#### **Questionnaire Management Guidelines**

#### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

#### Basic rules:

1 This questionnaire has to match the live survey

**2** All changes to the live measure need to be tracked and archived in **one document** 

3 All CQ change requests have to be submitted using this document

SRA: 1) marks up changes and submits the entire document to DOT

DOT: 1) archives change request on separate tab

2) implements change(s)

3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes

4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

| Dept of State v2 MODEL QUESTION LIST |  |      |  |      |   |  |  |  |
|--------------------------------------|--|------|--|------|---|--|--|--|
|                                      | Model questions utiliz   | e th | e ACSI methodology to determine scores and   | impa | acts  |  |  |  |
|                                      | ELEMENTS (drivers of satisfaction)   |      | CUSTOMER SATISFACTION  |      | FUTURE BEHAVIORS  |  |  |  |
|                                      | Content (1=Poor, 10=Excellent, Don't Know)   |      | Satisfaction   |      | Likelihood to Return (1=Not Very Likely, 10=Very Likely)  |  |  |  |
| 1                                    | Please rate the <strong>accuracy of information</strong> on this site.   | 2    | What is your <strong>overall satisfaction</strong> with this site? (1=Very Dissatisfied, 10=Very Satisfied)              | 27   | How likely are you to <strong>return to this site</strong> ?  |  |  |  |
| 2                                    | Please rate the <strong>quality of information</strong> on this site.  | 2!   | How well does this site <strong>meet your expectations</strong> ? (1=Falls Short, 10=Exceeds)                            |      | Recommend (1=Not Very Likely, 10=Very Likely)   |  |  |  |
| 3                                    | Please rate the <b><strong>freshness of content</strong></b> on this site.   | 20   | How does this site <strong>compare to your idea of an ideal website <li>/1=Not Very Close, 10=Very Close)</li> </strong> | 28   | BHow likely are you to <strong>recommend this site to someone else</strong> ?                             |  |  |  |
|                                      | Functionality (1=Poor, 10=Excellent, Don't Know)   |      |  |      | Future Participation (1=Very Unlikely, 10=Very Likely)  |  |  |  |
| 4                                    | Please rate the <strong>usefulness of the features provided</strong> on this site.   |      |  | 29   | How likely are you to <strong>express your thoughts or ideas to this agency</strong> in the next 90 days? |  |  |  |
|                                      | Please rate the <strong>convenience of the features</strong> on this site.   |      |  |      | Trust (1=Strongly Disagree, 10=Strongly Agree)  |  |  |  |
| 6                                    | Please rate the <strong>variety of features</strong> on this site.   |      |  |      | can count on this agency to <strong><b>act in my best</b> interests</strong> .                            |  |  |  |
|                                      | Look and Feel (1=Poor, 10=Excellent, Don't Know)   |      |  | _    | consider this agency to be <strong>trustworthy</strong> .   |  |  |  |
|                                      | Please rate the <strong>visual appeal</strong> of this site.   |      |  | 32   | 2<br>This agency can be trusted to <strong><b>do what is right</b></strong> .                             |  |  |  |
|                                      | Please rate the <strong>balance of graphics and text</strong> on this site.  |      |  |      |   |  |  |  |
| 9                                    | Please rate the <strong>readability of the pages</strong> on this site.  |      |  |      |   |  |  |  |
| 10                                   | Navigation (1=Poor, 10=Excellent, Don't Know) Please rate <strong>how well the site is organized</strong> .  |      |  |      |   |  |  |  |
|                                      | Please rate the <strong>now well the site is organized</strong> .  Please rate the <strong>options available for navigating</strong> this site.          |      |  |      |   |  |  |  |
|                                      | Please rate <strong>how well the site layout helps you find what you are looking for</strong> .  |      |  |      |   |  |  |  |
| 13                                   | Please rate the <strong>number of clicks to get where you want</strong> on this site.  |      |  | ,    |   |  |  |  |
|                                      | Search (1=Poor, 10=Excellent, Don't Know)  |      |  |      |   |  |  |  |
| 14                                   | Please rate the <strong>relevance of search results</strong> on this site.   |      |  |      |   |  |  |  |
| 15                                   | Please rate the <strong>organization of search results</strong> on this site.  |      |  |      |   |  |  |  |
| 16                                   | Please rate how well the <strong>search results help you decide what to select</strong> .  |      |  |      |   |  |  |  |
| 17                                   | Please rate how well the <strong>search feature helps you to narrow the results</strong> to find what you want.  |      |  |      |   |  |  |  |
|                                      | Site Performance (1=Poor, 10=Excellent, Don't Know)  |      |  |      |   |  |  |  |
|                                      | Please rate how <strong>quickly pages load</strong> on this site.  Please rate the <strong>consistency of speed from page to page</strong> on this site. |      |  |      |   |  |  |  |
| 20                                   | Please rate the <strong>ability to load pages without getting error messages</strong> on this site.  |      |  |      |   |  |  |  |
|                                      | Online Transparency (1=Poor, 10=Excellent, Don't Know)   |      |  |      |   |  |  |  |
| 21                                   | Please rate how <strong>thoroughly</strong> this website <strong>discloses information</strong> about what this agency is doing.                         |      |  |      |   |  |  |  |
| 22                                   | Please rate how <strong>quickly agency information is made available</strong><br>on this website.  |      |  |      |   |  |  |  |
| 23                                   | Please rate how well information about this agency's actions <strong>can be accessed by the public</strong> on this website.                             |      |  |      |   |  |  |  |

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|               |               |   | Dept of State V2 COSTOM QOESTION LIST  |           |                                 |        |
|---------------|---------------|---|--|-----------|---------------------------------|--------|
|               | Skip<br>Logic |   | Answer Choices   |           |                                 | Single |
| OID           | Label         | Question Text   | (limited to 50 characters)   | Skip to   | Type (select from list)         | or Mul |
| KR5753        |               | How frequently do you visit this site?                                  | First time   | Gp 10     | Radio button, one-up vertical   | _      |
|               |               | lines inequently as you that and one.                                   | More than once a day   |           | rtaare sattern, erre ap verteen | July   |
|               |               |   | Daily  |           |                                 |        |
|               |               |   | About once a week  |           |                                 |        |
|               |               |   | About once a month   |           |                                 |        |
|               |               |   | Every 6 months or less   |           |                                 |        |
| KR5754        |               | Which best describes you?   | Attorney/Lawyer  |           | Checkbox, one-up vertical       | М      |
| 1410104       |               | William best describes you.   | Business Person/Contractor   |           | Checkbox, one up vertical       |        |
|               |               |   | College/Graduate Student   |           |                                 |        |
|               |               |   | General Public (U.S. or Foreign Citizen)                                     |           |                                 |        |
|               |               |   | Grades 9-12 Student  |           |                                 |        |
|               |               |   | Grades K-8 Student   |           |                                 |        |
|               |               |   | Non-governmental org.  |           |                                 |        |
|               |               |   | Press/Journalist   |           |                                 |        |
|               |               |   |  |           |                                 |        |
|               |               |   | Retired Teacher/Educator   |           |                                 |        |
|               |               |   |  |           |                                 |        |
|               |               |   | U.S. State or Local gov't  |           |                                 |        |
|               |               |   | U.S. Federal gov't Other, please specify:                                    |           |                                 |        |
| VDE7EE        |               | Other role  | Other, please specify.   | Α         | Text area, no char limit        | _      |
| KR5755        | Α             |   | One on information   |           | ,                               |        |
| KR5756        |               | What is your primary purpose for visiting this site?                    | Career information Visa information  |           | Radio button, one-up vertical   | singl  |
|               |               |   |  |           |                                 |        |
|               |               |   | Passport information   |           |                                 |        |
|               |               |   | Humanrights information  |           |                                 |        |
|               |               |   | Information about foreign affairs  |           |                                 |        |
|               |               |   | Information about different countries  |           |                                 |        |
|               |               |   | Foreign per diem information   |           |                                 |        |
|               |               |   | Read the latest news and press releases                                      |           |                                 |        |
|               |               |   | Information on international business  |           |                                 |        |
|               |               |   | Research educational and cultural information                                |           |                                 |        |
|               |               |   | Research for school or personal use  |           |                                 |        |
|               |               |   | Travel information or warnings   |           |                                 |        |
|               |               |   | Learn about the State Department   |           |                                 |        |
|               |               |   | Other, please specify:   | Α         |                                 |        |
| ACQDom0006614 | A             | Other primary reason  |  |           | Text field, <100 char           |        |
| KR5757        |               | What primary method are you using to locate the information you are     | "Find it by" feature -> "Browse by" feature                                  | C,E,F     | Radio button, one-up vertical   | single |
|               |               |   | Categories on the TOP white navigation bar (e.g. about state, policy issues, | E         |                                 |        |
|               |               |   | etc.)  |           |                                 |        |
|               |               |   | Links in the page  | E         |                                 |        |
|               |               |   | Search feature on this site  | C.G       |                                 |        |
|               |               |   | Third-party search feature (such as Google, Yahoo, etc.)                     | -,-       |                                 |        |
|               |               |   | Other  |           |                                 |        |
| KR5758        | С             | How do you search for information on our site? (check all that apply)   | Keywords or topics   |           | Checkbox, one-up vertical       | mult   |
| 111.07.00     |               | inor do you ocuren for information on our site: (effect all that apply) | "Browse by" Speaker  | М         | Chesison, one up venical        | IIIuii |
|               |               |   | "Browse by" Date   | J, M      |                                 |        |
|               |               |   | "Browse by " Topic   |           |                                 |        |
|               |               |   |  | K, M<br>M |                                 |        |
|               |               |   | "Browse by" Country  | IVI       |                                 |        |

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|               |                        |   | <u>,                                      </u>   |         |                                |                    |
|---------------|------------------------|---|--|---------|--------------------------------|--------------------|
| QID           | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)        | Single<br>or Multi |
|               |                        |   | "Browse by" Publication  | L, M    |                                |                    |
|               |                        |   | Other  |         |                                |                    |
| AKR5765       | E                      | Please describe your navigation experience.   | No difficulties encountered  |         | Radio button, one-up vertical  | single             |
|               |                        |   | Could not determine the best link on most pages  |         |                                |                    |
|               |                        |   | Could not navigate back to previous information  |         |                                |                    |
|               |                        |   | I felt lost, did not know where I was  |         |                                |                    |
|               |                        |   | I had difficulty finding related information   |         |                                |                    |
|               |                        |   | I had difficulty finding detailed information  |         |                                |                    |
|               |                        |   | Too many links or navigational choices   |         |                                |                    |
|               |                        |   | Links did not take me where I expected   |         |                                |                    |
|               |                        |   | Could not get started or did not know where to begin   |         |                                |                    |
|               |                        |   | I had technical difficulties (e.g. broken links, error messages, etc)  |         |                                |                    |
|               |                        |   | The navigation did not support what I was trying to accomplish   |         |                                |                    |
|               |                        |   | Navigated to general area but could not find the specific content needed   |         |                                |                    |
|               |                        |   | Other  |         |                                |                    |
| AKR5762       | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |  |         | Text area, no char limit       |                    |
| ACQWro0010704 | М                      | How would you rate your overall satisfaction with the "Browse by" features on state.gov?                                    | Very satisfied   |         | Radio button, one-up vertical  | Single             |
|               |                        |   | Somewhat satisfied   |         |                                |                    |
|               |                        |   | Neutral  |         |                                |                    |
|               |                        |   | Somewhat unsatisfied   |         |                                |                    |
|               |                        |   | Very unsatisfied   |         |                                |                    |
| ACQWro0010705 | J                      | Which of the following best describes your experience with the<br>"Browse by Date" feature? (select all that apply)         | The feature led me to the results I was looking for.   |         | Checkbox, one-up vertical      | Multi              |
|               |                        |   | I could not find the specific results I wanted within the date range I browsed.  |         |                                |                    |
|               |                        |   | I would have preferred to be able to browse by different date ranges.  | JJ      |                                |                    |
| ACQWro0010706 | JJ                     | What other date range would be helpful to you?  |  |         | Text area, no char limit       | Single             |
| ACQWro0010707 | К                      | Which of the following best describes your experience with "Browse by Topic" feature? (select all that apply)               | The feature led me to the results I was looking for  |         | Checkbox, one-up vertical      | single             |
|               |                        |   | It was not sure which topic name would have the information I was looking I could not find the specific results I wanted within the topic I browsed. | KK      |                                |                    |
|               |                        |   | The topic I was looking for was not included   | KK      |                                |                    |
| ACQWro0010692 | KK                     | What topic were you trying to find?   |  |         | Text area, no char limit       | Single             |
| ACQWro0010713 | L                      | Which of the following best describes your experience with the "Browse by Publication" feature?                             | The feature led me to the results I was looking for  |         | Checkbox, one-up vertical      |                    |
|               |                        |   | I could not find the specific results I wanted within the publication type   |         |                                |                    |
|               |                        |   | I was looking for a publication type that was not listed   | LL      |                                |                    |
| ACQWro0010714 | LL                     | What publication type were you trying to find?  |  |         | Text area, no char limit       | Single             |
| AKR5763       |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government      | 1=Poor   |         | Radio button, scale, has don't | Single             |

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|               |                        |   | Dept of State V2 COSTOM QUESTION LIST                              |         |   |                    |
|---------------|------------------------|---|--|---------|---|--------------------|
| QID           | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)                       | Skip to | Type (select from list)   | Single<br>or Multi |
|               |                        |   | 3  |         | Checkbox, one-up vertical  Text field, <100 char Radio button, one-up vertical  Radio button, one-up vertical |                    |
|               |                        |   | 4  |         |   |                    |
|               |                        |   | 5  |         |   |                    |
|               |                        |   | 7  |         |   |                    |
|               |                        |   | 2  |         |   |                    |
|               |                        |   | q  |         |   |                    |
|               |                        |   | Excellent=10   |         |   |                    |
| AKR5766       |                        | Are you using the site to find information for any of the following:  | Career or employment decisions or choices                          |         | Checkbox. one-up vertical   | multi              |
|               |                        | , ,   | Personal knowledge or curiosity                                    |         |   |                    |
|               |                        |   | School or college-related task or assignment                       |         |   |                    |
|               |                        |   | Travel purposes  |         |   |                    |
|               |                        |   | Work-related task or assignment                                    |         |   |                    |
|               |                        |   | Other  | Α       |   |                    |
| ACQWro0010700 | Α                      | Other:  |  |         | Text field, <100 char   | single             |
| ACQWro0010689 |                        | Have you signed up for "My State Department" to personalize the content you see on state.gov?                                     | Yes  | A, B    | Radio button, one-up vertical   | single             |
|               |                        |   | No   |         |   |                    |
| ACQWro0010690 |                        | Please rate your overall satisfaction with "My State Department."   | Very satisfied   |         |   | singe              |
|               |                        |   | Somewhat satisfied   |         |   |                    |
|               |                        |   | Neutral  |         |   |                    |
|               |                        |   | Somewhat unsatisfied   |         |   |                    |
|               |                        |   | Very unsatisfied   |         |   |                    |
| ACQWro0010691 |                        | Are there any additional features or widgets you would like included in "My State Department?"                                    |  |         | Text area, no char limit  | Single             |
| ACQWro0010701 |                        | Have you downloaded the State Department's "Smart Traveler" app for iPhone?   | Yes  | A, B    | Radio button, one-up vertical   | Single             |
|               |                        |   | I have seen it but not downloaded it I was unfamiliar with the app |         |   |                    |
| ACQWro0010702 | A                      | Please rate your overall satisfaction with the Smart Traveler app.  | I was uniamilal with the app                                       |         |   |                    |
| ACQWI00010702 | _ ^                    | Prease rate your overall satisfaction with the Smart Traveler app.  | Very satisfied   |         | Radio button, one-up vertical   | Single             |
|               |                        |   | Somewhat satisfied   |         | Radio battori, orie-up vertical   | Jiligie            |
|               |                        |   | Neutral  |         |   |                    |
|               |                        |   | Somewhat unsatisfied   |         |   |                    |
|               |                        |   | Very unsatisfied   |         |   |                    |
| ACQWro0010703 |                        | Please recommend one improvement we could make to the Smart Traveler app.   | Vijandadiled   |         | Text area, no char limit  | Single             |
| ACQwil0011747 |                        | Have you ever visited the Background Notes section of the   | <del>Yes</del>   | F, G    | Drop down, select one   | Single             |
| ACQWIIO011747 |                        | website?—This includes facts about the land, people, history, government, political conditions, economy, and foreign relations of | 163  | Γ, Ο    | Drop down, selectione   | Sirigie            |
|               |                        | independent states, some dependencies, and areas of special sovereignty.  |  |         |   |                    |
|               |                        |   | No   |         |   |                    |
|               |                        |   | I don't know   |         |   |                    |
|               |                        |   | <u>FUOITE KHOW</u>   |         |   |                    |

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| QID           | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list)  | Single<br>or Multi |
|---------------|------------------------|--|--|---------|--------------------------|--------------------|
| ACQwil0011769 | F                      | Much of the current information in Background Notes is readily available on other websites. The Department of State is considering revising the content to include only information that the department can uniquely provide, such as US Relations with a particular country. Would that information be useful to you? | Yes  |         | Drop down, select one    | Single             |
|               |                        |  | No No  |         |                          |                    |
| ACQwil0011770 | G                      | If the Background Notes were reconfigured to focus only on State Department unique information, would you like us to provide other useful links to help you in your country research?  | <del>Yes</del>                               | н       | Drop down, select one    | Single             |
|               |                        |  | No   |         |                          |                    |
| ACQwil0011771 | H                      | What type of information would you like additional links to?   |  |         | Text area, no char limit |                    |
| AKR5767       |                        | How did you find out about this website?   | College/School                               |         | Drop down, select one    | single             |
|               |                        |  | USA.gov                                      |         |                          |                    |
|               |                        |  | Friend/Colleague                             |         |                          |                    |
|               |                        |  | Link from another website                    |         |                          |                    |
|               |                        |  | News Story                                   |         |                          |                    |
|               |                        |  | Search engine                                |         |                          |                    |
|               |                        |  | State Dept. Publication                      |         |                          |                    |
|               |                        |  | Other: Please Specify                        | В       |                          |                    |
| AED10467      | В                      | Other: How did you find out about this website?  |  |         | Text field, <100 char    | single             |
| AKR5770       |                        | Did you find what you were looking for?  | Yes  |         | Drop down, select one    | single             |
|               |                        |  | No   | J       |                          |                    |
|               |                        |  | Partially                                    | J       |                          |                    |
|               |                        |  | Still looking                                | J       |                          |                    |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| У               |                         |
|                 |                         |
| у               | OPS Group               |
|                 |                         |
| n<br>y          | OPS Group               |
|                 | OPS Group               |
| N               | OPS Group               |
| У               | Skip Logic Group        |
| У               | Skip Logic              |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
|                 |                         |
| n               | Skip Logic Group        |
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| Required<br>Y/N | Special<br>Instructions |
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| У               | OPS Group               |
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| ¥               | Skip Logic Group        |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
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| ¥               | Skip Logic Group        |
| N               | Skip Logic Group        |
| у               | OPS                     |
| N               | OPS                     |
| У               | Skip Logic Group        |

