

Measures Name/Client name (CQs and Answer choices)

Dept of Health and Human Services / HRSA Satisfaction Survey

| | | |
|---------------|---|--|
| AG00160 | | How did you look for information today? |
| ACQCol0006176 | A | If you selected "other" to "how did you look for information", please specify: |
| ACQCol0006177 | B | What specific information were you looking for using the search tool (please select all that apply)? |
| ACQCol0006198 | C | If you selected other, what specific information were you seeking? |
| AG00162 | D | What specific information were you looking for? |
| ACQCol0006199 | | Please describe your experience with navigation on this site today. |

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| ACQCol0006200 | A | What other navigation experience did you have today? |
| ACQCol0006201 | | If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality? |
| ACQCol0006202 | A | What other experience did you have with the search feature today? |
| ACQCol0006203 | | Was there anything confusing or hard to understand? |

FTC OnGuardOnline

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| ACQSto0006033 | | What is your primary role in visiting OnGuardOnline.gov today? |
| CWS02197 | | What topic brought you to the site today? |

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| CWS02198 | A | Please tell us what specifically what topic you were researching. |
| CWS02203 | | How did you learn about OnGuardOnline.gov? |
| CWS02204 | A | Please tell us specifically how you learned about OnGuardOnline.gov. |
| CWS02199 | | Did the site help you do what you wanted today? |
| CWS02200 | C | If you were not able to do what you wanted, what were you trying to do? |
| ACQCol0003662 | | During your visit today, how did you navigate OnGuardOnline.gov? |
| ACQSto0006034 | | Did you read any of the following articles during your visit today? (Please select all that apply) |
| ACQSto0006035 | A | Do you have any comments or suggestions for improving the Phishing Article? |

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| ACQSto0006060 | B | Do you have any comments or suggestions for improving the Malware Article? |
| ACQSto0006036 | C | Do you have any comments or suggestions for improving the Email Scams Article? |
| ACQCol0003664 | | What did you think of OnGuard Online's written content? |
| CWS02205 | | Did you learn something on this site that might change your online behavior in the future? |
| ACQSto0006061 | | How frequently do you visit OnGuardOnline.gov? |
| CWS02201 | | How old are you? |
| CWS02206 | | If you could make one improvement to the site , what would it be? |

MESSA

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| ACQCol0006385 | | Please rate the site on its use of short, clear sentences. |
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| ACQCol0006386 | | Please rate how well you understand the wording on this site. |
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| ACQCol0006387 | | Please rate the clarity of the wording on this site. |
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MEDC - Travel michigan.org

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| AED07324 | | What did you come to the site to do? |
|----------|--|--------------------------------------|

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| ACQCol0006388 | A | Which information from our Michigan International Speedway (MIS) page did you use today? |
| ACQCol0006389 | B | What influenced your visit to the website today for NASCAR Race information? |
| AED07325 | F | Please specify what you came to the site to do. |
| KFB06804 | C | What outdoor activities were you looking for? (check all that apply) |
| KFB06805 | Z | What other outdoor activity were you looking for? |
| KFB06806 | G | What attractions were you looking for? (check all that apply) |

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| KFB06807 | Y | What other attractions were you looking for? |
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Federal Deposit Insurance Corporation - FDIC Main V2

| QID | Skip Logic Label | Question Text |
|---------------|------------------|---|
| EDO02693 | | How did you look for information on/navigate the site today? (Please select all that apply.) |
| ACQCol0006402 | | Which of these method(s) led you to the information/product you were looking for? |
| ACQCol0006403 | | How would you describe your navigation experience on this site today? (Please select all that apply.) |

