

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.

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

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

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?

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

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

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)

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.)

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?

	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	

	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			

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

	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	

	1 = Poor		Drop down, select one	Single
	2			
	3			

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

	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)			
			Text area, no char limit	
	Amusement Parks	Z	vertical	Multi
	Casinos			
	Farms & Mills			
	Historic Sites			
	Lighthouses			
	Museums			
	Racetracks			
	Tours			
	Water Parks			
	Wineries			

	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			

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 vertical	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

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

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	Search 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

Y		Plain Language
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Y		Plain Lang 2
Y		Plain Lang 3

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

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