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|              |       |   | Dept of State V2 CUSTOM QUESTION LIST  |         |                               |        |
|--------------|-------|---|--|---------|-------------------------------|--------|
|              | Skip  |   |  |         |                               |        |
| o.n          | Logic | 0.000.000   | Answer Choices   | 01:     |                               | Single |
| QID          | Label | Question Text   | (limited to 50 characters)   | Skip to | Type (select from list)       | or Mul |
| KR5753       |       | How frequently do you visit this site?                                | First time   |         | Radio button, one-up vertical | single |
|              |       |   | More than once a day   |         |                               |        |
|              |       |   | Daily  |         |                               |        |
|              |       |   | About once a week  |         |                               |        |
|              |       |   | About once a month   |         |                               |        |
|              |       |   | Every 6 months or less   |         |                               |        |
| KR5754       |       | Which best describes you?   | Attorney/Lawyer  |         | Checkbox, one-up vertical     | М      |
|              |       |   | Business Person/Contractor   |         |                               |        |
|              |       |   | College/Graduate Student   |         |                               |        |
|              |       |   | General Public (U.S. or Foreign Citizen)                                     |         |                               |        |
|              |       |   | Grades 9-12 Student  |         |                               |        |
|              |       |   | Grades K-8 Student   |         |                               |        |
|              |       |   | Non-governmental org.  |         |                               |        |
|              |       |   | Press/Journalist   |         |                               |        |
|              |       |   | Retired  |         |                               |        |
|              |       |   | Teacher/Educator   |         |                               |        |
|              |       |   | U.S. State or Local gov't  |         |                               |        |
|              |       |   | U.S. Federal gov't   |         |                               |        |
|              |       |   | Other, please specify:   | Α       |                               |        |
| KR5755       | Α     | Other role  |  |         | Text area, no char limit      |        |
| KR5756       |       | What is your primary purpose for visiting this site?                  | Career information   |         | Radio button, one-up vertical | single |
|              |       |   | Visa information   |         |                               |        |
|              |       |   | Passport Information information   |         |                               |        |
|              |       |   | Human Rights rights information  |         |                               |        |
|              |       |   | Information about <del>Foreign</del> foreign affairs                         |         |                               |        |
|              |       |   | Information about different countries  |         |                               |        |
|              |       |   | Foreign Per per diem information   |         |                               |        |
|              |       |   | Read the latest news and press releases                                      |         |                               |        |
|              |       |   | Information on international business  |         |                               |        |
|              |       |   | Research educational and cultural information                                |         |                               |        |
|              |       |   | Research for school or personal use  |         |                               |        |
|              |       |   | Travel information or warnings   |         |                               |        |
|              |       |   | Learn about the State Department   |         |                               |        |
|              |       |   | Other, please specify:   | Α       |                               |        |
| CQDom0006614 | A     | Other primary reason  |  |         | Text field, <100 char         |        |
| KR5757       |       | What primary method are you using to locate the information you are   | "Find it by" feature -> "Browse by" feature                                  | C,E,F   | Radio button, one-up vertical | single |
|              |       | ,                               | Categories on the TOP white navigation bar (e.g. about state, policy issues, | E .     | ,                             |        |
|              |       |   | etc.)  | _       |                               |        |
|              |       |   | Links in the page  | E       |                               |        |
|              |       |   | Search feature on this site  | C,G     |                               |        |
|              |       |   | Third-party search feature (such as Google, Yahoo, etc.)                     |         |                               |        |
|              |       |   | Other  |         |                               |        |
| KR5758       | С     | How do you search for information on our site? (check all that apply) | Keywords or topics   |         | Checkbox, one-up vertical     | multi  |
|              |       | in at you could not information on our one. (check all that apply)    | "Browse by" Speaker  | М       | C. CSNBOX, One up venteur     | maia   |
|              |       |   | "Browse by" Date   | J, M    |                               |        |
|              |       |   | "Browse by "Topic  | K, M    |                               |        |
|              |       |   | "Browse by" Country  | M       |                               |        |
|              |       |   | Drowse by Country  | 141     |                               |        |

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|               |                        |   | <u>,                                      </u>   |         |                                |                    |
|---------------|------------------------|---|--|---------|--------------------------------|--------------------|
| QID           | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)        | Single<br>or Multi |
|               |                        |   | "Browse by" Publication  | L, M    |                                |                    |
|               |                        |   | Other  |         |                                |                    |
| AKR5765       | E                      | Please describe your navigation experience.   | No difficulties encountered  |         | Radio button, one-up vertical  | single             |
|               |                        |   | Could not determine the best link on most pages  |         |                                |                    |
|               |                        |   | Could not navigate back to previous information  |         |                                |                    |
|               |                        |   | I felt lost, did not know where I was  |         |                                |                    |
|               |                        |   | I had difficulty finding related information   |         |                                |                    |
|               |                        |   | I had difficulty finding detailed information  |         |                                |                    |
|               |                        |   | Too many links or navigational choices   |         |                                |                    |
|               |                        |   | Links did not take me where I expected   |         |                                |                    |
|               |                        |   | Could not get started or did not know where to begin   |         |                                |                    |
|               |                        |   | I had technical difficulties (e.g. broken links, error messages, etc)  |         |                                |                    |
|               |                        |   | The navigation did not support what I was trying to accomplish   |         |                                |                    |
|               |                        |   | Navigated to general area but could not find the specific content needed   |         |                                |                    |
|               |                        |   | Other  |         |                                |                    |
| AKR5762       | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |  |         | Text area, no char limit       |                    |
| ACQWro0010704 | М                      | How would you rate your overall satisfaction with the "Browse by" features on state.gov?                                    | Very satisfied   |         | Radio button, one-up vertical  | Single             |
|               |                        |   | Somewhat satisfied   |         |                                |                    |
|               |                        |   | Neutral  |         |                                |                    |
|               |                        |   | Somewhat unsatisfied   |         |                                |                    |
|               |                        |   | Very unsatisfied   |         |                                |                    |
| ACQWro0010705 | J                      | Which of the following best describes your experience with the<br>"Browse by Date" feature? (select all that apply)         | The feature led me to the results I was looking for.   |         | Checkbox, one-up vertical      | Multi              |
|               |                        |   | I could not find the specific results I wanted within the date range I browsed.  |         |                                |                    |
|               |                        |   | I would have preferred to be able to browse by different date ranges.  | JJ      |                                |                    |
| ACQWro0010706 | JJ                     | What other date range would be helpful to you?  |  |         | Text area, no char limit       | Single             |
| ACQWro0010707 | К                      | Which of the following best describes your experience with "Browse by Topic" feature? (select all that apply)               | The feature led me to the results I was looking for  |         | Checkbox, one-up vertical      | single             |
|               |                        |   | It was not sure which topic name would have the information I was looking I could not find the specific results I wanted within the topic I browsed. | KK      |                                |                    |
|               |                        |   | The topic I was looking for was not included   | KK      |                                |                    |
| ACQWro0010692 | KK                     | What topic were you trying to find?   |  |         | Text area, no char limit       | Single             |
| ACQWro0010713 | L                      | Which of the following best describes your experience with the "Browse by Publication" feature?                             | The feature led me to the results I was looking for  |         | Checkbox, one-up vertical      |                    |
|               |                        |   | I could not find the specific results I wanted within the publication type   |         |                                |                    |
|               |                        |   | I was looking for a publication type that was not listed   | LL      |                                |                    |
| ACQWro0010714 | LL                     | What publication type were you trying to find?  |  |         | Text area, no char limit       | Single             |
| AKR5763       |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government      | 1=Poor   |         | Radio button, scale, has don't | Single             |

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|--------------------------------|------------------------|---|--|------------------|---|--------------------|
| QID                            | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to          | Type (select from list)                             | Single<br>or Multi |
|                                |                        |   | 3<br>4<br>5<br>6   |                  |   |                    |
|                                |                        |   | 77<br>88   |                  |   |                    |
| AKR5766                        |                        |   | Excellent=10  Career or employment decisions or choices  Personal knowledge or curiosity  School or college-related task or assignment  Travel purposes  Work-related task or assignment |                  | Checkbox, one-up vertical                           | multi              |
|                                |                        |   | Other  | Α                |   |                    |
| ACQWro0010700<br>ACQWro0010689 |                        | Other: Have you signed up for "My State Department" to personalize the content you see on state.gov?  | Yes  | A, B             | Text field, <100 char Radio button, one-up vertical | single<br>single   |
| ACQWro0010690                  |                        | Please rate your overall satisfaction with "My State<br>Department."  | No Very satisfied  Somewhat satisfied  Neutral Somewhat unsatisfied  Very unsatisfied  |                  | Radio button, one-up<br>vertical                    | singe              |
| ACQWro0010691                  | В                      | Are there any additional features or widgets you would like included in "My State Department?"  | very disaddised  |                  | Text area, no char limit                            | Single             |
| ACQWro0010701                  |                        | Have you downloaded the State Department's "Smart Traveler" app for iPhone?   | Yes I have seen it but not downloaded it I was unfamiliar with the app   | A, B             | Radio button, one-up vertical                       | Single             |
| ACQWro0010702                  | A                      | Please rate your overall satisfaction with the Smart Traveler app.  | Very satisfied Somewhat satisfied Neutral Somewhat unsatisfied Very unsatisfied  |                  | Radio button, one-up vertical                       | Single             |
| ACQWro0010703                  |                        | Please recommend one impovement improvement we could make to the Smart Traveler app.  |  |                  | Text area, no char limit                            | Single             |
| ACQwil0011747                  |                        | Have you ever visited the <b>Background Notes</b> section of the website? This includes facts about the land, people, history, government, political conditions, economy, and foreign relations of independent states, some dependencies, and areas of special sovereignty. | Yes  | F <del>, G</del> | <del>Drop down, select one</del>                    | Single             |
|                                |                        |   | <del>No</del>  |                  |   |                    |
|                                |                        |   | <del>I don't know</del>  |                  |   |                    |

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| QID           | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list)  | Single<br>or Multi |
|---------------|------------------------|--|--|---------|--------------------------|--------------------|
| ACQwil0011769 | F                      | Much of the current information in Background Notes is readily available on other websites. The Department of State is considering revising the content to include only information that the department can uniquely provide, such as US Relations with a particular country. Would that information be useful to you? | Yes  |         | Drop down, select one    | Single             |
|               |                        |  | No No  |         |                          |                    |
| ACQwil0011770 | G                      | If the Background Notes were reconfigured to focus only on State Department unique information, would you like us to provide other useful links to help you in your country research?  | <del>Yes</del>                               | н       | Drop down, select one    | Single             |
|               |                        |  | No   |         |                          |                    |
| ACQwil0011771 | H                      | What type of information would you like additional links to?   |  |         | Text area, no char limit |                    |
| AKR5767       |                        | How did you find out about this website?   | College/School                               |         | Drop down, select one    | single             |
|               |                        |  | USA.gov                                      |         |                          |                    |
|               |                        |  | Friend/Colleague                             |         |                          |                    |
|               |                        |  | Link from another website                    |         |                          |                    |
|               |                        |  | News Story                                   |         |                          |                    |
|               |                        |  | Search engine                                |         |                          |                    |
|               |                        |  | State Dept. Publication                      |         |                          |                    |
|               |                        |  | Other: Please Specify                        | В       |                          |                    |
| AED10467      | В                      | Other: How did you find out about this website?  |  |         | Text field, <100 char    | single             |
| AKR5770       |                        | Did you find what you were looking for?  | Yes  |         | Drop down, select one    | single             |
|               |                        |  | No   | J       |                          |                    |
|               |                        |  | Partially                                    | J       |                          |                    |
|               |                        |  | Still looking                                | J       |                          |                    |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| У               |                         |
|                 |                         |
| у               | OPS Group               |
|                 |                         |
| n<br>y          | OPS Group               |
|                 | OPS Group               |
| N               | OPS Group               |
| У               | Skip Logic Group        |
| У               | Skip Logic              |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
|                 |                         |
| n               | Skip Logic Group        |
| n               | Skip Logic Group        |
| Y               | Skip Logic Group        |
| Y               | Skip Logic Group        |
| N               | Skip Logic Group        |
| Y               | Skip Logic Group        |
| N               | Skip Logic Group        |
| N               | Skip Logic Group        |
| Y               |                         |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
|                 |                         |
| У               | OPS Group               |
| n               | OPS Group               |
| У               | Skip Logic Group        |
| Y               | Skip Logic Group        |
| N               | skip logic group        |
| Y               | Skip logic group        |
| Y               | Skip logic group        |
| N<br>¥          | Skip logic group        |
| ¥               | Skip Logic Group        |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| ¥               | Skip Logic Group        |
| ¥               | Skip Logic Group        |
| N               | Skip Logic Group        |
| у               | OPS                     |
| N               | OPS                     |
| У               | Skip Logic Group        |

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|              |                        |   | Dept of State V2 COSTOM QUESTION LIST  |         |  |                  |
|--------------|------------------------|---|--|---------|--|------------------|
| OID          | Skip<br>Logic<br>Label | Quanties Tout   | Answer Choices<br>(limited to 50 characters)                                       | Skip to | Tune (select from list)                                | Single<br>or Mul |
|              | Labei                  | Question Text How frequently do you visit this site?                    | , ,  | Skip to | Type (select from list)  Radio button, one-up vertical | +                |
| AKR5753      |                        | How frequently do you visit this site?                                  | First time   |         | Radio button, one-up vertical                          | single           |
|              |                        |   | More than once a day   |         |  |                  |
|              |                        |   | Daily  |         |  |                  |
|              |                        |   | About once a week  |         |  |                  |
|              |                        |   | About once a month   |         |  |                  |
| /DESE.       |                        |   | Every 6 months or less   |         |  |                  |
| CR5754       |                        | Which best describes you?   | Attorney/Lawyer  |         | Checkbox, one-up vertical                              | М                |
|              |                        |   | Business Person/Contractor   |         |  |                  |
|              |                        |   | College/Graduate Student   |         |  |                  |
|              |                        |   | General Public (U.S. or Foreign Citizen)   |         |  |                  |
|              |                        |   | Grades 9-12 Student  |         |  |                  |
|              |                        |   | Grades K-8 Student   |         |  |                  |
|              |                        |   | Non-governmental org.  |         |  |                  |
|              |                        |   | Press/Journalist   |         |  |                  |
|              |                        |   | Retired  |         |  |                  |
|              |                        |   | Teacher/Educator   |         |  |                  |
|              |                        |   | U.S. State or Local gov't  |         |  |                  |
|              |                        |   | U.S. Federal gov't   |         |  |                  |
|              |                        |   | Other, please specify:   | Α       |  |                  |
| (R5755       | Α                      | Other role  |  |         | Text area, no char limit                               |                  |
| KR5756       |                        | What is your primary purpose for visiting this site?                    | Career information   |         | Radio button, one-up vertical                          | sing             |
|              |                        |   | Visa information   |         |  |                  |
|              |                        |   | Passport Information   |         |  |                  |
|              |                        |   | Human Rights information   |         |  |                  |
|              |                        |   | Information about Foreign affairs  |         |  |                  |
|              |                        |   | Information about different countries  |         |  |                  |
|              |                        |   | Foreign Per diem information   |         |  |                  |
|              |                        |   | Read the latest news and press releases  |         |  |                  |
|              |                        |   | Information on international business  |         |  |                  |
|              |                        |   | Research educational and cultural information                                      |         |  |                  |
|              |                        |   | Research for school or personal use  |         |  |                  |
|              |                        |   | Travel information or warnings   |         |  |                  |
|              |                        |   | Learn about the State Department   |         |  |                  |
|              |                        |   | Other, please specify:   | Α       |  |                  |
| CQDom0006614 | A                      | Other primary reason  |  |         | Text field, <100 char                                  |                  |
| (R5757       |                        | What primary method are you using to locate the information you are     |  | C,E,F   | Radio button, one-up vertical                          | sing             |
|              |                        |   | Categories on the TOP white navigation bar (e.g. about state, policy issues, etc.) | E       |  |                  |
|              |                        |   | Links in the page  | E       |  |                  |
|              |                        |   | Search feature on this site  | C,G     |  |                  |
|              |                        |   |  | C,G     |  |                  |
|              |                        |   | Third-party search feature (such as Google, Yahoo, etc.)                           |         |  |                  |
| /DE7E0       |                        | How do you cough for information are any site 0 (sheet, all that and 1) | Other Kongredo er tenico   |         | Charlishay are mention                                 |                  |
| KR5758       | С                      | How do you search for information on our site? (check all that apply)   | Keywords or topics   |         | Checkbox, one-up vertical                              | mul              |
|              |                        |   | "Browse by" Speaker  | М       |  |                  |
|              |                        |   | "Browse by" Date   | J, M    |  |                  |
|              |                        |   | "Browse by" Topic  | K, M    |  |                  |
|              |                        |   | "Browse by" Country  | M       |  |                  |

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| QID           | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)                                    | Skip to | Type (select from list)        | Single<br>or Multi |
|---------------|------------------------|---|---|---------|--------------------------------|--------------------|
| ·             |                        | · · · · · · · · · · · · · · · · · · ·   | "Browse by" Publication   | L, M    |                                |                    |
|               |                        |   | Other   |         |                                |                    |
| KR5765        | E                      | Please describe your navigation experience.   | No difficulties encountered   |         | Radio button, one-up vertical  | single             |
|               |                        |   | Could not determine the best link on most pages                                 |         |                                |                    |
|               |                        |   | Could not navigate back to previous information                                 |         |                                |                    |
|               |                        |   | I felt lost, did not know where I was   |         |                                |                    |
|               |                        |   | I had difficulty finding related information                                    |         |                                |                    |
|               |                        |   | I had difficulty finding detailed information                                   |         |                                |                    |
|               |                        |   | Too many links or navigational choices  |         |                                |                    |
|               |                        |   | Links did not take me where I expected  |         |                                |                    |
|               |                        |   | Could not get started or did not know where to begin                            |         |                                |                    |
|               |                        |   | I had technical difficulties (e.g. broken links, error messages, etc)           |         |                                |                    |
|               |                        |   | The navigation did not support what I was trying to accomplish                  |         |                                |                    |
|               |                        |   | Navigated to general area but could not find the specific content needed        |         |                                |                    |
|               |                        |   | Other   |         |                                |                    |
| AKR5762       | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |   |         | Text area, no char limit       |                    |
| ACQWro0010704 | М                      | How would you rate your overall satisfaction with the "Browse by" features on state.gov?                                    | Very satisfied  |         | Radio button, one-up vertical  | Single             |
|               |                        |   | Somewhat satisfied  |         |                                |                    |
|               |                        |   | Neutral   |         |                                |                    |
|               |                        |   | Somewhat unsatisfied  |         |                                |                    |
|               |                        |   | Very unsatisfied  |         |                                |                    |
| .CQWro0010705 | J                      | Which of the following best describes your experience with the<br>"Browse by Date" feature? (select all that apply)         | The feature led me to the results I was looking for.                            |         | Checkbox, one-up vertical      | Multi              |
|               |                        |   | I could not find the specific results I wanted within the date range I browsed. |         |                                |                    |
|               |                        |   | I would have preferred to be able to browse by different date ranges.           | JJ      |                                |                    |
| CQWro0010706  | JJ                     | What other date range would be helpful to you?  |   |         | Text area, no char limit       | Single             |
| .CQWro0010707 | K                      | Which of the following best describes your experience with "Browse by Topic" feature? (select all that apply)               | The feature led me to the results I was looking for                             |         | Checkbox, one-up vertical      | single             |
|               |                        |   | It was not sure which topic name would have the information I was looking       | KK      |                                |                    |
|               |                        |   | I could not find the specific results I wanted within the topic I browsed.      |         |                                |                    |
|               |                        |   | The topic I was looking for was not included                                    | KK      |                                |                    |
| CQWro0010692  | KK                     | What topic were you trying to find?   |   |         | Text area, no char limit       | Single             |
| CQWro0010713  | L                      | Which of the following best describes your experience with the "Browse by Publication" feature?                             | The feature led me to the results I was looking for                             |         | Checkbox, one-up vertical      |                    |
|               |                        |   | I could not find the specific results I wanted within the publication type      |         |                                |                    |
|               |                        |   | I was looking for a publication type that was not listed                        | LL      |                                |                    |
| CQWro0010714  | LL                     | What publication type were you trying to find?  |   |         | Text area, no char limit       | Single             |
| KR5763        |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government.     | 1=Poor  |         | Radio button, scale, has don't | Single             |

