO03712A009	Promotional email(s) from the company			

EDO03712A010	Search engine results				
EDO03712A011	Word of mouth recommendation from someone I know				
EDO03712A012	TV, radio, newspaper, or magazine advertising				
EDO03712A013	Internet advertising				
EDO03712A014	Don't know				
EDO03712A015	Other				
EDO03713A001	Message/recommendation from a friend on a social network		Drop down, sele		Single
EDO03713A002	Video I saw on YouTube				
EDO03713A003	Internet blogs or discussion forums				
EDO03713A004	Advertising on social networks (Facebook, My Space, Twitter)				

EDO03713A005	Message directly from the company on a social network				
EDO03713A006	Mobile phone text messages or alerts				
EDO03713A007	Instant Message from a friend or colleague				
EDO03713A008	Familiarity with site/company/brand				
EDO03713A009	Promotional email(s) from the company				
EDO03713A010	Search engine results				
EDO03713A011	Word of mouth recommendation from someone I know				
EDO03713A012	TV, radio, newspaper, or magazine advertising				
EDO03713A013	Internet advertising				
EDO03713A014	Don't know				
EDO03713A015	Other				

EDO03714A001	Message/recommendation from a friend on a social network		Drop down, select	Single
EDO03714A002	Video I saw on YouTube			
EDO03714A003	Internet blogs or discussion forums			
EDO03714A004	Advertising on social networks (Facebook, My Space, Twitter)			
EDO03714A005	Message directly from the company on a social network			
EDO03714A006	Mobile phone text messages or alerts			
EDO03714A007	Instant Message from a friend or colleague			
EDO03714A008	Familiarity with site/company/brand			
EDO03714A009	Promotional email(s) from the company			

EDO03714A010	Search engine results				
EDO03714A011	Word of mouth recommendation from someone I know				
EDO03714A012	TV, radio, newspaper, or magazine advertising				
EDO03714A013	Internet advertising				
EDO03714A014	Don't know				
EDO03714A015	Other				
			Text area, no char limit		

EDO03716A001	Message/recommendation from a friend on a social network	Drop down, select	Single	Y
EDO03716A002	Video I saw on YouTube			
EDO03716A003	Internet blogs or discussion forums			Adjust
EDO03716A004	Advertising on social networks (Facebook, My Space, Twitter)			

EDO03716A005	Message directly from the company on a social network				
EDO03716A006	Mobile phone text messages or alerts				
EDO03716A007	Instant Message from a friend or colleague				
EDO03716A008	Search engine				
EDO03716A009	Bookmark /Favorite				
EDO03716A010	Another website/link				
EDO03716A011	Brochure				
EDO03716A012	Email from my banker				
EDO03716A013	E-mail from FDIC Online Subscription Service				
EDO03716A014	Newspaper article				
EDO03716A015	Prior experience with FDIC				
EDO03716A016	Business Card				
EDO03716A017	Other government agency				
EDO03716A018	Don't know				
EDO03716A019	Other				

EDO03717A001	Message/recommendation from a friend on a social network	Drop down, select	Single	N	
EDO03717A002	Video I saw on YouTube				
EDO03717A003	Internet blogs or discussion forums				Adjust
EDO03717A004	Advertising on social networks (Facebook, My Space, Twitter)				
EDO03717A005	Message directly from the company on a social network				
EDO03717A006	Mobile phone text messages or alerts				
EDO03717A007	Instant Message from a friend or colleague				
EDO03717A008	Search engine				
EDO03717A009	Bookmark/Favorite				
EDO03717A010	Another website/link				
EDO03717A011	Brochure				

EDO03717A012	Email from my banker				
EDO03717A013	E-mail from FDIC Online Subscription Service				
EDO03717A014	Newspaper article				
EDO03717A015	Prior experience with FDIC				
EDO03717A016	Business Card				
EDO03717A017	Other government agency				
EDO03717A018	Don't know				
EDO03717A019	Other				
EDO03718A001	Message/recommendation from a friend on a social network	Drop down, sele	Single	N	
EDO03718A002	Video I saw on YouTube				
EDO03718A003	Internet blogs or discussion forums				Adjus
EDO03718A004	Advertising on social networks (Facebook, My Space, Twitter)				



