

Measures Name/Client name (CDs and Answer choices)

USDA FSA Intranet

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

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?

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]:

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?

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

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

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

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.

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.

			Text area,	
EDO04986A001			Radio button, one-up vertical	Single
EDO04986A002	White			
EDO04986A003	Black or African American			
EDO04986A004	American Indian or Alaska Native			
EDO04986A005	Native Hawaiian or other Pacific Islander			
EDO04986A006	Asian			
EDO04987A001	Other race			
EDO04987A001			Radio button, one-up vertical	Single
EDO04987A002	Yes			
EDO04987A003	No			
EDO04988A001	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			

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			

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		

	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	

		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	

Y		
Y		
Y		

N	Skip Logic Redesign	
N	Skip Logicdesign Worse	

Yes	Skip Logic Group	
No	Skip Logic Group	

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

No	Skip Logic Group	
Yes	Skip Logic Group	
No	Skip Logic Group	