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|                 |                        |  | Dept of State v2 CUSTOM QUESTION LIST        |         |                                |                    |
|-----------------|------------------------|--|--|---------|--------------------------------|--------------------|
| QID             | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list)        | Single<br>or Multi |
|                 |                        |  | 3  |         |                                |                    |
|                 |                        |  | 4  |         |                                |                    |
|                 |                        |  | 5  |         |                                |                    |
|                 |                        |  | 7  |         |                                |                    |
|                 |                        |  | 8  |         |                                |                    |
|                 |                        |  | 9  |         |                                |                    |
|                 |                        |  | Excellent=10                                 |         |                                |                    |
| AKR5766         |                        | Are you using the site to find information for any of the following:   | Career or employment decisions or choices    |         | Checkbox, one-up vertical      | multi              |
|                 |                        |  | Personal knowledge or curiosity              |         |                                |                    |
|                 |                        |  | School or college-related task or assignment |         |                                |                    |
|                 |                        |  | Travel purposes                              |         |                                |                    |
|                 |                        |  | Work-related task or assignment              |         |                                |                    |
|                 |                        |  | Other  | Α       |                                |                    |
| ACQWro0010700   | Α                      | Other:   |  |         | Text field, <100 char          | single             |
| ACQWro0010689   |                        | Have you signed up for "My State Department" to personalize the content you see on state.gov?  | Yes  | A, B    | Radio button, one-up vertical  | single             |
|                 |                        |  | No   |         |                                |                    |
| ACQWro0010690   |                        | Please rate your overall satisfaction with "My State Department."  | Very satisfied                               |         | Radio button, one-up vertical  | singe              |
|                 |                        |  | Somewhat satisfied                           |         |                                |                    |
|                 |                        |  | Neutral                                      |         |                                |                    |
|                 |                        |  | Somewhat unsatisfied                         |         |                                |                    |
|                 |                        |  | Very unsatisfied                             |         |                                |                    |
| ACQWro0010691   |                        | Are there any additional features or widgets you would like included in "My State Department?"   |  |         | Text area, no char limit       | Single             |
| ACQWro0010701   |                        | Have you downloaded the State Department's "Smart Traveler" app for iPhone?  | Vac  | A D     | Dadia button and university    | Cinala             |
|                 |                        | ioripriorie?   | Yes  | A, B    | Radio button, one-up vertical  | Single             |
|                 |                        |  | I have seen it but not downloaded it         |         |                                |                    |
| 4.0014/004.0700 |                        | Discount of the state of the st | I was unfamiliar with the app                |         |                                |                    |
| ACQWro0010702   | Α                      | Please rate your overall satisfaction with the Smart Traveler app.   | Manus and afficial                           |         | Dadia kuttan ana un un untinal | Cinala             |
|                 |                        |  | Very satisfied                               |         | Radio button, one-up vertical  | Single             |
|                 |                        |  | Somewhat satisfied                           |         |                                |                    |
|                 |                        |  | Neutral                                      |         |                                |                    |
|                 |                        |  | Somewhat unsatisfied                         |         |                                |                    |
| 4.00144004.0700 |                        | Discourse de la Constantina Co | Very unsatisfied                             |         |                                |                    |
| ACQWro0010703   | В                      | Please recommend one impovement we could make to the Smart Traveler app.   |  |         | Text area, no char limit       | Cingle             |
|                 |                        | Have you ever visited the <b>Background Notes</b> section of the   | Yes  | F, G    | Drop down, select one          | Single<br>Single   |
|                 |                        | website? This includes facts about the land, people, history,  | 165  | г, с    | Drop down, select one          | Sirigie            |
|                 |                        | government, political conditions, economy, and foreign relations of  |  |         |                                |                    |
|                 |                        | independent states, some dependencies, and areas of special  |  |         |                                |                    |
|                 |                        | sovereignty.   |  |         |                                |                    |
|                 |                        |  | No   |         |                                |                    |
|                 |                        |  | I don't know                                 |         |                                |                    |
|                 |                        |  |  |         |                                |                    |

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| QID      | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)                     | Single<br>or Multi |
|----------|------------------------|--|--|---------|---|--------------------|
|          | F                      | Much of the current information in Background Notes is readily available on other websites. The Department of State is considering revising the content to include only information that the department can uniquely provide, such as US Relations with a particular country. Would that information be useful to you? | Yes  |         | Drop down, select one                       | Single             |
|          | G                      | If the Background Notes were reconfigured to focus only on State Department-unique information, would you like us to provide other useful links to help you in your country research?  | No<br>Yes  | н       | Drop down, select one                       | Single             |
|          | н                      | What type of information would you like additional links to?   | INO  |         | Text area, no char limit                    |                    |
| AKR5767  |                        |  | College/School USA.gov Friend/Colleague Link from another website News Story Search engine State Dept. Publication Other: Please Specify | В       | Drop down, select one                       | single             |
| AED10467 |                        | Other: How did you find out about this website?  |  |         | Text field, <100 char                       | single             |
| AKR5770  |                        | , , ,  | Yes No Partially Still looking   | J<br>J  | Drop down, select one Drop down, select one | single             |

| Required<br>Y/N | Special<br>Instructions |
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Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g== Date: 11/15/2011 red & strike-through: DELETE underlined & italicized: RE-ORDER

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|              |                        |  | Dept of State V2 CUSTOM QUESTION LIST  |         | 1  |                  |
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| QID          | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)                                 | Skip to | Type (select from list)  | Single<br>or Mul |
| KR5753       |                        | How frequently do you visit this site?   | First time   | Skip to | Radio button, one-up vertical  |                  |
| (1(3733      |                        | li low frequently do you visit tills site :  | More than once a day   |         | Tradio button, one-up vertical   | Sirigio          |
|              |                        |  | Daily  |         |  |                  |
|              |                        |  | About once a week  |         |  |                  |
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|              |                        |  | About once a month   |         |  |                  |
| (DE75.4      |                        | Military have decorate and the control of the contr | Every 6 months or less   |         | Observation and the state of th |                  |
| (R5754       |                        | Which best describes you?  | Attorney/Lawyer  |         | Checkbox, one-up vertical  | М                |
|              |                        |  | Business Person/Contractor   |         |  |                  |
|              |                        |  | College/Graduate Student   |         |  |                  |
|              |                        |  | General Public (U.S. or Foreign Citizen)                                     |         |  |                  |
|              |                        |  | Grades 9-12 Student  |         |  |                  |
|              |                        |  | Grades K-8 Student   |         |  |                  |
|              |                        |  | Non-governmental org.  |         |  |                  |
|              |                        |  | Press/Journalist   |         |  |                  |
|              |                        | Retired  |  |         |  |                  |
|              |                        | Teacher/Educator   |  |         |  |                  |
|              |                        | U.S. State or Local gov't  |  |         |  |                  |
|              |                        | U.S. Federal gov't   |  |         |  |                  |
|              |                        |  | Other, please specify:   | Α       |  |                  |
| (R5755       | Α                      | Other role   |  |         | Text area, no char limit   |                  |
| R5756        |                        | What is your primary purpose for visiting this site?   | Career information   |         | Radio button, one-up vertical  | sing             |
|              |                        |  | Visa information   |         |  |                  |
|              |                        |  | Passport Information   |         |  |                  |
|              |                        |  | Human Rights information   |         |  |                  |
|              |                        |  | Information about Foreign affairs  |         |  |                  |
|              |                        |  | Information about different countries  |         |  |                  |
|              |                        |  | Foreign Per diem information   |         |  |                  |
|              |                        |  | Read the latest news and press releases                                      |         |  |                  |
|              |                        |  | Information on international business  |         |  |                  |
|              |                        |  | Research educational and cultural information                                |         |  |                  |
|              |                        |  | Research for school or personal use  |         |  |                  |
|              |                        |  | Travel information or warnings   |         |  |                  |
|              |                        |  | Learn about the State Department   |         |  |                  |
|              |                        |  | Other, please specify:   | Α       |  |                  |
| CQDom0006614 | Α                      | Other primary reason   | ener, product opcons.  |         | Text field, <100 char  |                  |
| (R5757       |                        | What primary method are you using to locate the information you are  | "Find it by" feature -> "Browse by" feature                                  | C,E,F   | Radio button, one-up vertical  | sing             |
|              |                        | ,  | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)      | E .     | ,  |                  |
|              |                        |  | Categories on the TOP white navigation bar (e.g. about state, policy issues, | Ē       |  |                  |
|              |                        |  | etc.)  |         |  |                  |
|              |                        |  | Links in the page  | E       |  |                  |
|              |                        |  | Search feature on this site  | C,G     |  |                  |
|              |                        |  | Third-party search feature (such as Google, Yahoo, etc.)                     |         |  |                  |
|              |                        |  | Other  |         |  |                  |
| R5758        | С                      | How do you search for information on our site? (check all that apply)  | Keywords or topics   |         | Checkbox, one-up vertical  | mul              |
|              |                        |  | "Browse by" Speaker  | M       |  |                  |
|              |                        |  | "Browse by" Date   | J, M    |  |                  |
|              |                        |  | "Browse by" Topic  | K, M    |  |                  |

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g== Date: 11/15/2011 red & strike-through: DELETE underlined & italicized: RE-ORDER

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| QID             | Skip<br>Logic<br>Label | Question Text   | Answer Choices (limited to 50 characters)                                       | Skip to | Type (select from list)        | Single<br>or Mul |
|-----------------|------------------------|---|---|---------|--------------------------------|------------------|
| <u> </u>        |                        | <b>3</b>  | "Browse by" Country   | M       | l spe (concentration)          |                  |
|                 |                        |   | "Browse by" Publication   | L, M    |                                |                  |
|                 |                        |   | Other   | _,      |                                |                  |
| KR5765          | E                      | Please describe your navigation experience.   | No difficulties encountered   |         | Radio button, one-up vertical  | single           |
| 11113703        | _                      | l lease describe your navigation experience.  | Could not determine the best link on most pages                                 |         | radio battori, one up vertical | Sirigit          |
|                 |                        |   | Could not navigate back to previous information                                 |         |                                |                  |
|                 |                        |   | I felt lost, did not know where I was   |         |                                |                  |
|                 |                        |   | I had difficulty finding related information                                    |         |                                |                  |
|                 |                        |   | I had difficulty finding detailed information                                   |         |                                |                  |
|                 |                        |   |   |         |                                |                  |
|                 |                        |   | Too many links or navigational choices  |         |                                |                  |
|                 |                        |   | Links did not take me where I expected  |         |                                |                  |
|                 |                        |   | Could not get started or did not know where to begin                            |         |                                |                  |
|                 |                        |   | I had technical difficulties (e.g. broken links, error messages, etc)           |         |                                |                  |
|                 |                        |   | The navigation did not support what I was trying to accomplish                  |         |                                |                  |
|                 |                        |   | Navigated to general area but could not find the specific content needed        |         |                                |                  |
|                 |                        |   | Other   |         |                                |                  |
| AKR5762         | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |   |         | Text area, no char limit       |                  |
| ACQWro0010704 M | М                      | How would you rate your overall satisfaction with the "Browse by" features on state.gov?                                    | Very satisfied  |         | Radio button, one-up vertical  | Single           |
|                 |                        |   | Somewhat satisfied  |         |                                |                  |
|                 |                        |   | Neutral   |         |                                |                  |
|                 |                        |   | Somewhat unsatisfied  |         |                                |                  |
|                 |                        |   | Very unsatisfied  |         |                                |                  |
| ACQWro0010705   | J                      | Which of the following best describes your experience with the "Browse by Date" feature? (select all that apply)            | The feature led me to the results I was looking for.                            |         | Checkbox, one-up vertical      | Multi            |
|                 |                        |   | I could not find the specific results I wanted within the date range I browsed. |         |                                |                  |
|                 |                        |   | I would have preferred to be able to browse by different date ranges.           | JJ      |                                |                  |
| ACQWro0010706   | JJ                     | What other date range would be helpful to you?  |   |         | Text area, no char limit       | Single           |
| ACQWro0010707   | К                      | Which of the following best describes your experience with "Browse by Topic" feature? (select all that apply)               | The feature led me to the results I was looking for                             |         | Checkbox, one-up vertical      | single           |
|                 |                        |   | It was not sure which topic name would have the information I was looking       | KK      |                                |                  |
|                 |                        |   | I could not find the specific results I wanted within the topic I browsed.      |         |                                |                  |
|                 |                        |   | The topic I was looking for was not included                                    | KK      |                                |                  |
| ACQWro0010692   | KK                     | What topic were you trying to find?   |   |         | Text area, no char limit       | Single           |
| ACQWro0010713   | L                      | Which of the following best describes your experience with the "Browse by Publication" feature?                             | The feature led me to the results I was looking for                             |         | Checkbox, one-up vertical      |                  |
|                 |                        |   | I could not find the specific results I wanted within the publication type      |         |                                |                  |
|                 |                        |   | I was looking for a publication type that was not listed                        | LL      |                                |                  |
| ACQWro0010714   | LL                     | What publication type were you trying to find?  | The receiving for a particularity pe that was not not noted                     |         | Text area, no char limit       | Single           |
| AKR5763         |                        | Please rate your impression of how well this agency   | 1=Poor  |         | Radio button, scale, has don't | Single           |

Dept of State v2

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|                 |                        |  | Dept of State v2 CUSTOM QUESTION LIST        |         |                               |                    |
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| QID             | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list)       | Single<br>or Multi |
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|                 |                        |  | Excellent=10                                 |         |                               |                    |
| AKR5766         |                        | Are you using the site to find information for any of the following:                           |  |         | Charlebox and un vertical     | multi              |
| ANNO100         |                        | Are you using the site to find information for any of the following.                           | Career or employment decisions or choices    |         | Checkbox, one-up vertical     | IIIulu             |
|                 |                        |  | Personal knowledge or curiosity              |         |                               |                    |
|                 |                        |  | School or college-related task or assignment |         |                               |                    |
|                 |                        |  | Travel purposes                              |         |                               |                    |
|                 |                        |  | Work-related task or assignment              | _       |                               | A                  |
|                 |                        |  | Other  | Α       |                               | <del></del>        |
| ACQWro0010700   | Α                      | Other:   |  |         | Text field, <100 char         | single             |
| ACQWro0010689   |                        | Have you signed up for "My State Department" to personalize the content you see on state.gov?  | Yes  | A, B    | Radio button, one-up vertical | single             |
|                 |                        |  | No   |         |                               |                    |
| ACQWro0010690   | A                      | Please rate your overall satisfaction with "My State Department."                              | Very satisfied                               |         | Radio button, one-up vertical | singe              |
|                 |                        |  | Somewhat satisfied                           |         |                               | A                  |
|                 |                        |  | Neutral                                      |         |                               | A                  |
|                 |                        |  | Somewhat unsatisfied                         |         |                               | A                  |
|                 |                        |  | Very unsatisfied                             |         |                               | A                  |
| ACQWro0010691   | В                      | Are there any additional features or widgets you would like included in "My State Department?" | ,  |         | Text area, no char limit      | Single             |
| ACQWro0010701   |                        | Have you downloaded the State Department's "Smart Traveler" app for iPhone?                    | Yes  | A, B    | Radio button, one-up vertical | Single             |
|                 |                        |  | I have seen it but not downloaded it         |         |                               |                    |
|                 |                        |  | I was unfamiliar with the app                |         |                               | A                  |
| ACQWro0010702   | Α                      | Please rate your overall satisfaction with the Smart Traveler app.                             | Very satisfied                               |         | Radio button, one-up vertical | Single             |
|                 |                        |  | Somewhat satisfied                           |         |                               |                    |
|                 |                        |  | Neutral                                      |         |                               | A                  |
|                 |                        |  | Somewhat unsatisfied                         |         |                               | A                  |
|                 |                        |  | Very unsatisfied                             |         |                               | A                  |
| ACQWro0010703   | В                      | Please recommend one impovement we could make to the Smart                                     | very undustried                              |         |                               |                    |
| 7.0QW100010100  |                        | Traveler app.  |  |         | Text area, no char limit      | Single             |
| AKR5767         |                        | How did you find out about this website?   | College/School                               |         | Drop down, select one         | single             |
|                 |                        | 1.01. and you amount this wobsite.   | USA.gov                                      |         | 2.5p down, sciest one         | Sirigio            |
|                 |                        |  | Friend/Colleague                             |         |                               |                    |
|                 |                        |  | Link from another website                    |         |                               |                    |
|                 |                        |  | News Story                                   |         |                               |                    |
|                 |                        |  |  |         |                               |                    |
|                 |                        |  | Search engine                                |         |                               |                    |
|                 |                        |  | State Dept. Publication                      | _       |                               |                    |
| . = 5 4 6 4 6 7 |                        |  | Other: Please Specify                        | В       |                               |                    |
| AED10467        | В                      | Other: How did you find out about this website?  |  |         | Text field, <100 char         | single             |

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| AKR5770 |                        |               | Yes  | C.mp to | Drop down, select one   | single             |
|         |                        |               | No   |         |                         |                    |
|         |                        |               | Partially                                    |         |                         |                    |
|         |                        |               | Still looking                                |         |                         |                    |

| Required<br>Y/N | Special<br>Instructions |
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|              | Logic                                  |  | Answer Choices   |                               |                               | Singl |
| QID          | Label                                  | Question Text  | (limited to 50 characters)                                 | Skip to                       | Type (select from list)       | or Mu |
| CQDom0008465 |  | If state.gov offered you an option to see information specific to your | <del>Top stories</del>                                     |                               | Checkbox, one-up vertical     | Multi |
|              |  | interests, what categories of information might you find useful?       |  |                               |                               |       |
|              |  | (Select all that apply)  |  |                               |                               |       |
|              |  |  | Daily press briefings                                      |                               |                               |       |
|              |  |  | My favorite countries                                      |                               |                               |       |
|              |  |  | RSS feeds (see http://www.state.gov/rssfeeds)              |                               |                               |       |
|              |  |  | Remarks and testimony by senior officials                  |                               |                               |       |
|              |  |  | Secretary Clinton's remarks                                |                               |                               |       |
|              |  |  | <del>Videos</del>  |                               |                               |       |
|              |  |  | Public schedule  |                               |                               |       |
|              |  |  | Secretary Clinton's most recent trip                       |                               |                               |       |
|              |  |  | Links to top 10 liked pages                                |                               |                               |       |
|              |  |  | Links to last 5 visited pages                              |                               |                               |       |
|              |  |  | Widgets (weather, time, calendar)                          |                               |                               | 1     |
|              |  |  | Quick link to Google maps for countries                    |                               |                               |       |
|              |  |  | Hot topic  |                               |                               |       |
|              |  |  | Related sites (ex: travel.state.gov; blog)                 |                               |                               |       |
|              |  |  | Other, please specify:                                     | A                             |                               |       |
| CQDom0008466 | A                                      | Other categories of information  |  |                               | Text field, <100 char         |       |
| KR5753       | How frequently do you visit this site? | First time   |  | Radio button, one-up vertical | sing                          |       |
|              |  | More than once a day   |  |                               |                               |       |
|              |  |  | Daily  |                               |                               |       |
|              |  |  | About once a week  |                               |                               |       |
|              |  |  | About once a month   |                               |                               |       |
|              |  |  | Every 6 months or less                                     |                               |                               |       |
| KR5754       |  | Which best describes you?  | Attorney/Lawyer  |                               | Checkbox, one-up vertical     | М     |
|              |  |  | Business Person/Contractor                                 |                               |                               |       |
|              |  |  | College/Graduate Student                                   |                               |                               |       |
|              |  |  | General Public (U.S. or Foreign Citizen)                   |                               |                               |       |
|              |  |  | Grades 9-12 Student  |                               |                               |       |
|              |  |  | Grades K-8 Student   |                               |                               |       |
|              |  |  | Non-governmental org.                                      |                               |                               |       |
|              |  |  | Press/Journalist   |                               |                               |       |
|              |  |  | Retired  |                               |                               |       |
|              |  |  | Teacher/Educator   |                               |                               |       |
|              |  |  | U.S. State or Local gov't                                  |                               |                               |       |
|              |  |  | U.S. Federal gov't   |                               |                               |       |
| /DE755       |  | Other sele   | Other, please specify:                                     | Α                             | Tank and a shankingk          |       |
| (R5755       | Α                                      | Other role   | Caroor information   |                               | Text area, no char limit      | oin-  |
| (R5756       |  | What is your primary purpose for visiting this site?                   | Career information Visa information                        |                               | Radio button, one-up vertical | sing  |
|              |  |  | Passport Information                                       |                               |                               | 1     |
|              |  |  |  |                               |                               |       |
|              |  |  | Human Rights information Information about Foreign affairs |                               |                               | 1     |
|              |  |  | Information about Foreign analis                           |                               |                               |       |
|              |  |  |  |                               |                               |       |
|              |  |  | Foreign Per diem information                               |                               |                               |       |
|              | I                                      |  | Read the latest news and press releases                    | I                             | I                             | 1     |

