

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. <i>(Rank 1 = Most important)</i> Rank 1
AED12431		Rank 2
AED12432		Rank 3

--	--	--

SEER

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

CMS - Highmark J12

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

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

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

NIH Main

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.

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

FEMA Main v2

EDO04368		Did you visit the FEMA.gov homepage today?
----------	--	--

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				

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 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, no char limit	N	Single
--	--	--------------------------------	---	--------

Yes		Radio button, one-up vertical	Single	Y
No				
Not Sure				

Rank Group	SV - Rank 1
Adjust Template/Style Sheet Randomize	
Anchor Anchor	
Rank Group	SV - Rank 2
Adjust Template/Style Sheet Randomize	
Anchor Anchor	
Rank Group	SV - Rank 3
Adjust Template/Style Sheet Randomize	

Anchor	
Anchor	

Skip Logic Group	Helpful
Skip Logic Group	Types of Data
Skip Logic Group	OPS Types of Data

--	--

	Navigation Links
--	------------------

Skip Group	Use Search
Skip Group	Rate Search
Skip Group	Search Experience
Skip Group	OPS Search Experience

Skip Group	OE Improve Search
------------	-------------------------

	Homepage
--	----------