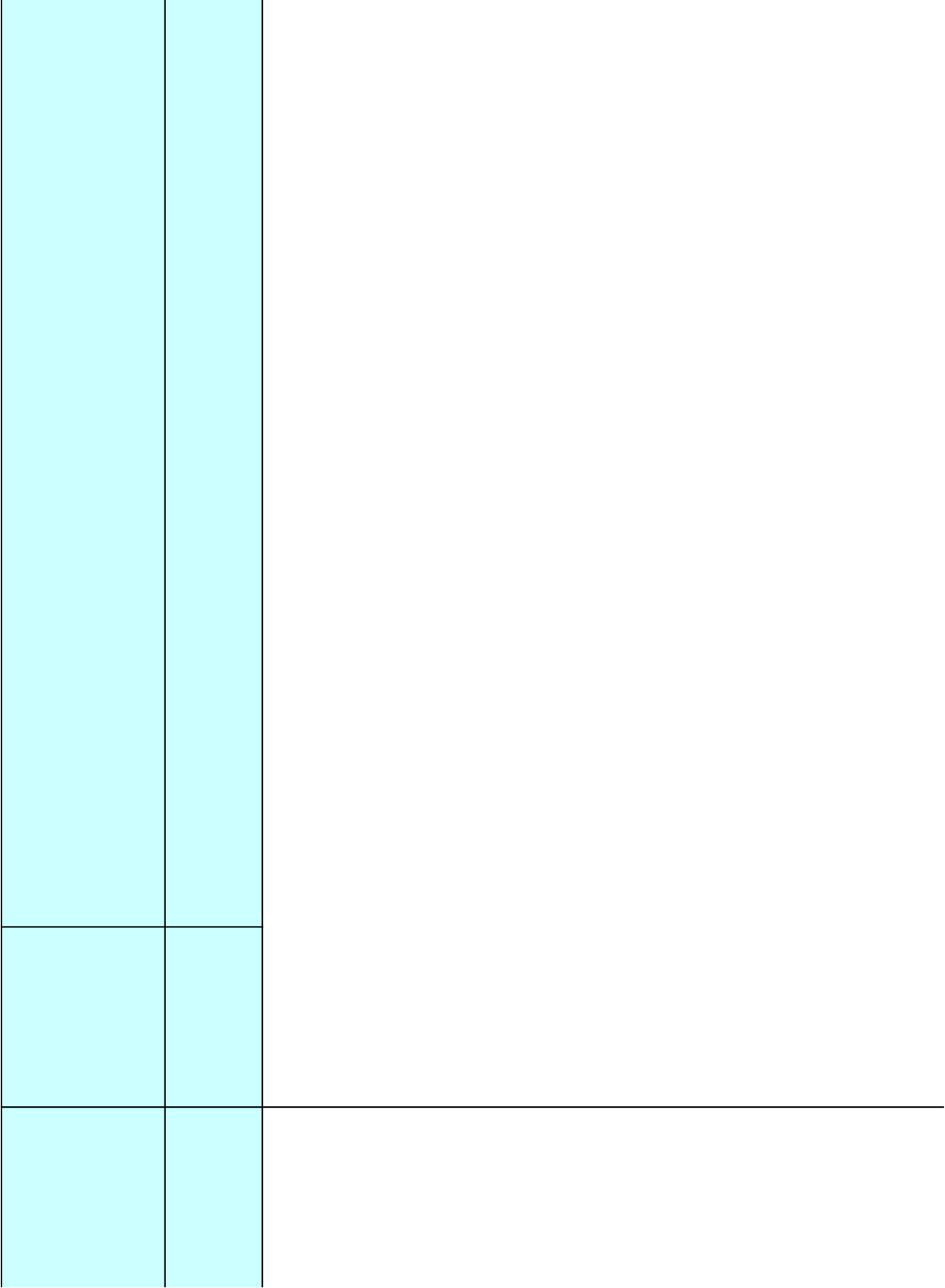
EDO03718A005	Message directly from the company on a social network				
EDO03718A006	Mobile phone text messages or alerts				
EDO03718A007	Instant Message from a friend or colleague				
EDO03718A008	Search engine				
EDO03718A009	Bookmark /Favorite				
EDO03718A010	Another website/link				
EDO03718A011	Brochure				
EDO03718A012	Email from my banker				
EDO03718A013	E-mail from FDIC Online Subscription Service				
EDO03718A014	Newspaper article				
EDO03718A015	Prior experience with FDIC				
EDO03718A016	Business Card				
EDO03718A017	Other government agency				
EDO03718A018	Don't know				
EDO03718A019	Other				