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|               |   |  | Dept of State v2 COSTOM QUESTION LIST                                    |                                       |                               |                  |
|---------------|---|--|--|---------------------------------------|-------------------------------|------------------|
| QID           | Skip<br>Logic<br>Label  | Question Text  | Answer Choices<br>(limited to 50 characters)                             | Skin to                               | Type (select from list)       | Single<br>or Mul |
| Ųιυ           | Labei   | Question Text  | Information on international business                                    | Skip to                               | Type (select from list)       | OI WILL          |
|               |   |  | Research educational and cultural information                            |                                       |                               |                  |
|               |   |  | Research for school or personal use                                      |                                       |                               |                  |
|               |   |  | Travel information or warnings   |                                       |                               |                  |
|               |   |  | Learn about the State Department   |                                       |                               |                  |
|               |   |  | Other, please specify:   | Α                                     |                               |                  |
| ACQDom0006614 | Α   | Other primary reason   | other, prease specify.   |                                       | Text field, <100 char         |                  |
| KR5757        |   | What primary method are you using to locate the information you are          | "Find it by" feature -> "Browse by" feature                              | C,E,F                                 | Radio button, one-up vertical | single           |
|               | Subject Index   | E  | , ·  |                                       |                               |                  |
|               | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.) | E  |  |                                       |                               |                  |
|               |   | Categories on the TOP white navigation bar (e.g. about state, policy issues, | E  |                                       |                               |                  |
|               |   | etc.)  |  |                                       |                               |                  |
|               |   | Links in the page  | E  |                                       |                               |                  |
|               |   |  | Search feature on this site  | C, <del>D,F</del> ,G, H               |                               |                  |
|               |   |  | Third-party search feature (such as Google, Yahoo, etc.)                 |                                       |                               |                  |
|               |   | Other  |  |                                       |                               |                  |
| KR5758        | С   | How do you search for information on our site? (check all that apply)        | Keywords or topics   |                                       | Checkbox, one-up vertical     | multi            |
|               |   | ,                                      | "Browse by" Speaker  | M                                     |                               |                  |
|               |   |  | "Browse by" Date   | J, M                                  |                               |                  |
|               |   | "Browse by" Topic  | K, M   |                                       |                               |                  |
|               |   |  | "Browse by" Country  | M                                     |                               |                  |
|               |   |  | "Browse by" Publication Type   | L, M                                  |                               |                  |
|               |   |  | Other  | , , , , , , , , , , , , , , , , , , , |                               |                  |
| \KR5759       | Đ   | Please describe your search experience                                       | No difficulties encountered  |                                       | Radio button, one-up vertical | single           |
|               |   |  | Results were not helpful   |                                       |                               |                  |
|               |   |  | Returned too many results  |                                       |                               |                  |
|               |   |  | Returned too few or no results   |                                       |                               |                  |
|               |   |  | Returned results that were too similar/redundant                         |                                       |                               |                  |
|               |   |  | I was not sure what words to use in my search                            |                                       |                               |                  |
|               |   |  | The search required too many refinements to get what I wanted            |                                       |                               |                  |
|               |   |  | Search speed was too slow  |                                       |                               |                  |
|               |   |  | Other  | A                                     |                               |                  |
| KR5760        | A   | If you answered "other", what was your search experience? Please be-specific |  |                                       | Text area, no char limit      |                  |
| KR5765        | E   | Please describe your navigation experience.                                  | No difficulties encountered  |                                       | Radio button, one-up vertical | single           |
|               |   |  | Could not determine the best link on most pages                          |                                       |                               |                  |
|               |   |  | Could not navigate back to previous information                          |                                       |                               |                  |
|               |   |  | I felt lost, did not know where I was                                    |                                       |                               |                  |
|               |   |  | I had difficulty finding related information                             |                                       |                               |                  |
|               |   | I had difficulty finding detailed information                                |  |                                       |                               |                  |
|               |   |  | Too many links or navigational choices                                   |                                       |                               |                  |
|               |   |  | Links did not take me where I expected                                   |                                       |                               |                  |
|               |   |  | Could not get started or did not know where to begin                     |                                       |                               |                  |
|               |   |  | I had technical difficulties (e.g. broken links, error messages, etc)    |                                       |                               |                  |
|               |   |  | The navigation did not support what I was trying to accomplish           |                                       |                               |                  |
|               |   |  | Navigated to general area but could not find the specific content needed |                                       |                               |                  |
|               |   | Other  |  |                                       |                               |                  |

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| QID     | Skip<br>Logic<br>Label | Ouestion Text   | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)             | Single<br>or Multi |
|---------|------------------------|---|--|---------|-------------------------------------|--------------------|
| AKR5761 | F                      | Did you use <strong>other available search features</strong> of   | Yes  |         | Radio button, one-up vertical       | single             |
|         |                        | the site?   |  |         |                                     |                    |
| NVDEZ00 |                        |   | No   |         | T. 1                                |                    |
| AKR5762 | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |  |         | Text area, no char limit            |                    |
| AKR5764 | Н                      | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.       | 1=Not very satisfied   |         | Radio button, scale, has don't know | single             |
|         |                        |   | 2  |         |                                     |                    |
|         |                        |   | 3  |         |                                     |                    |
|         |                        |   | 4  |         |                                     |                    |
|         |                        |   | 5  |         |                                     |                    |
|         |                        |   | 6  |         |                                     |                    |
|         |                        |   | 7  |         |                                     |                    |
|         |                        |   | 8  |         |                                     |                    |
|         |                        |   | <del>Very satisfied=10</del>   |         |                                     |                    |
|         |                        |   | Don't know   |         |                                     |                    |
|         | M                      | How would you rate your overall satisfaction with the "Browse by"   | Very satisfied   |         | Radio button, one-up vertical       | Single             |
|         | "                      | features on state.gov?  |  |         | Radio buttori, orie-up vertical     | Siligie            |
|         |                        |   | Somewhat satisfied   |         |                                     |                    |
|         |                        |   | Neutral  Semanthat upgetiafied   |         |                                     |                    |
|         |                        |   | Somewhat unsatisfied  Very unsatisfied   |         |                                     |                    |
|         | J                      | Which of the following best describes your experience with the "Browse by Date" feature? (select all that apply)            | The feature led me to the results I was looking for.   |         | Checkbox, one-up vertical           | Multi              |
|         |                        | Bronse by Bate readure. (Screet an initial apply)   | I could not find the specific results I wanted within the date range I browsed.  |         |                                     |                    |
|         |                        |   | I would have preferred to be able to browse by different date ranges.  | JJ      |                                     |                    |
|         | JJ                     | What other date range would be helpful to you?  | The second of th |         | Text area, no char limit            | Single             |
|         | К                      | Which of the following best describes your experience with "Browse by Topic" feature? (select all that apply)               | The feature led me to the results I was looking for  |         | Checkbox, one-up vertical           | single             |
|         |                        |   | It was not sure which topic name would have the information I was looking  | KK      |                                     |                    |
|         |                        |   | I could not find the specific results I wanted within the topic I browsed.   |         |                                     |                    |
|         |                        |   | The topic I was looking for was not included   | KK      |                                     |                    |
|         | KK                     | What topic were you trying to find?   |  |         | Text area, no char limit            | Single             |
|         | L                      | Which of the following best describes your experience with the "Browse by Publication" feature?                             | The feature led me to the results I was looking for  |         | Checkbox, one-up vertical           |                    |
|         |                        |   | I could not find the specific results I wanted within the publication type   |         |                                     |                    |
|         |                        |   | I was looking for a publication type that was not listed   | LL      |                                     |                    |
|         | LL                     | What publication type were you trying to find?  |  |         | Text area, no char limit            | Single             |
| AKR5763 |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government      | 1=Poor   |         | Radio button, scale, has don't      | Single             |

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| Skip<br>_ogic<br>_abel |  |  |   |   |   |
|------------------------|--|--|---|---|---|
|                        | Question Text  | Answer Choices (limited to 50 characters)  | Skip to   | Type (select from list)   | Single<br>or Multi  |
|                        | Quosion rom  | 3  |   | ,   | or mane   |
|                        |  | 4  |   |   |   |
|                        |  | 5  |   |   |   |
|                        |  | 6  |   |   |   |
|                        |  | 7  |   |   |   |
|                        |  | 8  |   |   |   |
|                        |  | 9  |   |   |   |
|                        |  |  |   |   |   |
|                        |  |  |   | Checkbox, one-up vertical   | multi   |
|                        |  | Personal knowledge or curiosity  |   |   |   |
|                        |  |  |   |   |   |
|                        |  |  |   |   |   |
|                        |  |  |   |   |   |
|                        |  | Other  | Α   |   |   |
| Α                      | following:   |  |   | Text field, <100 char   | single  |
|                        | Have you signed up for "My State Department" to personalize the content you see on state.gov?  | Yes  | A, B  | Radio button, one-up vertical   | single  |
|                        |  | No   |   |   |   |
| A                      | Please rate your overall satisfaction with "My State Department."                              | Very satisfied   |   | Radio button, one-up vertical   | singe   |
|                        |  | Somewhat satisfied   |   |   |   |
|                        |  | Neutral  |   |   |   |
|                        |  | Somewhat unsatisfied   |   |   |   |
|                        |  | Very unsatisfied   |   |   | A .   |
| В                      | Are there any additional features or widgets you would like included in "My State Department?" |  |   | Text area, no char limit  | Single  |
| e                      |  |  |   | Text area, no char limit  | single  |
|                        | Have you downloaded the State Department's "Smart Traveler" app for iPhone?                    | Yes  | A, B  | Radio button, one-up vertical   | Single  |
|                        |  | l have seen it but not downloaded it<br>I was unfamiliar with the app  |   |   |   |
| Α                      | Please rate your overall satisfaction with the Smart Traveler app.                             | Very satisfied   |   | Radio button, one-up vertical   | Single  |
|                        |  | Somewhat satisfied   |   | , , , , , ,   |   |
|                        |  |  |   |   |   |
|                        |  |  |   |   |   |
|                        |  | Very unsatisfied   |   |   |   |
| В                      | Please recommend one impovement we could make to the Smart                                     |  |   |   |   |
|                        | Traveler app.  |  |   | Text area, no char limit  | Single  |
|                        | How did you find out about this website?   | College/School   |   | Drop down, select one   | single  |
|                        |  | USA.gov  |   |   |   |
|                        |  | Friend/Colleague   |   |   |   |
|                        |  | Link from another website  |   |   |   |
|                        |  | News Story   |   |   |   |
|                        |  | Search engine  |   |   |   |
|                        |  | State Dept. Publication  |   |   |   |
|                        | A B G G  | A Other: Are you using the site to find information for any of the following:  Have you signed up for "My State Department" to personalize the content you see on state.gov?  A Please rate your overall satisfaction with "My State Department."  B Are there any additional features or widgets you would like included in "My State Department?"  C What other features would you like to add?  Have you downloaded the State Department's "Smart Traveler" app for iPhone?  A Please rate your overall satisfaction with the Smart Traveler app.  B Please recommend one impovement we could make to the Smart Traveler app.  How did you find out about this website? | Are you using the site to find information for any of the following:  Are you using the site to find information for any of the following:  Career or employment decisions or choices Personal knowledge or curiosity School or college-related task or assignment Travel purposes Work-related task or assignment Other  A Other. Are you using the site to find information for any of the following:  Have you signed up for "My State Department" to personalize the content you see on state.gov?  A Please rate your overall satisfaction with "My State Department."  Somewhat satisfied Neutral Somewhat unsatisfied Very unsatisfied | Are you using the site to find information for any of the following:  Are you using the site to find information for any of the following:  Career or employment decisions or choices Personal knowledge or curiosity School or college-related task or assignment Travel purposes Work-related task or assignment Other  A  Other: Are you using the site to find information for any of the following: Have you signed up for "My State Department" to personalize the content you see on state gov?  No  Please rate your overall satisfaction with "My State Department."  Somewhat satisfied Yery satisfied Yery satisfied Yery unsatisfied Yery unsatisfied Yery unsatisfied Yery unsatisfied Yery unsatisfied Yery satisfied Yery unsatisfied Yery satisfied Yery satisfied Yery unsatisfied Yery satisfied Yery unsatisfied Yery satisfied Yery unsatisfied | Are you using the site to find information for any of the following:  Are you using the site to find information for any of the following:  Are you using the site to find information for any of the following:  A Cherk Are you using the site to find information for any of the following:  A Cherk Are you using the site to find information for any of the following:  Have you signed up for "My State Department" to personalize the content you see on state you?  A Please rate your overall satisfaction with "My State  Department."  A Please rate your overall satisfaction with "My State  Somewhat transitied  Yety unstatified  Yety unstatified  Yety unstatified  Yeth of the following:  A Radio button, one-up vertical somewhat unstatified  Yeth of the following:  A Radio button, one-up vertical somewhat unstatified  Yeth of the following:  A Radio button, one-up vertical somewhat unstatified  Yeth of the following:  A Radio button, one-up vertical somewhat unstatified  Yeth of the following:  A Please recommend one impowement we could make to the Smart Traveller app.  Yeth of the following:  A Please recommend one impowement we could make to the Smart Traveller app.  Yeth of the following:  College/School  Usa goov  Friend/Colleague  Link from another website  New Story  Search engine |

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| QID      | Skip<br>Logic<br>Label | Question Text                                   | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list) | Single<br>or Multi |
|----------|------------------------|---|--|---------|-------------------------|--------------------|
|          |                        |   | Other: Please Specify                        | В       |                         |                    |
| AED10467 | В                      | Other: How did you find out about this website? |  |         | Text field, <100 char   | single             |
| AKR5770  |                        | Did you find what you were looking for?         | Yes  |         | Drop down, select one   | single             |
|          |                        |   | No   |         |                         |                    |
|          |                        |   | Partially                                    |         |                         |                    |
|          |                        |   | Still looking                                |         |                         |                    |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| ¥               | Skip Logic Group        |
| N               | Skip Logic Group        |
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| Y               | Skip Logic Group                            |
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| Y               | Skip Logic Group                            |
| N               | Skip Logic Group                            |
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| Required<br>Y/N | Special<br>Instructions     |
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| ſ | Required<br>Y/N | Special<br>Instructions |
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|             |                        |   | Dept of State V2 CUSTOM QUESTION LIST         |         |                               |               |
|-------------|------------------------|---|---|---------|-------------------------------|---------------|
| QID         | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)  | Skip to | Type (select from list)       | Sing<br>or Mi |
| CQDom000846 | Luber                  | If state.gov offered you an option to see information specific to your interests, what categories of information might you find useful? (Select all that apply) | Top stories                                   | Only to | Checkbox, one-up vertical     | Mul           |
|             |                        |   | Daily press briefings                         |         |                               |               |
|             |                        |   | My favorite countries                         |         |                               |               |
|             |                        |   | RSS feeds (see http://www.state.gov/rssfeeds) |         |                               |               |
|             |                        |   | Remarks and testimony by senior officials     |         |                               |               |
|             |                        |   | Secretary Clinton's remarks                   |         |                               |               |
|             |                        |   | Videos  |         |                               |               |
|             |                        |   | Public schedule                               |         |                               |               |
|             |                        |   | Secretary Clinton's most recent trip          |         |                               |               |
|             |                        |   | Links to top 10 liked pages                   |         |                               |               |
|             |                        |   | Links to last 5 visited pages                 |         |                               |               |
|             |                        |   | Widgets (weather, time, calendar)             |         |                               |               |
|             |                        |   | Quick link to Google maps for countries       |         |                               |               |
|             |                        |   | Hot topic                                     |         |                               |               |
|             |                        |   | Related sites (ex: travel.state.gov; blog)    |         |                               |               |
|             |                        |   | Other, please specify:                        | A       |                               |               |
| QDom000846  | Α                      | Other categories of information   |   |         | Text field, <100 char         |               |
| 5753        |                        | How frequently do you visit this site?  | First time                                    |         | Radio button, one-up vertical | sir           |
|             |                        |   | More than once a day                          |         |                               |               |
|             |                        |   | Daily   |         |                               |               |
|             |                        |   | About once a week                             |         |                               |               |
|             |                        |   | About once a month                            |         |                               |               |
|             |                        |   | Every 6 months or less                        |         |                               |               |
| 5754        |                        | Which best describes you?   | Attorney/Lawyer                               |         | Checkbox, one-up vertical     |               |
|             |                        |   | Business Person/Contractor                    |         |                               |               |
|             |                        |   | College/Graduate Student                      |         |                               |               |
|             |                        |   | General Public (U.S. or Foreign Citizen)      |         |                               |               |
|             |                        |   | Grades 9-12 Student                           |         |                               |               |
|             |                        |   | Grades K-8 Student                            |         |                               |               |
|             |                        |   | Non-governmental org.                         |         |                               |               |
|             |                        |   | Press/Journalist                              |         |                               |               |
|             |                        |   | Retired                                       |         |                               |               |
|             |                        |   | Teacher/Educator                              |         |                               |               |
|             |                        |   | U.S. State or Local gov't                     |         |                               |               |
|             |                        |   | U.S. Federal gov't                            | 1       |                               |               |
|             |                        |   | Other, please specify:                        | Α       |                               |               |
| 5755        | Α                      | Other role  |   |         | Text area, no char limit      |               |
| 5756        |                        | What is your primary purpose for visiting this site?  | Career information                            |         | Radio button, one-up vertical | sir           |
|             |                        | , , p   | Visa information                              | 1       | , 2112 sp 127464              | 1             |
|             |                        |   | Passport Information                          | †       |                               |               |
|             |                        |   | Human Rights information                      | 1       |                               |               |
|             |                        |   | Information about Foreign affairs             | 1       |                               | 1             |
|             |                        |   | Information about Poleign analis              | 1       |                               | 1             |
|             |                        |   | Foreign Per diem information                  | +       |                               | 1             |
|             |                        |   |   | 1       |                               | 1             |
|             |                        |   | Read the latest news and press releases       | _       | I                             | 1             |

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| QID     | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)                                       | Skip to    | Type (select from list)       | Single<br>or Mul |
| ŲБ      | Lubei                  | Question Text  | Information on international business  | OKIP to    | Type (select from list)       | Or Wildi         |
|         |                        |  | Research educational and cultural information                                      |            |                               |                  |
|         |                        |  | Research for school or personal use  |            |                               |                  |
|         |                        |  | Travel information or warnings   |            |                               |                  |
|         |                        |  | Learn about the State Department   |            |                               |                  |
|         |                        |  | Other, please specify:   | Α          |                               |                  |
|         | Α                      | Other primary reason   | Other, please specify.   |            | Text field, <100 char         |                  |
| WDEZEZ  |                        | NAVIL A UNION CONTRACTOR OF THE PROPERTY OF TH | HE'-ind it had for shown as HE's name of the shown                                 | 055        | Dadia huttar are un continul  | ain ala          |
| AKR5757 |                        | What primary method are you using to locate the information you are  |  | C,E,F      | Radio button, one-up vertical | single           |
|         |                        |  | Subject Index  | E          |                               |                  |
|         |                        |  | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)            | E          |                               |                  |
|         |                        |  | Categories on the TOP white navigation bar (e.g. about state, policy issues, etc.) | E          |                               |                  |
|         |                        |  | Links in the page  | E          |                               |                  |
|         |                        |  | Search feature on this site  | C,D,F,G, H |                               |                  |
|         |                        |  | Third-party search feature (such as Google, Yahoo, etc.)                           | -, , ,-,   |                               |                  |
|         |                        |  | Other  |            |                               |                  |
| KR5758  | С                      | How do you search for information on our site? (check all that apply)  | Keywords or topics   |            | Checkbox, one-up vertical     | multi            |
|         |                        | ,  | "Browse by" Speaker  |            |                               |                  |
|         |                        |  | "Browse by" Date   |            |                               |                  |
|         |                        |  | "Browse by" Topic  |            |                               |                  |
|         |                        |  | "Browse by" Country  |            |                               |                  |
|         |                        |  | "Browse by" Publication Type   |            |                               |                  |
|         |                        |  | Other  |            |                               |                  |
| KR5759  | D                      | Please describe your search experience   | No difficulties encountered  |            | Radio button, one-up vertical | single           |
|         |                        | , , , , , , , , , , , , ,  | Results were not helpful   |            | l como a como a processor     | g                |
|         |                        |  | Returned too many results  |            |                               |                  |
|         |                        |  | Returned too few or no results   |            |                               |                  |
|         |                        |  | Returned results that were too similar/redundant                                   |            |                               |                  |
|         |                        |  | I was not sure what words to use in my search                                      |            |                               |                  |
|         |                        |  | The search required too many refinements to get what I wanted                      |            |                               |                  |
|         |                        |  | Search speed was too slow  |            |                               |                  |
|         |                        |  | Other Other  | Α          |                               |                  |
| AKR5760 | A                      | If you answered "other", what was your search experience? Please be specific.  |  |            | Text area, no char limit      |                  |
| AKR5765 | E                      | Please describe your navigation experience.  | No difficulties encountered  |            | Radio button, one-up vertical | single           |
|         |                        |  | Could not determine the best link on most pages                                    |            |                               |                  |
|         |                        |  | Could not navigate back to previous information                                    |            |                               |                  |
|         |                        |  | I felt lost, did not know where I was  |            |                               |                  |
|         |                        |  | I had difficulty finding related information                                       |            |                               |                  |
|         |                        |  | I had difficulty finding detailed information                                      |            |                               |                  |
|         |                        |  | Too many links or navigational choices   |            |                               |                  |
|         |                        |  | Links did not take me where I expected   |            |                               |                  |