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| | | |
| ACQCol0006404 | A | Other navigation difficulty: |
| ACQCol0006405 | B | What specific links/labels were difficult to understand? |
| ACQCol0006406 | | What specific ways can we improve your experience navigating/browsing on this site? |
| ACQCol0006390 | | Did you use the search feature during your visit today? |
| ACQCol0006391 | A | Did the search feature help you to locate what you were looking for today? |
| ACQCol0006392 | B | If you could make one improvement to the search feature, which of the following would you make: |
| ACQCol0006393 | D | Other search improvement suggestion: |
| ACQCol0006394 | C | How can we make the search feature more useful to you? |

| | | |
|---------------|----------|---|
| ACQCol0006395 | | Do you use a mobile device to access the Internet? |
| ACQCol0006396 | A | What type of mobile device do you use? |
| ACQCol0006397 | D | Other mobile device |
| ACQCol0006418 | B | Would you use a mobile device to access this website? |
| ACQCol0006407 | C | What information would you like to see on the mobile website? |

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|------------------|---|-----|-------------------------------|---|
| | Search tool | B | Radio button, one-up vertical | s |
| | Top navigation bar | D | | |
| | Left navigation bar | D | | |
| | Browse by category or subject | D | | |
| | Link to news | D | | |
| | Link to questions | D | | |
| | More than one of the above | D | | |
| | No preference/not sure | D | | |
| | Other, please specify: | A,D | | |
| | | | Text area, no char limit | |
| ACQCol0006177A01 | Loan or scholarship information | | Checkbox, one-up vertical | m |
| ACQCol0006177A02 | Grant information | | | |
| ACQCol0006177A03 | General health information | | | |
| ACQCol0006177A04 | Data | | | |
| ACQCol0006177A05 | Other, please specify: | C | | |
| | | | Text area, no char limit | |
| | | | Text area, no char limit | |
| ACQCol0006199A01 | I had no difficulty browsing on this site. | | Radio button, one-up vertical | s |
| ACQCol0006199A02 | Could not navigate back to previous information | | | |
| ACQCol0006199A03 | Would often feel lost, not know where I was | | | |
| ACQCol0006199A04 | Links did not take me where I expected | | | |
| ACQCol0006199A05 | Links/labels are difficult to understand | | | |
| ACQCol0006199A06 | Too many links or navigational choices | | | |
| ACQCol0006199A07 | Had technical difficulties (e.g. broken link) | | | |
| ACQCol0006199A08 | Other, please specify: | A | | |

| | | | Text area, no char limit | |
|------------------|--|---|--|---|
| ACQCol0006201A01 | I did not encounter any difficulties | A | Radio button, one-up vertical | s |
| ACQCol0006201A02 | Search results were helpful | | | |
| ACQCol0006201A03 | Search results were not helpful | | | |
| ACQCol0006201A04 | Returned too many results | | | |
| ACQCol0006201A05 | Returned not enough results | | | |
| ACQCol0006201A06 | Returned no results | | | |
| ACQCol0006201A07 | Returned results that were too similar/redundant | | | |
| ACQCol0006201A08 | Results were not relevant to my search | | | |
| ACQCol0006201A09 | Other, please specify: | | | |
| | | | Text area, no char limit | |
| | | | Text area, no char limit | |

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|--------------|----------------------|--|--|--------|
| | Computer User | | Radio button, one-up vertical | Single |
| | Teacher/Educator | | | |
| | I.T. Professional | | | |
| | Student | | | |
| | Small Business Owner | | | |
| | Military | | | |
| | Press/Media | | | |
| | Other | | | |
| CWS02197A001 | Identity theft | | Checkbox , one-up vertical | Multi |
| CWS02197A002 | Social networking | | | |
| CWS02197A003 | Wireless security | | | |
| CWS02197A004 | Phishing | | | |
| CWS02197A005 | Kid's privacy | | | |