		Text area, no char limit			N
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open end		

OPS Group	
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	Open Navigate
Skip Logic Group	lookingforBasics
Skip Logic Group	HearaboutBasics
	One Improvement

Skip Logic Group	



Skip Logic	NPR	
Skip Logic	NPR	
Skip Logic	NPR Shop_opinion	

Skip Logic Group		
Skip Logic Group		

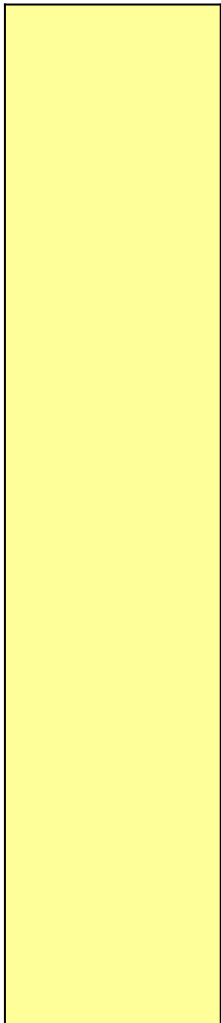


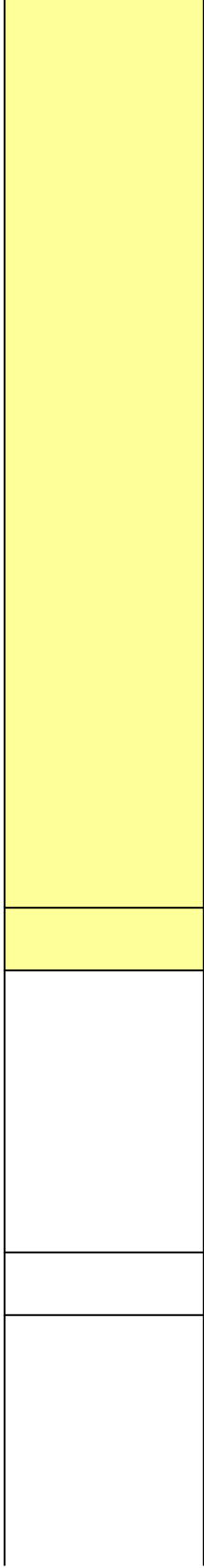
Skip Logic Group		
Skip Logic Group		

Skip Logic Group	Beneficiary	
Skip Logic Group	OE_ben_use	

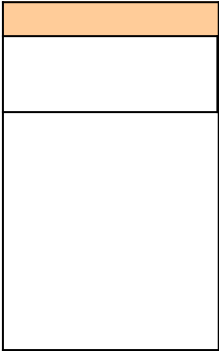
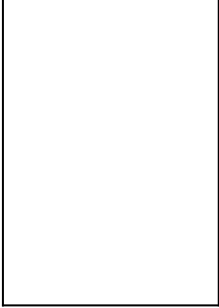
	Social Media-ASHP
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	OE ASH SM Frequenc y-ASHP