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|---------|------------------------|---|--|---------|-------------------------------------|--------------------|
| QID     | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)             | Single<br>or Multi |
|         |                        |   | Could not get started or did not know where to begin I had technical difficulties (e.g. broken links, error messages, etc) The navigation did not support what I was trying to accomplish Navigated to general area but could not find the specific content needed |         |                                     |                    |
| AKR5761 | F                      | Did you use <strong>other available search features</strong> of the site?   | Other Yes No   |         | Radio button, one-up vertical       | single             |
| AKR5762 | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? | NO   |         | Text area, no char limit            |                    |
| AKR5764 | Н                      | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.       | 1=Not very satisfied  2 3 4 5 6 7 8 9 Very satisfied=10 Don't know   |         | Radio button, scale, has don't know | single             |
| AKR5763 |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government      | 1=Poor   |         | Radio button, scale, has don't      | Single             |
| AKR5766 |                        | Are you using the site to find information for any of the following:  | Career or employment decisions or choices Personal knowledge or curiosity School or college-related task or assignment Travel purposes Work-related task or assignment Other   |         | Checkbox, one-up vertical           | multi              |
| AKR5767 |                        | How did you find out about this website?  | College/School USA.gov Friend/Colleague Link from another website News Story Search engine State Dept. Publication   |         | Drop down, select one               | single             |

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| QID      | Skip<br>Logic<br>Label | Question Text                                   | Answer Choices (limited to 50 characters) Other: Please Specify | Skip to<br>B | Type (select from list) | Single<br>or Multi |
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| AED10467 | В                      | Other: How did you find out about this website? |   |              | Text field, <100 char   | single             |
| AKR5770  |                        | Did you find what you were looking for?         | Yes   |              | Drop down, select one   | single             |
|          |                        |   | No  |              |                         |                    |
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|             |                        |   | Dept of State V2 CUSTOM QUESTION LIST         |         |                               |               |
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| QID         | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)  | Skip to | Type (select from list)       | Sing<br>or Mi |
| CQDom000846 | Luber                  | If state.gov offered you an option to see information specific to your interests, what categories of information might you find useful? (Select all that apply) | Top stories                                   | Only to | Checkbox, one-up vertical     | Mul           |
|             |                        |   | Daily press briefings                         |         |                               |               |
|             |                        |   | My favorite countries                         |         |                               |               |
|             |                        |   | RSS feeds (see http://www.state.gov/rssfeeds) |         |                               |               |
|             |                        |   | Remarks and testimony by senior officials     |         |                               |               |
|             |                        |   | Secretary Clinton's remarks                   |         |                               |               |
|             |                        |   | Videos  |         |                               |               |
|             |                        |   | Public schedule                               |         |                               |               |
|             |                        |   | Secretary Clinton's most recent trip          |         |                               |               |
|             |                        |   | Links to top 10 liked pages                   |         |                               |               |
|             |                        |   | Links to last 5 visited pages                 |         |                               |               |
|             |                        |   | Widgets (weather, time, calendar)             |         |                               |               |
|             |                        |   | Quick link to Google maps for countries       |         |                               |               |
|             |                        |   | Hot topic                                     |         |                               |               |
|             |                        |   | Related sites (ex: travel.state.gov; blog)    |         |                               |               |
|             |                        |   | Other, please specify:                        | A       |                               |               |
| QDom000846  | Α                      | Other categories of information   |   |         | Text field, <100 char         |               |
| 5753        |                        | How frequently do you visit this site?  | First time                                    |         | Radio button, one-up vertical | sir           |
|             |                        |   | More than once a day                          |         |                               |               |
|             |                        |   | Daily   |         |                               |               |
|             |                        |   | About once a week                             |         |                               |               |
|             |                        |   | About once a month                            |         |                               |               |
|             |                        |   | Every 6 months or less                        |         |                               |               |
| 5754        |                        | Which best describes you?   | Attorney/Lawyer                               |         | Checkbox, one-up vertical     |               |
|             |                        |   | Business Person/Contractor                    |         |                               |               |
|             |                        |   | College/Graduate Student                      |         |                               |               |
|             |                        |   | General Public (U.S. or Foreign Citizen)      |         |                               |               |
|             |                        |   | Grades 9-12 Student                           |         |                               |               |
|             |                        |   | Grades K-8 Student                            |         |                               |               |
|             |                        |   | Non-governmental org.                         |         |                               |               |
|             |                        |   | Press/Journalist                              |         |                               |               |
|             |                        |   | Retired                                       |         |                               |               |
|             |                        |   | Teacher/Educator                              |         |                               |               |
|             |                        |   | U.S. State or Local gov't                     |         |                               |               |
|             |                        |   | U.S. Federal gov't                            | 1       |                               |               |
|             |                        |   | Other, please specify:                        | Α       |                               |               |
| 5755        | Α                      | Other role  |   |         | Text area, no char limit      |               |
| 5756        |                        | What is your primary purpose for visiting this site?  | Career information                            |         | Radio button, one-up vertical | sir           |
|             |                        | , , p   | Visa information                              | 1       | , 2112 sp 127464              | 1             |
|             |                        |   | Passport Information                          | †       |                               |               |
|             |                        |   | Human Rights information                      | 1       |                               |               |
|             |                        |   | Information about Foreign affairs             | 1       |                               | 1             |
|             |                        |   | Information about Poleign analis              | 1       |                               | 1             |
|             |                        |   | Foreign Per diem information                  | +       |                               | 1             |
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|             |                        |   | Read the latest news and press releases       | _       | I                             | 1             |

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|         |                        |  | Dept of State V2 CUSTOM QUESTION LIST  |            |                               |                  |
|---------|------------------------|--|--|------------|-------------------------------|------------------|
| QID     | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)                                       | Skip to    | Type (select from list)       | Single<br>or Mul |
| ŲБ      | Lubei                  | Question Text  | Information on international business  | OKIP to    | Type (select from list)       | Or Wildi         |
|         |                        |  | Research educational and cultural information                                      |            |                               |                  |
|         |                        |  | Research for school or personal use  |            |                               |                  |
|         |                        |  | Travel information or warnings   |            |                               |                  |
|         |                        |  | Learn about the State Department   |            |                               |                  |
|         |                        |  | Other, please specify:   | Α          |                               |                  |
|         | Α                      | Other primary reason   | Other, please specify.   |            | Text field, <100 char         |                  |
| WDEZEZ  |                        | NAVIL A UNION CONTRACTOR OF THE PROPERTY OF TH | HE'-ind it had for shown as HE's name of the shown                                 | 055        | Dadia huttar are un continul  | ain ala          |
| AKR5757 |                        | What primary method are you using to locate the information you are  |  | C,E,F      | Radio button, one-up vertical | single           |
|         |                        |  | Subject Index  | E          |                               |                  |
|         |                        |  | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)            | E          |                               |                  |
|         |                        |  | Categories on the TOP white navigation bar (e.g. about state, policy issues, etc.) | E          |                               |                  |
|         |                        |  | Links in the page  | E          |                               |                  |
|         |                        |  | Search feature on this site  | C,D,F,G, H |                               |                  |
|         |                        |  | Third-party search feature (such as Google, Yahoo, etc.)                           | -, , ,-,   |                               |                  |
|         |                        |  | Other  |            |                               |                  |
| KR5758  | С                      | How do you search for information on our site? (check all that apply)  | Keywords or topics   |            | Checkbox, one-up vertical     | multi            |
|         |                        | ,  | "Browse by" Speaker  |            |                               |                  |
|         |                        |  | "Browse by" Date   |            |                               |                  |
|         |                        |  | "Browse by" Topic  |            |                               |                  |
|         |                        |  | "Browse by" Country  |            |                               |                  |
|         |                        |  | "Browse by" Publication Type   |            |                               |                  |
|         |                        |  | Other  |            |                               |                  |
| KR5759  | D                      | Please describe your search experience   | No difficulties encountered  |            | Radio button, one-up vertical | single           |
|         |                        | , , , , , , , , , , , , ,  | Results were not helpful   |            | l como a como a processor     | g                |
|         |                        |  | Returned too many results  |            |                               |                  |
|         |                        |  | Returned too few or no results   |            |                               |                  |
|         |                        |  | Returned results that were too similar/redundant                                   |            |                               |                  |
|         |                        |  | I was not sure what words to use in my search                                      |            |                               |                  |
|         |                        |  | The search required too many refinements to get what I wanted                      |            |                               |                  |
|         |                        |  | Search speed was too slow  |            |                               |                  |
|         |                        |  | Other Other  | Α          |                               |                  |
| AKR5760 | A                      | If you answered "other", what was your search experience? Please be specific.  |  |            | Text area, no char limit      |                  |
| AKR5765 | E                      | Please describe your navigation experience.  | No difficulties encountered  |            | Radio button, one-up vertical | single           |
|         |                        |  | Could not determine the best link on most pages                                    |            |                               |                  |
|         |                        |  | Could not navigate back to previous information                                    |            |                               |                  |
|         |                        |  | I felt lost, did not know where I was  |            |                               |                  |
|         |                        |  | I had difficulty finding related information                                       |            |                               |                  |
|         |                        |  | I had difficulty finding detailed information                                      |            |                               |                  |
|         |                        |  | Too many links or navigational choices   |            |                               |                  |
|         |                        |  | Links did not take me where I expected   |            |                               |                  |

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|         |                        |   | Dept of State V2 CUSTOM QUESTION LIST  |         |                                     |                    |
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| QID     | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)             | Single<br>or Multi |
|         |                        |   | Could not get started or did not know where to begin I had technical difficulties (e.g. broken links, error messages, etc) The navigation did not support what I was trying to accomplish Navigated to general area but could not find the specific content needed Other |         |                                     |                    |
| AKR5761 | F                      | Did you use <strong>other available search features</strong> of the site?   | Yes<br>No  |         | Radio button, one-up vertical       | single             |
| AKR5762 | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |  |         | Text area, no char limit            |                    |
| AKR5764 | Н                      | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.       | 1=Not very satisfied  2 3 4 5 6 7 8 9 Very satisfied=10 Don't know   |         | Radio button, scale, has don't know | single             |
| AKR5763 |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government      | 1=Poor   |         | Radio button, scale, has don't      | Single             |
| AKR5766 |                        | Are you using the site to find information for any of the following:  | Career or employment decisions or choices Personal knowledge or curiosity School or college-related task or assignment Travel purposes Work-related task or assignment Other   |         | Checkbox, one-up vertical           | multi              |
| AKR5767 |                        | How did you find out about this website?  | College/School USA.gov Friend/Colleague Link from another website News Story Search engine State Dept. Publication   |         | Drop down, select one               | single             |

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| QID      | Skip<br>Logic<br>Label | Question Text                                   | Answer Choices (limited to 50 characters) Other: Please Specify | Skip to<br>B | Type (select from list) | Single<br>or Multi |
|----------|------------------------|---|---|--------------|-------------------------|--------------------|
| AED10467 | В                      | Other: How did you find out about this website? |   |              | Text field, <100 char   | single             |
| AKR5770  |                        | Did you find what you were looking for?         | Yes   |              | Drop down, select one   | single             |
|          |                        |   | No  |              |                         |                    |
|          |                        |   | Partially   |              |                         |                    |
|          |                        |   | Still looking   |              |                         |                    |

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| QID   | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)               | Skip to  | Type (select from list)                 | Sing<br>or M |
|-------|------------------------|---|--|----------|---|--------------|
| -     |                        | If state.gov offered you an option to see information specific to your interests, what categories of information might you find useful? (Select all that apply) | Top stories  |          | Checkbox, one-up vertical               | Mul          |
|       |                        | (Octobe all that apply)   | Daily press briefings                                      |          |   |              |
|       |                        |   | My favorite countries                                      |          |   |              |
|       |                        |   | RSS feeds (see http://www.state.gov/rssfeeds)              |          |   |              |
|       |                        |   | Remarks and testimony by senior officials                  |          |   |              |
|       |                        |   | Secretary Clinton's remarks                                |          |   |              |
|       |                        |   | Videos   |          |   |              |
|       |                        |   | Public schedule  |          |   |              |
|       |                        |   | Secretary Clinton's most recent trip                       |          |   |              |
|       |                        |   | Links to top 10 liked pages                                |          |   |              |
|       |                        |   | Links to top 10 liked pages  Links to last 5 visited pages |          |   |              |
|       |                        |   | Widgets (weather, time, calendar)                          |          |   |              |
|       |                        |   | Quick link to Google maps for countries                    |          |   |              |
|       |                        |   | Hot topic  |          |   |              |
|       |                        |   | Related sites (ex: travel.state.gov; blog)                 |          |   |              |
|       |                        |   | Other, please specify:                                     | Α        |   |              |
|       | Α                      | Other categories of information   | Otter, piedae apecity.                                     |          | Text field, <100 char                   | +            |
| R5753 |                        | How frequently do you visit this site?  | First time   |          | Radio button, one-up vertical           | sir          |
| 3733  |                        | now frequently do you visit this site?  | More than once a day                                       |          | Radio buttori, orie-up vertical         | SII          |
|       |                        |   | Daily  |          |   |              |
|       |                        |   | About once a week  |          |   |              |
|       |                        |   | About once a month   |          |   |              |
|       |                        |   | Every 6 months or less                                     |          |   |              |
| R5754 |                        | Which best describes you?   | Attorney/Lawyer  |          | Checkbox, one-up vertical               |              |
| (3734 |                        | William best describes you:   | Business Person/Contractor                                 |          | Checkbox, one-up vertical               |              |
|       |                        |   | College/Graduate Student                                   |          |   |              |
|       |                        |   | General Public (U.S. or Foreign Citizen)                   |          |   |              |
|       |                        |   | Grades 9-12 Student  |          |   |              |
|       |                        |   | Grades K-8 Student   |          |   |              |
|       |                        |   | Non-governmental org.                                      |          |   |              |
|       |                        |   | Press/Journalist   |          |   |              |
|       |                        |   | Retired  |          |   |              |
|       |                        |   | Teacher/Educator   |          |   |              |
|       |                        |   | U.S. State or Local gov't                                  |          |   |              |
|       |                        |   | U.S. Federal gov't   |          |   |              |
|       |                        |   | Other, please specify:                                     | Α        |   |              |
| 25755 | Α                      | Other role  | Carlon produce opening.                                    |          | Text area, no char limit                | _            |
| R5756 |                        | What is your primary purpose for visiting this site?  | Career information   |          | Drop down, select one                   | sir          |
|       |                        | ,   | Visa information   |          | , |              |
|       |                        |   | Passport Information                                       |          |   |              |
|       |                        |   | Human Rights information                                   |          |   |              |
|       |                        |   | Information about Foreign affairs                          |          |   |              |
|       |                        |   | Information about different countries                      |          |   |              |
|       |                        |   | Foreign Per diem information                               |          |   |              |
|       | 1                      | 1   | Read the latest news and press releases                    | <b>-</b> | 1                                       | 1            |

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| QID    | Logic<br>Label | Question Text   | (limited to 50 characters)   | Skip to    | Type (select from list)       | Single<br>or Mul |
| Ųιυ    | Laber          | Question Text   | Information on international business  | OKIP to    | Type (select from list)       | OI WILL          |
|        |                |   | Research educational and cultural information  |            |                               |                  |
|        |                |   | Research for school or personal use  |            |                               |                  |
|        |                |   | Travel information or warnings   |            |                               |                  |
|        |                |   | Learn about the State Department   |            |                               |                  |
|        |                |   | Other, please specify:   | Α          |                               |                  |
|        | Α              | Other primary reason  | enon, produce opening.   |            | Text field, <100 char         |                  |
| KR5757 |                | What primary method are you using to locate the information you are           | "Find it by" feature -> "Browse by" feature  | C,E,F      | Radio button, one-up vertical | single           |
|        |                | l l l l l l l l l l l l l l l l l l l   | Subject Index  | E .        | radio salion, one ap renda.   | 0g.              |
|        |                |   | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)  | Ē          |                               | 1 1              |
|        |                |   | Categories on the TOP white navigation bar (e.g. about state, policy issues,   | Ē          |                               | 1 1              |
|        |                |   | etc.)  | _          |                               |                  |
|        |                |   | Links in the page  | E          |                               |                  |
|        |                |   | Search feature on this site  | C,D,F,G, H |                               |                  |
|        |                |   | Third-party search feature (such as Google, Yahoo, etc.)   |            |                               |                  |
|        |                |   | Other  |            |                               |                  |
| KR5758 | С              | How do you search for information on our site? (check all that apply)         | Keywords or topics   |            | Checkbox, one-up vertical     | mult             |
|        |                |   | "Browse by" Speaker  |            |                               |                  |
|        |                |   | "Browse by" Date   |            |                               |                  |
|        |                |   | "Browse by" Topic  |            |                               |                  |
|        |                |   | "Browse by" Country  |            |                               |                  |
|        |                |   | "Browse by" Publication Type   |            |                               |                  |
|        |                |   | Other  |            |                               |                  |
| (R5759 | D              | Please describe your search experience  | No difficulties encountered  |            | Radio button, one-up vertical | sing             |
|        |                | , i   | Results were not helpful   |            | , ,                           |                  |
|        |                |   | Returned too many results  |            |                               |                  |
|        |                |   | Returned too few or no results   |            |                               |                  |
|        |                |   | Returned results that were too similar/redundant   |            |                               |                  |
|        |                |   | I was not sure what words to use in my search  |            |                               |                  |
|        |                |   | The search required too many refinements to get what I wanted  |            |                               |                  |
|        |                |   | Search speed was too slow  |            |                               |                  |
|        |                |   | Other  | Α          |                               |                  |
| KR5760 | A              | If you answered "other", what was your search experience? Please be specific. |  |            | Text area, no char limit      |                  |
| KR5765 | E              | Please describe your navigation experience.                                   | No difficulties encountered Could not determine the best link on most pages Could not navigate back to previous information I felt lost, did not know where I was I had difficulty finding related information I had difficulty finding detailed information |            | Radio button, one-up vertical | sing             |
|        |                |   | Too many links or navigational choices   |            |                               |                  |
|        |                |   | Links did not take me where I expected   |            |                               |                  |

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

Date: 11/7/2011

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

|         |                        |   | Dept of State v2 CUSTOM QUESTION LIST  |         |                                     |                    |
|---------|------------------------|---|--|---------|-------------------------------------|--------------------|
| QID     | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)             | Single<br>or Multi |
|         |                        |   | Could not get started or did not know where to begin I had technical difficulties (e.g. broken links, error messages, etc) The navigation did not support what I was trying to accomplish Navigated to general area but could not find the specific content needed Other |         |                                     |                    |
| AKR5761 | F                      | Did you use <strong>other available search features</strong> of the site?   | Yes  |         | Radio button, one-up vertical       | single             |
| AKR5762 | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |  |         | Text area, no char limit            |                    |
| AKR5764 | Н                      | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.       | 1=Not very satisfied  2 3 4 5 6 7 8 9 Very satisfied=10 Don't know   |         | Radio button, scale, has don't know | single             |
| AKR5763 |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government      | 1=Poor   |         | Radio button, scale, has don't      | Single             |
| AKR5766 |                        | Are you using the site to find information for any of the following:  | Career or employment decisions or choices Personal knowledge or curiosity School or college-related task or assignment Travel purposes Work-related task or assignment Other   |         | Checkbox, one-up vertical           | multi              |
| AKR5767 |                        | How did you find out about this website?  | College/School USA.gov Friend/Colleague Link from another website News Story Search engine State Dept. Publication   |         | Drop down, select one               | single             |