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|------------------|---|--------|-------------------------------|--------|
| CWS02197A10 | Net Cetera: Chatting with Kids About Being Online | A | | |
| CWS02197A006 | Email/Internet Scams | | | |
| CWS02197A007 | Laptop security | | | |
| CWS02197A008 | General tips and information | | | |
| CWS02197A009 | Other, please specify | | | |
| | | | Text area, no char limit | |
| | Found through a search engine (Google, Yahoo, MSN, etc) | A | Checkbox, one-up vertical | Multi |
| | Referred by another website or link | | | |
| | Referred by a friend or family member | | | |
| | News source (magazine/newspaper/radio/television) | | | |
| | Prior visit to the site | | | |
| | Other, please specify | | | |
| | | | Text area, no char limit | Single |
| | Yes | C C | Radio button, one-up vertical | Single |
| | No | | | |
| | Partially | | | |
| | | | Text area, no char limit | |
| ACQCol0003662A02 | I used the links in the middle of the home page. | | Radio button, one-up vertical | Single |
| ACQCol0003662A03 | I used the top navigation bar. | | | |
| ACQCol0003662A04 | I used the search box. | | | |
| | Phishing | A | Checkbox, one-up vertical | Multi |
| | Malware | B | | |
| | Email Scams | C | | |
| | None of the above | | | |
| | Open Ended | | Text area, no char limit | Single |

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|------------------|---|--|-------------------------------------|--------|
| | Open Ended | | Text area, no char limit | Single |
| | Open Ended | | Text area, no char limit | Single |
| ACQCol0003664A01 | I thought it was appropriate for my level of understanding. | | Radio button, one-up vertical | Single |
| ACQCol0003664A02 | I thought it was too complicated. | | | |
| ACQCol0003664A03 | I thought it was too simplistic or not detailed enough. | | | |
| ACQCol0003664A04 | I'm not sure. | | | |
| | Yes | | Radio button, one-up vertical | Single |
| | No | | | |
| | Maybe | | | |
| | This is my first time | | Drop down, select one | Single |
| | Weekly | | | |
| | Monthly | | | |
| | Every few months | | | |
| | Under 18 | | Radio button, one-up vertical | Single |
| | 18-24 | | | |
| | 25-34 | | | |
| | 35-44 | | | |
| | 45-54 | | | |
| | 55-64 | | | |
| | 65-74 | | | |
| | 75 and up | | | |
| | | | Text area, no char limit | |

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|--|----------|--|--------------------------|--------|
| | 1 = Poor | | Drop down, select one | Single |
| | 2 | | | |
| | 3 | | | |

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|--|----------------|--|-----------------------|--------|
| | 4 | | | |
| | 5 | | | |
| | 6 | | | |
| | 7 | | | |
| | 8 | | | |
| | 9 | | | |
| | 10 = Excellent | | | |
| | Don't Know | | | |
| | 1 = Poor | | Drop down, select one | Single |
| | 2 | | | |
| | 3 | | | |
| | 4 | | | |
| | 5 | | | |
| | 6 | | | |
| | 7 | | | |
| | 8 | | | |
| | 9 | | | |
| | 10 = Excellent | | | |
| | Don't Know | | | |
| | 1 = Poor | | | |
| | 2 | | | |
| | 3 | | | |
| | 4 | | | |
| | 5 | | | |
| | 6 | | | |
| | 7 | | | |
| | 8 | | | |
| | 9 | | | |
| | 10 = Excellent | | | |
| | Don't Know | | | |

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|--|---|-----|----------|-------|
| | Get information on the <i>Pure</i> | A,B | vertical | Multi |
| | To plan a vacation in Michigan | | | |
| | To plan a weekend trip in Michigan | | | |
| | Looking for specific outdoor activities in Michigan | C | | |
| | To find a place to stay in Michigan (i.e. Hotels, B & B's, Resorts) | | | |
| | Looking for specific | | | |
| | Looking for attractions (i.e. | G | | |
| | Looking for events | | | |