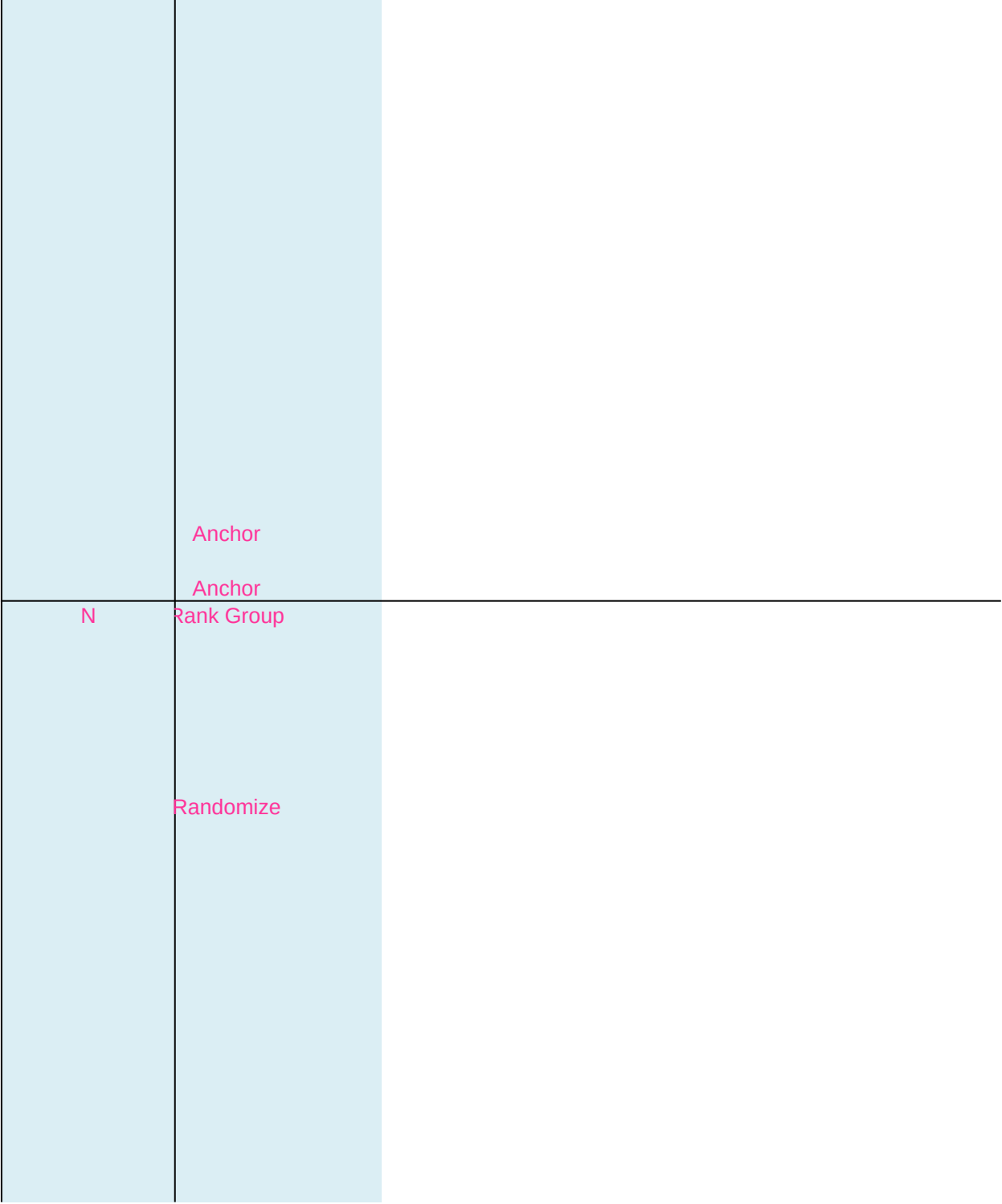


Skip Logic	Learned about site
Skip Logic	Other Brought to site
Skip Logic	Search Keyword

Y

Rank Group

Randomize



Anchor

Anchor



N

Rank Group

Randomize

	Anchor	
	Anchor	
N		

Rank Group	
st Template/Style Sheet	
Randomize	

Anchor

Anchor

Rank Group

st Template/Style Sheet

Randomize

Anchor	
Anchor	
Rank Group	
st Template/Style Sheet	
Randomize	

Anchor

Anchor



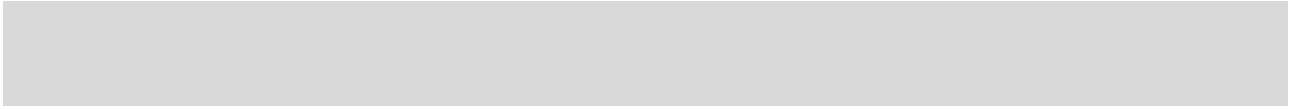












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[Yellow rectangular area]

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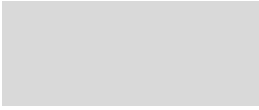
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