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| QID          | Skip<br>Logic<br>Label | Question Text                                   | Answer Choices (limited to 50 characters) Other: Please Specify | Skip to | Type (select from list) | Single<br>or Multi |
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| AED10467     |                        | Other: How did you find out about this website? |   |         | Text field, <100 char   | single             |
| AKR5770      |                        | Did you find what you were looking for?         | Yes   |         | Drop down, select one   | single             |
|              |                        |   | No  |         |                         |                    |
|              |                        |   | Partially   |         |                         |                    |
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| Required<br>Y/N | Special<br>Instructions |
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| QID        | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)                             | Skip to    | Type (select from list)       | Single<br>or Mu |
|------------|------------------------|---|--|------------|-------------------------------|-----------------|
| AKR5753    |                        | How frequently do you visit this site?                                | First time   | Citip to   | Radio button, one-up vertical | single          |
|            |                        |   | More than once a day   |            |                               | 9               |
|            |                        |   | Daily  |            |                               |                 |
|            |                        |   | About once a week  |            |                               |                 |
|            |                        | About once a week  About once a month                                 |  |            |                               |                 |
|            |                        |   | Every 6 months or less   |            |                               |                 |
| AKR5754    |                        | Which best describes you?   | Attorney/Lawyer  |            | Checkbox, one-up vertical     | М               |
| ANR3734    |                        | Which best describes you?   | Business Person/Contractor   |            | Checkbox, one-up vertical     | IVI             |
|            |                        |   | College/Graduate Student   |            |                               |                 |
|            |                        |   |  |            |                               |                 |
|            |                        |   | General Public (U.S. or Foreign Citizen)                                 |            |                               |                 |
|            |                        |   | Grades 9-12 Student  |            |                               |                 |
|            |                        |   | Grades K-8 Student   |            |                               |                 |
|            |                        |   | Non-governmental org.  |            |                               |                 |
|            |                        |   | Press/Journalist   |            |                               |                 |
|            |                        |   | Retired  |            |                               |                 |
|            |                        | Teacher/Educator  |  |            |                               |                 |
|            |                        |   | U.S. State or Local gov't  |            |                               |                 |
|            |                        |   | U.S. Federal gov't   |            |                               |                 |
|            |                        |   | Other, please specify:   | Α          |                               |                 |
| AKR5755    | Α                      | Other role  |  |            | Text area, no char limit      |                 |
| AKR5756    |                        | What is your primary purpose for visiting this site?                  | Career information   |            | Drop down, select one         | singl           |
|            |                        |   | Visa information   |            |                               |                 |
|            |                        |   | Passport Information   |            |                               |                 |
|            |                        |   | Human Rights information   |            |                               |                 |
|            |                        |   | Information about Foreign affairs  |            |                               |                 |
|            |                        |   | Information about different countries                                    |            |                               |                 |
|            |                        |   | Foreign Per diem information   |            |                               |                 |
|            |                        |   | Read the latest news and press releases                                  |            |                               |                 |
|            |                        |   | Information on international business                                    |            |                               |                 |
|            |                        |   | Research educational and cultural information                            |            |                               |                 |
|            |                        |   | Research for school or personal use                                      |            |                               |                 |
|            |                        |   | Travel information or warnings   |            |                               |                 |
|            |                        |   | Learn about the State Department   |            |                               |                 |
|            |                        |   | Other  |            |                               |                 |
| AKR5757    |                        | What primary method are you using to locate the information you are   |  | C,E,F      | Radio button, one-up vertical | singl           |
| -11(1(3737 |                        | what primary method are you using to locate the information you are   | Subject Index  | E,E,       | radio batton, one up vertical | Jingi           |
|            |                        |   | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)  | Ē          |                               |                 |
|            |                        |   | Categories on the TOP white navigation bar (e.g. mainimedia, blog, etc.) | Ē          |                               |                 |
|            |                        |   | etc.)  |            |                               |                 |
|            |                        |   | Links in the page  | Е          |                               |                 |
|            |                        |   |  | _          |                               |                 |
|            |                        |   | Search feature on this site  | C,D,F,G, H |                               |                 |
|            |                        |   | Third-party search feature (such as Google, Yahoo, etc.)                 |            |                               |                 |
|            |                        |   | Other  |            |                               |                 |
| AKR5758    | С                      | How do you search for information on our site? (check all that apply) | Keywords or topics   |            | Checkbox, one-up vertical     | mult            |
|            |                        |   | "Browse by" Speaker  |            |                               |                 |
|            |                        |   | "Browse by" Date   |            |                               |                 |
|            |                        |   | "Browse by" Topic  |            |                               |                 |
|            |                        |   | "Browse by" Country  |            |                               |                 |

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|         |                        |   | Dept of State v2 CUSTOM QUESTION LIST                                     |         |   |                    |
|---------|------------------------|---|---|---------|---|--------------------|
| QID     | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)                              | Skip to | Type (select from list)                 | Single<br>or Multi |
|         |                        |   | "Browse by" Publication Type  |         |   |                    |
|         |                        |   | Other   |         |   |                    |
| AKR5759 | D                      | Please describe your search experience  | No difficulties encountered   |         | Radio button, one-up vertical           | single             |
|         |                        |   | Results were not helpful  |         |   |                    |
|         |                        |   | Returned too many results   |         |   | 4                  |
|         |                        |   | Returned too few or no results  |         |   | A .                |
|         |                        |   | Returned results that were too similar/redundant                          |         |   | A                  |
|         |                        |   | I was not sure what words to use in my search                             |         |   | A                  |
|         |                        |   | The search required too many refinements to get what I wanted             |         |   | A                  |
|         |                        |   | Search speed was too slow   |         |   | A                  |
|         |                        |   | Other   | A       |   |                    |
| AKR5760 | A                      | If you answered "other", what was your search experience? Please be specific.   |   |         | Text area, no char limit                |                    |
| AKR5765 | E                      | Please describe your navigation experience.   | No difficulties encountered   |         | Radio button, one-up vertical           | single             |
|         |                        | ,   | Could not determine the best link on most pages                           |         | , |                    |
|         |                        |   | Could not navigate back to previous information                           |         |   | A .                |
|         |                        |   | I felt lost, did not know where I was                                     |         |   | A .                |
|         |                        |   | I had difficulty finding related information                              | 1       |   | A .                |
|         |                        |   | I had difficulty finding detailed information                             | -       |   | A .                |
|         |                        |   | Too many links or navigational choices                                    | -       |   | A .                |
|         |                        |   | Links did not take me where I expected                                    | -       |   | A                  |
|         |                        |   | Could not get started or did not know where to begin                      | -       |   | A                  |
|         |                        |   | I had technical difficulties (e.g. broken links, error messages, etc)     | -       |   | A                  |
|         |                        |   | The navigation did not support what I was trying to accomplish            | -       |   | 4                  |
|         |                        |   | Navigated to general area but could not find the specific content needed  | -       |   | A                  |
|         |                        |   | Inavigated to general area but could not find the specific content needed |         |   |                    |
|         |                        |   | Other   | 1       |   |                    |
| AKR5761 | F                      | Did you use <strong>other available search features</strong> of the site?   | Yes   |         | Radio button, one-up vertical           | single             |
|         |                        |   | No  |         |   |                    |
| AKR5762 | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |   |         | Text area, no char limit                |                    |
| AKR5764 | н                      | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.       | 1=Not very satisfied  |         | Radio button, scale, has don't know     | single             |
|         |                        |   | 2   |         |   |                    |
|         |                        |   | 3   |         |   |                    |
|         |                        |   | 4   |         |   |                    |
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| QID     | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list)        | Single<br>or Mul |
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|         |                        |   | Very satisfied=10                            |         |                                |                  |
|         |                        |   | Don't know                                   |         |                                |                  |
| AKR5763 |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government. | 1=Poor                                       |         | Radio button, scale, has don't | Single           |
|         |                        |   | 3  |         |                                |                  |
|         |                        |   | 5<br>6<br>7                                  |         |                                |                  |
|         |                        |   | 8 9 Excellent=10                             |         |                                |                  |
| AKR5766 |                        | Are you using the site to find information for any of the following:  | Career or employment decisions or choices    |         | Checkbox, one-up vertical      | multi            |
|         |                        |   | Personal knowledge or curiosity              |         | Checkbert, one up tortion      | 111616           |
|         |                        |   | School or college-related task or assignment |         |                                |                  |
|         |                        |   | Travel purposes                              |         |                                |                  |
|         |                        |   | Work-related task or assignment              |         |                                |                  |
|         |                        |   | Other  |         |                                |                  |
| KR5767  |                        | How did you find out about this website?  | College/School                               |         | Drop down, select one          | singl            |
|         |                        |   | USA.gov                                      |         |                                |                  |
|         |                        |   | Friend/Colleague                             |         |                                |                  |
|         |                        |   | Link from another website                    |         |                                |                  |
|         |                        |   | News Story                                   |         |                                |                  |
|         |                        |   | Search engine                                |         |                                |                  |
|         |                        |   | State Dept. Publication                      |         |                                |                  |
|         |                        |   | Other: Please Specify                        | В       |                                |                  |
| ED10467 | В                      | Other: How did you find out about this website?   |  |         | Text field, <100 char          | sing             |
| AKR5770 |                        | Did you find what you were looking for?   | Yes  |         | Drop down, select one          | singl            |
|         |                        |   | No   |         |                                |                  |
|         |                        |   | Partially                                    |         |                                |                  |
|         |                        |   | Still looking                                |         |                                |                  |

| Required<br>Y/N | Special<br>Instructions |
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| QID     | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)                                  | Skip to | Type (select from list)       | Single<br>or Multi | Required<br>Y/N |   |     |   |   |  |
|---------|------------------------|--|---|---------|-------------------------------|--------------------|-----------------|---|-----|---|---|--|
| AKR5753 | Laber                  | How frequently do you visit this site?                                   | First time  | Skip to | Radio button, one-up vertical | single             | у               |   |     |   |   |  |
|         |                        | li low modulentry do you visit tino site.                                | More than once a day  |         | read batton, one up vertical  | Sirigio            | ,               |   |     |   |   |  |
|         |                        |  | Daily   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | About once a week   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | About once a month  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Every 6 months or less  |         |                               |                    |                 |   |     |   |   |  |
| VDE7E4  |                        | Mhigh boot describes you?  |   |         | Charlebox and un vertical     |                    |                 |   |     |   |   |  |
| KR5754  |                        | Which best describes you?  | Attorney/Lawyer   |         | Checkbox, one-up vertical     | М                  | У               |   |     |   |   |  |
|         |                        |  | Business Person/Contractor  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | College/Graduate Student  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | General Public (U.S. or Foreign Citizen)                                      |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Grades 9-12 Student   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Grades K-8 Student  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Non-governmental org.   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Press/Journalist  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Retired   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Teacher/Educator  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | U.S. State or Local gov't   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | U.S. Federal gov't  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Other, please specify:  | Α       |                               |                    |                 |   |     |   |   |  |
| KR5755  | Α                      | Other role   |   |         | Text area, no char limit      |                    | n               |   |     |   |   |  |
| KR5756  |                        | What is your primary purpose for visiting this site?                     | Career information  |         | Drop down, select one         | single             | у               |   |     |   |   |  |
|         |                        | parpose for visiting the site.   | Visa information  |         | 2.00 40, 50.000 6             | og.o               | ,               |   |     |   |   |  |
|         |                        |  | Passport Information  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Human Rights information  | -       |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Information about Foreign affairs   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | · ·   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Information about different countries   |         |                               |                    |                 |   | l . | 1 | 1 |  |
|         |                        |  | Foreign Per diem information  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Read the latest news and press releases                                       |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Information on international business   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Research educational and cultural information                                 |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Research for school or personal use   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Travel information or warnings  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Learn about the State Department  |         |                               | 1                  | 1               | 1 |     |   |   |  |
|         |                        |  | Other   |         |                               |                    |                 |   |     |   |   |  |
| KR5757  |                        | What primary method are you using to locate the information you are      | "Find it by" feature -> "Browse by" feature                                   | C,D,F   | Radio button, one-up vertical | single             | у               |   |     |   |   |  |
|         |                        |  | Subject Index   | E       |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)       | E       |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Categories on the TOP grey navigation bar (e.g. press, travel, careers, etc.) | E       |                               |                    |                 |   |     |   |   |  |
|         |                        |  | >Categories on the TOP white navigation bar (e.g. about state, policy         |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | issues, etc.)   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Links in the page   | E       |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Search feature on this site   | C,D,F,G |                               |                    |                 |   |     |   |   |  |
|         |                        | Third-party search feature (such as Google, Yahoo, etc.)                 | 3,5,1,3   |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | All of the above  |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | Other   |         |                               |                    |                 |   |     |   |   |  |
| /DE7E0  |                        | How do you consol for information on our site? (sheet, all that are let) |   | 0.0     | Charlebox and university      | multi              |                 |   |     |   |   |  |
| KR5758  |                        | How do you search for information on our site? (check all that apply)    | Keywords or topics  | C,G     | Checkbox, one-up vertical     | multi              | У               |   |     |   |   |  |
|         | С                      |  | "Find it by" Speaker> "Browse by" Speaker                                     |         |                               |                    |                 |   |     |   |   |  |
|         |                        |  | "Find it by" Date> "Browse by" Date   |         |                               |                    |                 |   |     |   |   |  |

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|---------|------------------------|--|---|---------|-------------------------------------|--------------------|---|
| QID     | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)  | Skip to | Type (select from list)             | Single<br>or Multi |   |
|         |                        |  | "Find it by" Topic> "Browse by" Topic "Find it by" Country> "Browse by" Country "Find it by" Publication Type> "Browse by Publication Type" Other   | -       |                                     |                    |   |
| AKR5759 | D                      | If you used the search feature of the site, what type of difficulty, if any, did you encounter with the search feature? -> Please describe your search experience  | No difficulties encountered  Results were helpful  Results were not helpful  Returned too many results  Returned too few or no results  Returned results that were too similar/redundant  I was not sure what words to use in my search  The search required too many refinements to get what I wanted  Search speed was too slow  Other  | A       | Radio button, one-up vertical       | single             | n |
| AKR5760 | A                      | If you answered "other" for "what type of difficulty, if any, did you encounter with the search feature", what was the <strong>other difficulty</strong> ? Please be specific> If you answered "other", what was your search experience? Please be specific. |   |         | Text area, no char limit            |                    | n |
| AKR5765 | Е                      | If you used navigation features to find your information, what type of difficulty, if any, did you encounter with the navigation process? -> Please describe your navigation experience.   | No difficulties encountered Could not determine the best link on most pages Could not navigate back to previous information I felt lost, did not know where I was I had difficulty finding related information I had difficulty finding detailed information Too many links or navigational choices Links did not take me where I expected Could not get started or did not know where to begin I had technical difficulties (e.g. broken links, error messages, etc) The navigation did not support what I was trying to accomplish Navigated to general area but could not find the specific content needed Other |         | Radio button, one-up vertical       | single             | n |
| AKR5761 | F                      | Did you use <strong>other available search features</strong> of the site?  | Yes<br>No   |         | Radio button, one-up vertical       | single             | у |
| AKR5762 | G                      | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for?  |   | Н       | Text area, no char limit            |                    | n |
| AKR5764 | Н                      | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.  | 1=Not very satisfied  2 3 4 5   |         | Radio button, scale, has don't know | single             | У |

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

Date: 12/14/2009

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pink: ADDITION

blue + -->: REWORDING

|                   | Ckin                   |   |  |         |                                |                    |       |
|-------------------|------------------------|---|--|---------|--------------------------------|--------------------|-------|
| QID               | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)           | Skip to | Type (select from list)        | Single<br>or Multi | Requi |
|                   |                        |   | 7  |         |                                |                    |       |
|                   |                        |   | Q Q  |         |                                |                    |       |
|                   |                        |   | Very satisfied=10                                      | -       |                                |                    |       |
|                   |                        |   | Don't know   | -       |                                |                    |       |
| (R5763            |                        | Please rate your impression of how well this agency                   | 1=Poor   |         | Radio button, scale, has don't | Single             | Υ     |
|                   |                        | <strong>encourages citizen participation</strong> in government.      |  |         |                                |                    |       |
|                   |                        |   | 2  |         |                                |                    |       |
|                   |                        |   | 3  |         |                                |                    |       |
|                   |                        |   | 4  |         |                                |                    |       |
|                   |                        |   | 5  |         |                                |                    |       |
|                   |                        |   | 6  |         |                                |                    |       |
|                   |                        |   | 7  | ]       |                                |                    |       |
|                   |                        |   | 8  | 1       |                                |                    |       |
|                   |                        |   | 5allant 10   | 4       |                                |                    |       |
| DE766             |                        | Are you using the site to find information for any of the following:  | Excellent=10 Career or employment decisions or choices |         | Checkbox, one-up vertical      | multi              | у     |
| AKR5766           |                        | Are you using the site to find information for any of the following.  | Personal knowledge or curiosity                        | +       | Checkbox, one-up vertical      | IIIuiu             | , y   |
|                   |                        |   | School or college-related task or assignment           | +       |                                |                    |       |
|                   |                        |   | Travel purposes  | 1       |                                |                    |       |
|                   |                        |   | Work-related task or assignment                        | †       |                                |                    |       |
|                   |                        | Other   |  |         |                                |                    |       |
| (R5767            |                        | How did you find out about this website?                              | College/School   |         | Drop down, select one          | single             | У     |
|                   |                        | ע   | USA.gov  |         |                                |                    |       |
|                   |                        |   | Friend/Colleague                                       |         |                                |                    |       |
|                   |                        |   | Link from another website                              |         |                                |                    |       |
|                   |                        |   | News Story   |         |                                |                    |       |
|                   |                        |   | Search engine  |         |                                |                    |       |
|                   |                        |   | State Dept. Publication                                |         |                                |                    |       |
|                   |                        | Others Herridian and find and all and the controls                    | Other -> Other: Please Specify                         | В       | Tankfald (100 abov             | ain aila           |       |
| D00045            | В                      | Other: How did you find out about this website?                       | No   |         | Text field, <100 char          | single             | N     |
| <del>D09615</del> |                        | Have you utilized the video feature on state.gov?                     | Yes  | A       | Radio button, one-up vertical  | Single             | ¥     |
| <del>R5768</del>  | A                      | Are you interested in more video?                                     | Yes  |         | Radio button, one-up vertical  | single             | ¥     |
| 113700            | _ ^                    | Are you interested in more video:                                     | No.  | +       | radio batton, one up vertical  | Sirigic            |       |
| <del>(R5769</del> | A                      | If you watched video on state.gov, please rate your satisfaction with |  |         | Radio button, one-up vertical  | single             | n     |
|                   |                        | it> Please rate your satisfaction with the videos.                    | - 1 55.  |         | Trade Satisfy Sile ap Verasa.  | Singio             |       |
|                   |                        |   | 2  | †       |                                |                    |       |
|                   |                        |   | 3  | 1       |                                |                    |       |
|                   |                        |   | 4  | 1       |                                |                    |       |
|                   |                        |   | 5  |         |                                |                    |       |
|                   |                        |   | 6  |         |                                |                    |       |
|                   |                        |   | 7  |         |                                |                    |       |
|                   |                        |   | 8  |         |                                |                    |       |
|                   |                        |   | 9  |         |                                |                    |       |
|                   |                        |   | Excellent=10   |         |                                |                    |       |
|                   |                        |   | Does not apply   |         |                                |                    |       |
| R5770             | 1                      | Did you find what you were looking for?                               | Yes  |         | Drop down, select one          | single             | у     |

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

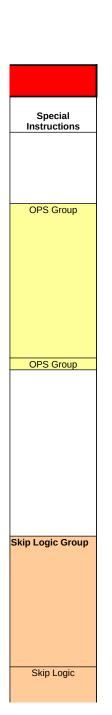
Date: 12/14/2009

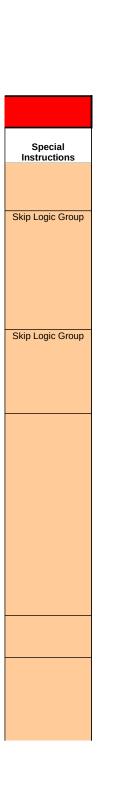
red & strike-through: DELETE underlined & italicized: RE-ORDER

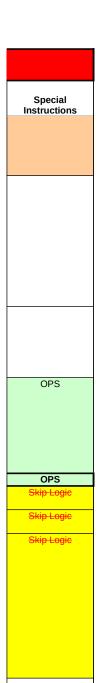
pink: ADDITION

blue + -->: REWORDING

| QID | Skip<br>Logic<br>Label | Question Text | Answer Choices<br>(limited to 50 characters) | Skip to | Type (select from list) | Single<br>or Multi | Required<br>Y/N |
|-----|------------------------|---------------|--|---------|-------------------------|--------------------|-----------------|
|     |                        |               | No   |         |                         |                    |                 |
|     |                        |               | Partially                                    |         |                         |                    |                 |
|     |                        |               | Still looking                                |         |                         |                    |                 |









Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

Date: 9/11/2009

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

|           | Skip           |   |   |         |                               |                 |                |
|-----------|----------------|---|---|---------|-------------------------------|-----------------|----------------|
| QID       | Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)                                  | Skip to | Type (select from list)       | Single or Multi | Require<br>Y/N |
| AKR5753   |                | How frequently do you visit this site?                                | First time  | -       | Radio button, one-up vertical | single          | у              |
|           |                |   | More than once a day  |         |                               |                 |                |
|           |                |   | Daily   |         |                               |                 |                |
|           |                |   | About once a week   |         |                               |                 |                |
|           |                |   | About once a month  |         |                               |                 |                |
|           |                |   | Every 6 months or less  |         |                               |                 |                |
| KR5754    |                | Which best describes you?   | Attorney/Lawyer   |         | Checkbox, one-up vertical     | М               | у              |
|           |                |   | Business Person/Contractor  |         | l constant, one apromata      |                 | ,              |
|           |                |   | College/Graduate Student  |         |                               |                 |                |
|           |                |   | Grades 9-12 Student   |         |                               |                 |                |
|           |                |   | Grades K-8 Student  |         |                               |                 |                |
|           |                |   | Non-governmental org.   |         |                               |                 |                |
|           |                |   | Press/Journalist  |         |                               |                 |                |
|           |                |   | Teacher/Educator  |         |                               |                 |                |
|           |                |   |   |         |                               |                 |                |
|           |                |   | U.S. State or Local gov't   |         |                               |                 |                |
|           |                |   | U.S. Federal gov't  | _       |                               |                 |                |
|           |                |   | Other, please specify:  | Α       |                               |                 |                |
| KR5755    | Α              | Other role  |   |         | Text area, no char limit      |                 | n              |
| AKR5756   |                | What is your primary purpose for visiting this site?                  | Career information  |         | Drop down, select one         | single          | У              |
|           |                |   | Visa information  |         |                               |                 |                |
|           |                |   | Passport Information  |         |                               |                 |                |
|           |                |   | Human Rights information  |         |                               |                 |                |
|           |                |   | Information about Foreign affairs   |         |                               |                 |                |
|           |                |   | Information about different countries   |         |                               |                 |                |
|           |                |   | Foreign Per diem information  |         |                               |                 |                |
|           |                |   | Read the latest news and press releases                                       |         |                               |                 |                |
|           |                |   | Information on international business   |         |                               |                 |                |
|           |                |   | Research educational and cultural information                                 |         |                               |                 |                |
|           |                |   | Research for school or personal use   |         |                               |                 |                |
|           |                |   | Travel information or warnings  |         |                               |                 |                |
|           |                |   | Learn about the State Department  |         |                               |                 |                |
|           |                |   | Other   |         |                               |                 |                |
| KR5757    |                | What primary method are you using to locate the information you are   |   |         | Radio button, one-up vertical | single          | у              |
|           |                |   | Subject index   |         |                               |                 | ,              |
|           |                |   | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)       |         |                               |                 |                |
|           |                |   | Categories on the TOP grey navigation bar (e.g. press, travel, careers, etc.) |         |                               |                 |                |
|           |                |   | Satisfaction on the Foreign State (org. proces, travel, satisfaction)         |         |                               |                 |                |
|           |                |   | Links in the page   |         |                               |                 |                |
|           |                |   | Search feature on this site   |         |                               |                 |                |
|           |                |   | Third-party search feature (such as Google, Yahoo, etc.)                      |         |                               |                 |                |
|           |                |   | All of the above  |         |                               |                 |                |
|           |                |   | Other   |         |                               |                 |                |
| KR5758    |                | How do you coarch for information on our cite? (about all that apply) |   |         | Checkbox, one-up vertical     | multi           | ,,             |
| AC / CHAI |                | How do you search for information on our site? (check all that apply) | Keywords or topics  |         | Checkbox, one-up vertical     | multi           | У              |
|           |                |   | "Find it by" Speaker  |         |                               |                 |                |
|           |                |   | "Find it by" Date   |         |                               |                 |                |
|           |                |   | "Find it by" Topic  |         |                               |                 |                |
|           |                |   | "Find it by" Country  |         |                               |                 |                |
|           |                | "Find it by" Publication Type   |   |         |                               |                 |                |

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

Date: 9/11/2009

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pink: ADDITION

blue + -->: REWORDING

|         |               |   | Dept of State V2 COSTOM QCESTION EIST   |         |                                     |          |          |
|---------|---------------|---|---|---------|-------------------------------------|----------|----------|
|         | Skip<br>Logic |   | Answer Choices  |         |                                     | Single   | Require  |
| QID     | Label         | Question Text   | (limited to 50 characters)  | Skip to | Type (select from list)             | or Multi | Y/N      |
| AKR5759 |               | If you would also a sough fractions of the site wheat to use of difficulty if   | Other   |         | Dadia buttan ana un un tratical     | -11-     | _        |
| AKR5759 |               | If you used the search feature of the site, what type of difficulty, if   | No difficulties encountered   |         | Radio button, one-up vertical       | single   | n        |
|         |               |   | Results were helpful  |         |                                     |          |          |
|         |               |   | Results were not helpful Returned too many results  |         |                                     |          |          |
|         |               |   | Returned too few or no results  |         |                                     |          |          |
|         |               |   | Returned results that were too similar/redundant  |         |                                     |          |          |
|         |               |   | I was not sure what words to use in my search   |         |                                     |          |          |
|         |               |   | The search required too many refinements to get what I wanted                                   |         |                                     |          |          |
|         |               |   | Search speed was too slow   |         |                                     |          | 1        |
|         |               |   | Other   | Α       |                                     |          | 1        |
| AKR5760 | Α             | If you answered "other" for "what type of difficulty, if any, did you   |   |         | Text area, no char limit            |          | n        |
|         |               | encounter with the search feature", what was the <strong>other difficulty</strong> ? Please be specific.                    |   |         | Tok area, no snar min               |          |          |
| AKR5761 |               | Did you use <strong>other available search features</strong> of the site?   | Yes   |         | Radio button, one-up vertical       | single   | у        |
|         |               |   | No  |         |                                     |          |          |
| AKR5762 |               | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for? |   |         | Text area, no char limit            |          | n        |
| AKR5763 |               | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government.     | 1=Poor  |         | Radio button, scale, has don't      | Single   | Υ        |
|         |               |   | 2   |         |                                     |          |          |
|         |               |   | 3   |         |                                     |          |          |
|         |               |   | 4   |         |                                     |          |          |
|         |               |   | 5   |         |                                     |          |          |
|         |               |   | 6   |         |                                     |          |          |
|         |               |   | 7   |         |                                     |          |          |
|         |               |   | 8   |         |                                     |          |          |
|         |               |   | 9   |         |                                     |          |          |
|         |               |   | Excellent=10  |         |                                     |          |          |
| AKR5764 |               | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.       | 1=Not very satisfied  |         | Radio button, scale, has don't know | single   | У        |
|         |               |   | 2   |         |                                     |          |          |
|         |               |   | 3   |         |                                     |          |          |
|         |               |   | 4   |         |                                     |          |          |
|         |               |   | 5   |         |                                     |          |          |
|         |               |   | 6   |         |                                     |          |          |
|         |               |   | 7   |         |                                     |          |          |
|         |               |   | 8   |         |                                     |          |          |
|         |               |   | 9   |         |                                     |          |          |
|         |               |   | Very satisfied=10   |         |                                     |          |          |
| AKR5765 |               | If you used povigation features to find your information, what time of  | Don't know No difficulties encountered  |         | Dadio button, one un vertical       | cinalc   | <u> </u> |
| C01CHAP |               | If you used navigation features to find your information, what type of  |   |         | Radio button, one-up vertical       | single   | n        |
|         |               |   | Could not determine the best link on most pages Could not navigate back to previous information |         |                                     |          |          |
|         |               |   | I felt lost, did not know where I was   |         |                                     |          |          |
|         |               |   | I had difficulty finding related information  |         |                                     |          |          |
|         |               |   |   |         |                                     |          |          |
|         | I             | I   | I had difficulty finding detailed information   |         | I                                   | I        | I        |

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

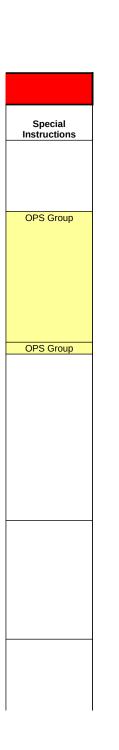
Date: 9/11/2009

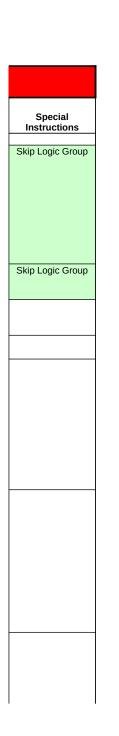
red & strike-through: DELETE
underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

| QID             | Skip<br>Logic<br>Label | Question Text   | Answer Choices (limited to 50 characters)                                | Skip to                        | Type (select from list)         | Single<br>or Multi | Required<br>Y/N |
|-----------------|------------------------|---|--|--------------------------------|---------------------------------|--------------------|-----------------|
| •               |                        |   | Too many links or navigational choices                                   |                                | 1                               |                    |                 |
|                 |                        |   | Links did not take me where I expected                                   |                                |                                 |                    |                 |
|                 |                        |   | Could not get started or did not know where to begin                     |                                |                                 |                    |                 |
|                 |                        |   | I had technical difficulties (e.g. broken links, error messages, etc)    |                                |                                 |                    |                 |
|                 |                        |   | The navigation did not support what I was trying to accomplish           |                                |                                 |                    |                 |
|                 |                        |   | Navigated to general area but could not find the specific content needed |                                |                                 |                    |                 |
|                 |                        |   |  |                                |                                 |                    |                 |
|                 |                        |   | Other  |                                |                                 |                    |                 |
| AKR5766         |                        | Are you using the site to find information for any of the following:  | Career or employment decisions or choices                                |                                | Checkbox, one-up vertical       | multi              | у               |
|                 |                        |   | Personal knowledge or curiosity  |                                |                                 |                    | ,               |
|                 |                        | School or college-related task or assignment                          |  |                                |                                 |                    |                 |
|                 |                        |   | Travel purposes  |                                |                                 |                    |                 |
|                 |                        |   | Work-related task or assignment  | Signment Drop down, select one |                                 |                    |                 |
|                 |                        |   | Other  | 1                              |                                 |                    |                 |
| AKR5767         |                        | How did you find out about this website?                              | College/School   |                                | Drop down, select one           | single             | у               |
|                 |                        | l land you mid out about also tropolic.                               | USA.gov  | 1                              |                                 |                    | ,               |
|                 |                        |   | Friend/Colleague   | 1                              |                                 |                    |                 |
|                 |                        |   | Link from another website  | +                              |                                 |                    |                 |
|                 |                        |   | News Story   | -                              |                                 |                    |                 |
|                 |                        |   | Search engine  |                                |                                 |                    |                 |
|                 |                        |   | State Dept. Publication  | -                              |                                 |                    |                 |
|                 |                        |   | Other  |                                |                                 |                    |                 |
| AED09615        |                        | Have you utilized the video feature on state.gov?                     | Yes  | Α                              | Radio button, one-up vertical   | Single             | Υ               |
| ALDOJOIJ        |                        | Thave you diffized the video reature on state.gov:                    | No   | - ^                            | Tradio battori, one up vertical | Single             |                 |
| AKR5768         | A                      | Are you interested in more video?                                     | Yes  |                                | Radio button, one-up vertical   | single             | Υ               |
| 7 11 11 10 7 00 |                        | The you interested in more video.                                     | No   | _                              | Tradio Battori, one ap vertical | Jingie             |                 |
| AKR5769         | A                      | If you watched video on state.gov, please rate your satisfaction with | 1=Poor   |                                | Radio button, one-up vertical   | single             | n               |
| AICI (57 05     | ^                      | it> Please rate your satisfaction with the videos.                    |  |                                | Tradio battori, one up vertical | Single             | "               |
|                 |                        |   |  | -                              |                                 |                    |                 |
|                 |                        |   |  | _                              |                                 |                    |                 |
|                 |                        |   | 3  | _                              |                                 |                    |                 |
|                 |                        |   | 4  |                                |                                 |                    |                 |
|                 |                        |   | 5  | _                              |                                 |                    |                 |
|                 |                        |   | 6  | _                              |                                 |                    |                 |
|                 |                        |   | 7  | _                              |                                 |                    |                 |
|                 |                        |   | 8  | _                              |                                 |                    |                 |
|                 |                        |   | 9  | -                              |                                 |                    |                 |
|                 |                        |   | Excellent=10   |                                |                                 |                    |                 |
|                 |                        |   | Does not apply   |                                |                                 |                    |                 |
| AKR5770         |                        | Did you find what you were looking for?                               | Yes  | _                              | Drop down, select one           | single             | у               |
|                 |                        |   | No   |                                |                                 |                    |                 |
|                 |                        |   | Partially  |                                |                                 |                    |                 |
|                 | St                     | Still looking   | 1  | 1                              | 1                               | 1                  |                 |





| Special<br>Instructions |
|-------------------------|
|                         |
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Dept of State v2

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pink: ADDITION

blue + -->: REWORDING

|         | Skip<br>Logic |   | Answer Choices  |         |   | Single   | Require |
|---------|---------------|---|---|---------|---|----------|---------|
| QID     | Label         | Question Text   | (limited to 50 characters)  | Skip to | Type (select from list)                 | or Multi |         |
| AKR5753 |               | How frequently do you visit this site?                                | First time  |         | Radio button, one-up vertical           | single   | у       |
|         |               |   | More than once a day  |         | , , , , , , , ,                         |          |         |
|         |               |   | Daily   |         |   |          |         |
|         |               |   | About once a week   |         |   |          |         |
|         |               |   | About once a month  |         |   |          |         |
|         |               |   | Every 6 months or less  | •       |   |          |         |
| KR5754  |               | Which best describes you?   | Attorney/Lawyer   |         | Checkbox, one-up vertical               | М        | у       |
|         |               |   | Business Person/Contractor  |         |   |          |         |
|         |               |   | College/Graduate Student  |         |   |          |         |
|         |               |   | Grades 9-12 Student   |         |   |          |         |
|         |               |   | Grades K-8 Student  |         |   |          |         |
|         |               |   | Non-governmental org.   |         |   |          |         |
|         |               |   | Press/Journalist  |         |   |          |         |
|         |               | Teacher/Educator  |   |         |   |          |         |
|         |               |   | U.S. State or Local gov't   |         |   |          |         |
|         |               |   | U.S. Federal gov't  |         |   |          |         |
|         |               |   | Other, please specify:  | Α       |   |          |         |
| KR5755  | Α             | Other role  |   |         | Text area, no char limit                |          | n       |
| KR5756  |               | What is your primary purpose for visiting this site?                  | Career information  |         | Drop down, select one                   | single   | у       |
|         |               |   | Visa information  |         | , |          | ,       |
|         |               | Passport Information  |   |         |   |          |         |
|         |               | Human Rights information  |   |         |   |          |         |
|         |               |   | Information about Foreign affairs   |         |   |          |         |
|         |               |   | Information about different countries   |         |   |          |         |
|         |               |   | Foreign Per diem information  |         |   |          |         |
|         |               |   | Read the latest news and press releases                                       |         |   |          |         |
|         |               |   | Information on international business   |         |   |          |         |
|         |               |   | Research educational and cultural information                                 |         |   |          |         |
|         |               |   | Research for school or personal use   |         |   |          |         |
|         |               |   | Travel information or warnings  |         |   |          |         |
|         |               |   | Learn about the State Department  |         |   |          |         |
|         |               |   | Other   |         |   |          |         |
| KR5757  |               | What primary method are you using to locate the information you are   |   |         | Radio button, one-up vertical           | single   | у       |
|         |               |   | Subject index   |         |   |          | ,       |
|         |               |   | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)       |         |   |          |         |
|         |               |   | Categories on the TOP grey navigation bar (e.g. press, travel, careers, etc.) |         |   |          |         |
|         |               |   | Links in the page   |         |   |          |         |
|         |               |   | Search feature on this site   |         |   |          |         |
|         |               |   | Third-party search feature (such as Google, Yahoo, etc.)                      |         |   |          |         |
|         |               |   | All of the above  |         |   |          |         |
|         |               |   | Other   |         |   |          |         |
| KR5758  | 1             | How do you search for information on our site? (check all that apply) | Keywords or topics  |         | Checkbox, one-up vertical               | multi    | у       |
|         |               | (chock all that apply)  | "Find it by" Speaker  |         | C. CONDON, ONE UP VEHICLE               | """      | ,       |
|         | 1             |   | "Find it by "Speaker"   |         |   |          |         |
|         | 1             |   | "Find it by" Topic  |         |   |          |         |
|         |               |   | "Find it by Topic   |         |   |          |         |
|         |               |   | "Find it by" Publication Type   |         | 1                                       |          | 1       |

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

Date: 9/11/2009

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pink: ADDITION

blue + -->: REWORDING

| OID     | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)                  | Skip to | Type (select from list)             | Single<br>or Multi | Required<br>Y/N |
|---------|------------------------|--|---|---------|-------------------------------------|--------------------|-----------------|
| QID     | Labei                  | Question Text  | Other   | экір іо | Type (select from list)             | or multi           | Y/IN            |
| AKR5759 |                        | If you used the search feature of the site, what type of difficulty, if  | No difficulties encountered                                   |         | Radio button, one-up vertical       | single             | n               |
|         |                        | ., ,   | Results were helpful  |         |                                     | 59.5               |                 |
|         |                        |  | Results were not helpful                                      |         |                                     |                    |                 |
|         |                        |  | Returned too many results                                     |         |                                     |                    |                 |
|         |                        |  | Returned too few or no results                                |         |                                     |                    |                 |
|         |                        |  | Returned results that were too similar/redundant              |         |                                     |                    |                 |
|         |                        |  | I was not sure what words to use in my search                 |         |                                     |                    |                 |
|         |                        |  | The search required too many refinements to get what I wanted |         |                                     |                    |                 |
|         |                        |  | Search speed was too slow                                     |         |                                     |                    |                 |
|         |                        |  | Other   | Α       |                                     |                    |                 |
| AKR5760 | A                      | If you answered "other" for "what type of difficulty, if any, did you encounter with the search feature", what was the <strong>other difficulty</strong> ? Please be specific. |   |         | Text area, no char limit            |                    | n               |
| AKR5761 |                        | Did you use <strong>other available search features</strong> of the site?  | Yes   |         | Radio button, one-up vertical       | single             | у               |
|         |                        |  | No  |         |                                     |                    |                 |
| AKR5762 |                        | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for?  |   |         | Text area, no char limit            |                    | n               |
| AKR5763 |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government.  | 1=Poor  |         | Radio button, scale, has don't      | Single             | Υ               |
|         |                        |  | 2   |         |                                     |                    |                 |
|         |                        |  | 3   |         |                                     |                    |                 |
|         |                        |  | 4   |         |                                     |                    |                 |
|         |                        |  | 5   |         |                                     |                    |                 |
|         |                        |  | 0   |         |                                     |                    |                 |
|         |                        |  | 1   |         |                                     |                    |                 |
|         |                        |  | 8   |         |                                     |                    |                 |
|         |                        |  | Excellent=10  |         |                                     |                    |                 |
| AKR5764 |                        | Please rate <strong>how satisfied</strong> you are with the <strong>keyword search function</strong> of this website.  | 1=Not very satisfied  |         | Radio button, scale, has don't know | single             | У               |
|         |                        |  | 2   |         |                                     |                    |                 |
|         |                        |  | 3   |         |                                     |                    |                 |
|         |                        |  | 4   |         |                                     |                    |                 |
|         |                        |  | 5   |         |                                     |                    |                 |
|         |                        |  | 6   |         |                                     |                    |                 |
|         |                        |  | 7   |         |                                     |                    |                 |
|         |                        |  | 8   |         |                                     |                    |                 |
|         |                        |  | 9   |         |                                     |                    |                 |
|         |                        |  | Very satisfied=10   |         |                                     |                    |                 |
|         |                        |  | Don't know  |         |                                     |                    |                 |
| AKR5765 |                        | If you used navigation features to find your information, what type of   | No difficulties encountered                                   |         | Radio button, one-up vertical       | single             | n               |
|         |                        |  | Could not determine the best link on most pages               |         |                                     |                    |                 |
|         |                        |  | Could not navigate back to previous information               |         |                                     |                    |                 |
|         |                        |  | I felt lost, did not know where I was                         |         |                                     |                    |                 |
|         |                        |  | I had difficulty finding related information                  |         |                                     |                    |                 |
|         | 1                      |  | I had difficulty finding detailed information                 |         |                                     | 1                  | I               |