| | | | | |
|--|---|---|---------------------------|-------|
| | Looking for shopping or dining | F | | |
| | To get general information about Michigan | | | |
| | Other (please specify) | | | |
| | Ordered ticket | F | Checkbox, one-up vertical | Multi |
| | Itinerary information | | | |
| | Race schedule | | | |
| | MIS camping | | | |
| | MIS travel packages | | | |
| | Other | | | |
| | Facebook | F | Checkbox, one-up vertical | Multi |
| | Twitter | | | |
| | Blog | | | |
| | Email | | | |
| | Word of mouth | | | |
| | Search engine | | | |
| | Web Ad | | | |
| | Other | | | |
| | | | Text area, no char limit | |
| | Golf | Z | vertical | Multi |
| | Paddle Sports | | | |
| | Snow Sports | | | |
| | Beaches | | | |
| | Biking | | | |
| | Boating | | | |
| | Fishing | | | |
| | Hiking | | | |
| | Hunting | | | |
| | Other (please specify) | | | |
| | | | | |
| | Amusement Parks | Z | vertical | Multi |
| | Casinos | | | |
| | Farms & Mills | | | |
| | Historic Sites | | | |
| | Lighthouses | | | |
| | Museums | | | |
| | Racetracks | | | |
| | Tours | | | |
| | Water Parks | | | |
| | Wineries | | | |

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|--|------------------------|---|--------------------------------|--|
| | Other (please specify) | Y | | |
| | | | Text area, no char limit | |

| Answer IDs (<i>DOT ONLY</i>) | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi |
|--------------------------------|---|---------|----------------------------------|--------------------|
| | Used the SEARCH function | | Checkbox , one-up vertical | Multi |
| | Navigation Menu | | | |
| | Top Navigation Bar | | | |
| | Links within the page | | | |
| | Use Quick Links by User | | | |
| | Use the 'Need Help Finding Information' feature | | | |
| | Use the Contact Us link | | | |
| | Use the HELP link | | | |
| | Use the Site Map | | | |
| | Send an email through the "Contact Us" email function | | | |
| | Call the 1-800 number | | | |
| | Other | | | |
| ACQCol0006402A01 | Used the SEARCH function | | Checkbox , one-up vertical | Multi |
| ACQCol0006402A02 | Top Navigation Bar | | | |
| ACQCol0006402A03 | Links within the page | | | |
| ACQCol0006402A04 | Use Quick Links by User | | | |
| ACQCol0006402A05 | Use the 'Need Help Finding Information' feature | | | |
| ACQCol0006402A06 | Use the Contact Us link | | | |
| ACQCol0006402A07 | Use the HELP link | | | |
| ACQCol0006402A08 | Use the Site Map | | | |
| ACQCol0006402A09 | Send an email through the "Contact Us" email function | | | |
| ACQCol0006402A10 | Call the 1-800 number | | | |
| ACQCol0006402A11 | Other | | | |
| ACQCol0006402A12 | None of these | | | |
| ACQCol0006402A13 | Don't Recall | | | |
| ACQCol0006403A01 | | | | |
| ACQCol0006403A02 | I had no difficulty navigating/browsing on the | | | |
| ACQCol0006403A03 | Links often did not take me where I expected Had difficulty finding relevant information | | | |

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|------------------|---|---------|--------------------------------------|--------|
| ACQCol0006403A04 | Links/labels are difficult to understand | B | | |
| ACQCol0006403A05 | Too many links/navigational options to choose from | | | |
| ACQCol0006403A06 | Had technical difficulties (error messages, broken links, etc.) | | | |
| ACQCol0006403A07 | Could not navigate back to previous information | | | |
| ACQCol0006403A08 | I had a navigation difficulty not listed | A | | |
| | | | Drop down, select one | |
| | | | Drop down, select one | |
| | | | Text area, no char limit | Single |
| ACQCol0006390A01 | Yes | A, B, C | Radio button, one-up vertical | Single |
| ACQCol0006390A02 | No | | | |
| ACQCol0006390A03 | Don't recall | | | |
| ACQCol0006391A01 | Yes | | Radio button, one-up | Single |
| ACQCol0006391A02 | Partially | | | |
| ACQCol0006391A03 | No | | | |
| ACQCol0006392A01 | Narrow results by a specific date | | Radio button, one-up vertical | Single |
| ACQCol0006392A02 | Sort results by the most popular to least popular | | | |
| ACQCol0006392A03 | Narrow by searching within the first set of results I receive | | | |
| ACQCol0006392A04 | Search by document type, pdf, .wav., etc. | | | |
| ACQCol0006392A05 | Other improvement suggestion: | D | | |
| | | | Text area, no char limit | Single |
| | | | Text area, no char limit | Single |