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Date: 9/11/2009

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blue + -->: REWORDING

|           |               |   | Dept of State v2 COSTOM QUESTION LIST  |            |                                 |          |          |
|-----------|---------------|---|--|------------|---------------------------------|----------|----------|
|           | Skip<br>Logic |   | Answer Choices   |            | _ , , , , , , , , ,             | Single   | Required |
| QID       | Label         | Question Text   | (limited to 50 characters)   | Skip to    | Type (select from list)         | or Multi | Ý/N      |
|           |               |   | Too many links or navigational choices   | 4          |                                 |          |          |
|           |               |   | Links did not take me where I expected   | 4          |                                 |          |          |
|           |               |   | Could not get started or did not know where to begin I had technical difficulties (e.g. broken links, error messages, etc) | 4          |                                 |          |          |
|           |               |   | The navigation did not support what I was trying to accomplish   | +          |                                 |          |          |
|           |               |   | Navigated to general area but could not find the specific content needed   | +          |                                 |          |          |
|           |               |   | I vavigated to general area but could not find the specific content needed   |            |                                 |          |          |
|           |               |   | Other  | †          |                                 |          |          |
| AKR5766   |               | Are you using the site to find information for any of the following:  | Career or employment decisions or choices  |            | Checkbox, one-up vertical       | multi    | у        |
|           |               |   | Personal knowledge or curiosity  | 7          | , ,                             |          | ,        |
|           |               |   | School or college-related task or assignment   | 7          |                                 |          |          |
|           |               |   | Travel purposes  | 7          |                                 |          |          |
|           |               |   | Work-related task or assignment  | ]          |                                 |          |          |
|           |               |   | Other  |            |                                 |          |          |
| AKR5767   |               | How did you find out about this website?                              | College/School   |            | Drop down, select one           | single   | у        |
|           |               |   | USA.gov  | 1          |                                 |          |          |
|           |               |   | Friend/Colleague   | 1          |                                 |          |          |
|           |               |   | Link from another website  | 1          |                                 |          |          |
|           |               |   | News Story   | 4          |                                 |          |          |
|           |               |   | Search engine  | 4          |                                 |          |          |
|           |               |   | State Dept. Publication  | 4          |                                 |          |          |
|           |               | Have you utilized the video feature on state gov?                     | Other  | Δ.         | Radio button, one-up vertical   | Single   | Υ        |
|           |               | Have you utilized the video feature on state.gov?                     | No.  | <b>-</b> 1 | Radio button, one-up vertical   | Single   | r        |
| AKR5768   | Α             | Are you interested in more video?                                     | Yes  | +          | Radio button, one-up vertical   | single   | Υ        |
| 711110700 | , · · ·       | , no you merosted in more video.                                      | No   | †          | Tradio battori, one up vertical | Jingie   |          |
| AKR5769   | Α             | If you watched video on state.gov, please rate your satisfaction with | 1=Poor   |            | Radio button, one-up vertical   | single   | n        |
|           |               | it> Please rate your satisfaction with the videos.                    |  |            |                                 |          |          |
|           | These 2       |   | 2  | †          |                                 |          |          |
|           | questions     |   |  |            |                                 |          |          |
|           | i want to     |   |  |            |                                 |          |          |
|           | add to a      |   |  |            |                                 |          |          |
|           | skip logic    |   |  |            |                                 |          |          |
|           | new one.      |   |  |            |                                 |          |          |
|           | The World     |   |  |            |                                 |          |          |
|           |               |   |  |            |                                 |          |          |
|           |               |   | 3  |            |                                 |          |          |
|           |               |   | 4  |            |                                 |          |          |
|           |               |   | 5  | _          |                                 |          |          |
|           |               |   | 6  | _          |                                 |          |          |
|           |               |   | 7  |            |                                 |          |          |
|           |               |   | 8  | -          |                                 |          |          |
|           |               |   | 9  | -          |                                 |          |          |
|           |               |   | Excellent=10   | 4          |                                 |          |          |
| ALCDEZZO  |               | Did a field but a sure halford of                                     | Does not apply   |            | Davids at 1                     |          |          |
| AKR5770   |               | Did you find what you were looking for?                               | Yes  | 4          | Drop down, select one           | single   | У        |
|           |               |   | No<br>Postiolly  | 4          |                                 |          |          |
|           |               |   | Partially  | _          | I                               | l        |          |
|           |               |   |  |            |                                 |          |          |

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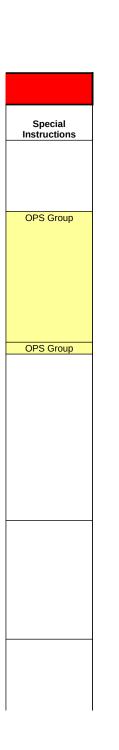
Date: 9/11/2009

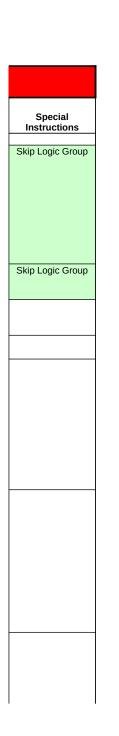
red & strike-through: DELETE
underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

|     | Skip  |               |                            |         |                         |          |          |
|-----|-------|---------------|----------------------------|---------|-------------------------|----------|----------|
|     | Logic |               | Answer Choices             |         |                         | Single   | Required |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | or Multi | Y/N      |
|     |       |               | Still looking              |         |                         |          |          |





| Special<br>Instructions |
|-------------------------|
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| Skip Logic              |
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|         | Skip<br>Logic |  | Answer Choices  |         |                               | Single   | Require |
|---------|---------------|--|---|---------|-------------------------------|----------|---------|
| QID     | Label         | Question Text  | (limited to 50 characters)  | Skip to | Type (select from list)       | or Multi |         |
| AKR5753 |               | How frequently do you visit this site?                                   | First time  |         | Radio button, one-up vertical | single   | у       |
|         |               |  | More than once a day  |         | , , , , , , , ,               |          | ′       |
|         |               |  | Daily   |         |                               |          |         |
|         |               |  | About once a week   |         |                               |          |         |
|         |               |  | About once a month  |         |                               |          |         |
|         |               |  | Every 6 months or less  |         |                               |          |         |
| KR5754  |               | Which best describes you?  | Attorney/Lawyer   |         | Checkbox, one-up vertical     | М        | у       |
|         |               |  | Business Person/Contractor  |         |                               |          | ,       |
|         |               |  | College/Graduate Student  |         |                               |          |         |
|         |               |  | Grades 9-12 Student   |         |                               |          |         |
|         |               |  | Grades K-8 Student  |         |                               |          |         |
|         |               |  | Non-governmental org.   |         |                               |          |         |
|         |               |  | Press/Journalist  |         |                               |          |         |
|         |               |  | Teacher/Educator  |         |                               |          |         |
|         |               |  | U.S. State or Local gov't   |         |                               |          |         |
|         |               |  | U.S. Federal gov't  |         |                               |          |         |
|         |               |  | Other, please specify:  | Α       |                               |          |         |
| KR5755  | Α             | Other role   |   |         | Text area, no char limit      |          | n       |
| KR5756  |               | What is your primary purpose for visiting this site?                     | Career information  |         | Drop down, select one         | single   | у       |
|         |               |  | Visa information  |         |                               |          |         |
|         |               |  | Passport Information  |         |                               |          |         |
|         |               |  | Human Rights information  |         |                               |          |         |
|         |               |  | Information about Foreign affairs   |         |                               |          |         |
|         |               |  | Information about different countries   |         |                               |          |         |
|         |               |  | Foreign Per diem information  |         |                               |          |         |
|         |               |  | Read the latest news and press releases                                       |         |                               |          |         |
|         |               |  | Information on international business   |         |                               |          |         |
|         |               |  | Research educational and cultural information                                 |         |                               |          |         |
|         |               |  | Research for school or personal use   |         |                               |          |         |
|         |               |  | Travel information or warnings  |         |                               |          |         |
|         |               |  | Learn about the State Department  |         |                               |          |         |
|         |               |  | Other   |         |                               |          |         |
| KR5757  |               | What primary method are you using to locate the information you are      |   |         | Radio button, one-up vertical | single   | у       |
|         |               |  | Subject index   |         | , , , , , , , ,               |          | ′       |
|         |               |  | Categories on the TOP blue navigation bar (e.g. multimedia, blog, etc.)       |         |                               |          |         |
|         |               |  | Categories on the TOP grey navigation bar (e.g. press, travel, careers, etc.) |         |                               |          |         |
|         |               |  | Links in the page   |         |                               |          |         |
|         |               |  | Search feature on this site   |         |                               |          |         |
|         |               |  | Third-party search feature (such as Google, Yahoo, etc.)                      |         |                               |          |         |
|         | 1             |  | All of the above  |         |                               |          |         |
|         |               |  | Other   |         |                               |          |         |
| KR5758  |               | How do you search for information on our site? (check all that apply)    | Keywords or topics  |         | Checkbox, one-up vertical     | multi    | у       |
|         |               | 1.5.1 do you ocaron for information on our site: (effect air that apply) | "Find it by" Speaker  |         | C. Ioonbox, one up vertical   | 1        |         |
|         |               |  | "Find it by" Date   |         |                               |          |         |
|         |               |  | "Find it by "Date"  |         |                               |          |         |
|         |               |  | "Find it by Topic "Find it by" Country  |         |                               |          |         |
|         | - 1           |  | "Find it by "Country "Find it by" Publication Type                            |         | 1                             | I        | 1       |

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| OID     | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)                  | Skip to | Type (select from list)         | Single<br>or Multi |      |
|---------|------------------------|--|---|---------|---------------------------------|--------------------|------|
| QID     | Labei                  | Question Text  | Other   | экір іо | Type (select from list)         | or multi           | Y/IN |
| AKR5759 |                        | If you used the search feature of the site, what type of difficulty, if  | No difficulties encountered                                   |         | Radio button, one-up vertical   | single             | n    |
|         |                        | in you also a the social reaction of the site, intactiffer of announty, in   | Results were helpful  |         | ridare sattern, one up vertical | og.o               |      |
|         |                        |  | Results were not helpful                                      |         |                                 |                    |      |
|         |                        |  | Returned too many results                                     |         |                                 |                    |      |
|         |                        |  | Returned too few or no results                                |         |                                 |                    |      |
|         |                        |  | Returned results that were too similar/redundant              |         |                                 |                    |      |
|         |                        |  | I was not sure what words to use in my search                 |         |                                 |                    |      |
|         |                        |  | The search required too many refinements to get what I wanted |         |                                 |                    |      |
|         |                        |  | Search speed was too slow                                     |         |                                 |                    |      |
|         |                        |  | Other   | Α       |                                 |                    |      |
| AKR5760 | A                      | If you answered "other" for "what type of difficulty, if any, did you encounter with the search feature", what was the <strong>other difficulty</strong> ? Please be specific. |   |         | Text area, no char limit        |                    | n    |
| AKR5761 |                        | Did you use <strong>other available search features</strong> of the site?  | Yes   |         | Radio button, one-up vertical   | single             | У    |
|         |                        |  | No  |         |                                 |                    |      |
| AKR5762 |                        | What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for?  |   |         | Text area, no char limit        |                    | n    |
| AKR5763 |                        | Please rate your impression of how well this agency<br><strong>encourages citizen participation</strong> in government.  | 1=Poor  |         | Radio button, scale, has don't  | Single             | Υ    |
|         |                        |  | 2   |         |                                 |                    |      |
|         |                        |  | 3   |         |                                 |                    |      |
|         |                        |  | 4   |         |                                 |                    |      |
|         |                        |  | 5   |         |                                 |                    |      |
|         |                        |  | 6   |         |                                 |                    |      |
|         |                        |  | 7   |         |                                 |                    |      |
|         |                        |  | 8   |         |                                 |                    |      |
|         |                        |  | Excellent=10  |         |                                 |                    |      |
| AKR5764 |                        | Please rate <strong>how satisfied</strong> you are with the  | 1=Not very satisfied  |         | Radio button, scale, has don't  | single             | .,   |
| ARRS704 |                        | <pre><strong>keyword search function</strong></pre> /strong> of this website.  | 1-Not very Sausileu   |         | know                            | Sirigie            | у    |
|         |                        |  | 2   |         |                                 |                    |      |
|         |                        |  | 4   |         |                                 |                    |      |
|         |                        |  | 5   |         |                                 |                    |      |
|         |                        |  | 6   |         |                                 |                    |      |
|         |                        |  | 7   |         |                                 |                    |      |
|         |                        |  | 8   |         |                                 |                    |      |
|         |                        |  | 9   |         |                                 |                    |      |
|         |                        |  | Very satisfied=10   |         |                                 |                    |      |
|         |                        |  | Don't know  |         |                                 |                    |      |
| AKR5765 |                        | If you used navigation features to find your information, what type of   | No difficulties encountered                                   |         | Radio button, one-up vertical   | single             | n    |
|         |                        |  | Could not determine the best link on most pages               |         |                                 |                    |      |
|         |                        |  | Could not navigate back to previous information               |         |                                 |                    |      |
|         |                        |  | I felt lost, did not know where I was                         |         |                                 |                    |      |
|         |                        |  | I had difficulty finding related information                  |         |                                 |                    |      |
|         | <b>I</b>               |  | i nad difficulty finding related information                  |         |                                 |                    |      |

Dept of State v2

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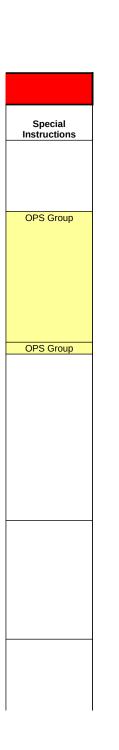
Date: 9/11/2009

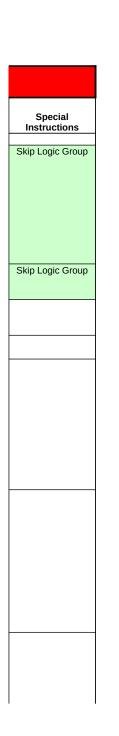
red & strike-through: DELETE underlined & italicized: RE-ORDER

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blue + -->: REWORDING

| QID     | Skip<br>Logic<br>Label | Question Text   | Answer Choices (limited to 50 characters)                                | Skip to       | Type (select from list)                 | Single<br>or Multi | Required<br>Y/N |
|---------|------------------------|---|--|---------------|---|--------------------|-----------------|
|         |                        | <b>Control</b>  | Too many links or navigational choices                                   |               | .,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |                    |                 |
|         |                        |   | Links did not take me where I expected                                   | 7             |   |                    |                 |
|         |                        |   | Could not get started or did not know where to begin                     | 7             |   |                    |                 |
|         |                        |   | I had technical difficulties (e.g. broken links, error messages, etc)    | 7             |   |                    |                 |
|         |                        |   | The navigation did not support what I was trying to accomplish           | 7             |   |                    |                 |
|         |                        |   | Navigated to general area but could not find the specific content needed |               |   |                    |                 |
|         |                        |   | Other  |               |   |                    |                 |
| AKR5766 |                        | Are you using the site to find information for any of the following:  | Career or employment decisions or choices                                |               | Checkbox, one-up vertical               | multi              | У               |
|         |                        |   | Personal knowledge or curiosity  |               |   |                    |                 |
|         |                        |   | School or college-related task or assignment                             |               |   |                    |                 |
|         |                        |   | Travel purposes  |               |   |                    |                 |
|         |                        |   | Work-related task or assignment  |               |   |                    |                 |
|         |                        |   | Other  |               |   |                    |                 |
| AKR5767 |                        | How did you find out about this website?                              | College/School   |               | Drop down, select one                   | single             | у               |
|         |                        |   | USA.gov  |               |   |                    |                 |
|         |                        |   | Friend/Colleague   |               |   |                    |                 |
|         |                        |   | Link from another website  |               |   |                    |                 |
|         |                        |   | News Story   |               |   |                    |                 |
|         |                        |   | Search engine  |               |   |                    |                 |
|         |                        |   | State Dept. Publication  |               |   |                    |                 |
|         |                        |   | Other  |               |   |                    |                 |
| AKR5768 |                        | Are you interested in more video?                                     | Yes  |               | Radio button, one-up vertical           | single             | n               |
|         |                        |   | No No  |               |   |                    |                 |
| AKR5769 |                        | If you watched video on state.gov, please rate your satisfaction with | 1=Poor   |               | Radio button, one-up vertical           | single             | n               |
|         |                        |   | 3  | 7             |   |                    |                 |
|         |                        |   | 4  | _             |   |                    |                 |
|         |                        |   | 5  | 7             |   |                    |                 |
|         |                        |   | 6  | <del>- </del> |   |                    |                 |
|         |                        |   | 7  | +             |   |                    |                 |
|         |                        |   | 8  | _             |   |                    |                 |
|         |                        |   | g  | +             |   |                    |                 |
|         |                        |   | Excellent=10   |               |   |                    |                 |
|         |                        |   | Does not apply   | =             |   |                    |                 |
| AKR5770 |                        | Did you find what you were looking for?                               | Yes  | +             | Drop down, select one                   | single             | у               |
| ANNOTIO |                        | Dia you find what you were looking for:                               | No   | +             | Diop down, selectione                   | Sirigie            | , y             |
|         |                        |   | Partially  | ╡             |   |                    |                 |
|         | 1                      | 1   | p artially   | 1             | 1                                       | 1                  | 1               |





| Special<br>Instructions |
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Dept of State v2 MID: 1ccIMx5YkxU04x84FBc40g==

Date: 3/1/2008 red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

| QID       | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)  | Skip to     | Type (select from list)       | Single or<br>Multi |
|-----------|------------------------|---|---|-------------|-------------------------------|--------------------|
| CQ0004444 |                        |   | Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site               |             | Dropdown (Select-one)         | Single             |
| CQ0004444 |                        | Are you a <b>registered user</b> on this site?  | I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today                               | A           | Radio button, one-up vertical | Single             |
| CQ0004444 | Α                      | Please explain why you do not intend to register?   |   |             | Text area, no char limit      | Single             |
| CQ0004444 |                        | What best describes your <b>primary reason</b> for visiting the site today?   | Researching products for possible inclusion in a design  Gathering information on a product or manufacturer specified in a design  Other (please specify) | B<br>C<br>A | Radio button, one-up vertical | Single             |
| CQ0004444 | Α                      | Other primary reason  |   |             | Text area, no char limit      | Single             |
| CQ0004444 | В                      | What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ? | Spec 3D models Product application Green information Manufacturer's contacts Cost Other   |             | Checkbox, one-up vertical     | Multi              |
| CQ0004444 | С                      | products for the possible inclusion in a design?  | CAD  Spec 3D models  Green information  Product application  Manufacturer's contacts  Cost  |             | Checkbox, one-up vertical     | Multi              |

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| QID       | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)   | Skip to  | Type (select from list)       | Single or<br>Multi |
|-----------|------------------------|--|--|----------|-------------------------------|--------------------|
|           |                        |  | Other  |          |                               |                    |
| CQ0004444 |                        | How were you primarily <b>seeking information</b> on sweets.com?                     | Search by keyword feature  Browse by master format feature  Other (please specify)   | A        | Radio button, one-up vertical | Single             |
| CQ0004444 | Α                      | Other reason seeking information   | Other (piease specify)   |          | Text field, <100 char         | Single             |
|           |                        | -  | \/   |          | ,                             |                    |
| CQ0004444 |                        | Were you able to find what you were looking for today?                               | Yes No Not sure  | B<br>C,D | Radio button, one-up vertical | Single             |
| CQ0004444 | A                      | Why were you <b>not able to find</b> what you were looking for?                      | I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other  | ,        | Radio button, one-up vertical | Single             |
| CQ0004444 | В                      | Since you could not find what you were looking for, what do you plan to do next?     | Continue looking for the information at this site  Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other          | E        | Drop down, select one         | Single             |
| CQ0004444 | С                      | Why were you <b>not sure</b> ?   | I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other |          | Radio button, one-up vertical | Single             |
| CQ0004444 | D                      | Since you were not sure, what do you plan to do next?                                | Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other           | F        | Drop down, select one         | Single             |
| CQ0004444 | Е                      | What other site(s) do you plan to visit?   |  |          | Text area, no char limit      | Single             |
| Q0004444  | F                      | What other site(s) do you plan to visit?   |  |          | Text area, no char limit      | Single             |
| CQ0004444 |                        | What <b>other sources</b> do you use to search for construction product information? | Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites  |          | Checkbox, one-up vertical     | Multi              |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| Y               |                         |
| Υ               | Randomize               |
| N               |                         |
| Y               |                         |
| N               |                         |
| Y               |                         |
| Y               |                         |

| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| Y               |                         |
| N<br>Y          |                         |
| Y               |                         |
| Y               |                         |
| Y               |                         |
| Y               |                         |
| N               |                         |
| N<br>Y          |                         |