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| ACQCol0006395A01 | Yes | A, B | Radio button, one-up vertical | Single |
| ACQCol0006395A02 | No | | | |
| ACQCol0006396A01 | Android | D | Drop down, select one | Single |
| ACQCol0006396A02 | iPhone | | | |
| ACQCol0006396A03 | Windows Mobile | | | |
| ACQCol0006396A04 | Blackberry | | | |
| ACQCol0006396A05 | Palm Pre | | | |
| ACQCol0006396A06 | Symbian | | | |
| ACQCol0006396A07 | Other, please specify | | | |
| | | | Text area, no char limit | Single |
| ACQCol0006418A01 | Yes | C | Radio button, one-up vertical | Single |
| ACQCol0006418A02 | No | | | |
| | | | Text area, no char limit | Single |

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|---|------------------------------|---------------|
| y | Skip Logic | Look for Info |
| | Randomize | |
| n | Anchor Answer Choice | |
| | Skip Logic Data Type | |
| n | Skip Logic Using Search Tool | |
| n | Skip Logic Using Search Tool | |
| n | Skip Logic Group | |
| y | Skip Logic Experience | |

| | | |
|---|------------|---|
| n | Skip Logic | Investigation Experience |
| n | Skip Logic | Arch Experience |
| n | Skip Logic | Search Experience |
| n | | Anything Confusing or Hard to Understand? |

| | | |
|---|-----------|-----------------|
| Y | | Primary Role |
| Y | OPS Group | Brought To Site |

| | | |
|---|------------|---------------------------|
| | | |
| N | OPS Grou | OE_Brou ght to Site |
| Y | OPS Grou | Learn About Site |
| N | OPS Grou | OE_Learn About Site |
| Y | Skip Logic | ip Do Wanted |
| N | Skip Logic | OE_What Trying Do |
| Y | | Navigatio n |
| Y | Skip Logic | Revised Articles |
| N | Skip Logic | Revised_ Phishing |

| | | |
|---|------------|---------------------|
| N | Skip Logic | Revised_Malware |
| N | Skip Logic | Revised_Email Scams |
| N | | Content |
| Y | | Change Behavior |
| Y | | Visit Frequency |
| N | | Age |
| N | | Site Improvement |

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|---|--|----------------|
| Y | | Plain Language |
|---|--|----------------|

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| | | |
| Y | | Plain Lang 2 |
| Y | | Plain Lang 3 |

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| Y | Skip Logic | Come to do | |
|---|------------|------------|--|

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| | | | |
| Y | Skip Logic | MIS Info | |
| Y | Skip Logic | MIS influence | |
| N | Skip Logic | Other to do | |
| Y | Skip Logic | Outdoor | |
| N | Skip Logic | Other outdoor | |
| Y | Skip Logic | Attraction | |

| | | | |
|---|------------|-------------------|--|
| | | | |
| N | Skip Logic | Other Attractions | |

| Required Y/N | Special Instructions | |
|--------------|----------------------|-----------------------|
| Y | | Look for Information |
| | | |
| Y | | How Found Information |
| | | |
| Y | Skip logic | Navigation Experience |

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|---|------------|--------------------|--------------|
| | | | |
| Y | Skip logic | OE_Navigation | Difficulty |
| Y | Skip logic | OE_LinkLabel | Difficulty |
| N | | OE_Navigation | Improvements |
| Y | Skip logic | Search Usage | |
| Y | Skip logic | Search Help | |
| Y | Skip logic | Search Improvement | |
| Y | Skip logic | OE_Search | Improvement |
| Y | Skip logic | OE_Search | Useful |

| | | |
|---|------------|-------------------|
| Y | Skip Logic | Mobile Internet |
| Y | Skip Logic | Mobile Device |
| N | Skip Logic | OE_Mobile Device |
| Y | Skip Logic | Mobile Access |
| N | Skip Logic | OE_Mobile Content |