

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

Model Instance Name:

US Census Bureau Satisfaction Survey v2

MID: 4dMAAwp5Z998ZRosoARsVg==

Date: 7/16/2010

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

US Census Bureau Satisfaction survey MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Content (1=Poor, 10=Excellent, Don't Know)</p>	<p>Satisfaction</p>	<p>Return (1=Very Unlikely, 10=Very Likely)</p>
<p>1 Please rate your perception of the accuracy of information on this site. 2 Please rate the quality of information on this site. 3 Please rate the freshness of content on this site.</p>	<p>21 What is your overall satisfaction with this site? 22 How well does this site meet your expectations? 23 How does this site compare to your idea of an ideal website?</p>	<p>24 How likely are you to return to this site? Recommend (1=Very Unlikely, 10=Very Likely) 25 How likely are you to recommend this site to someone else?</p>
<p>Functionality (1=Poor, 10=Excellent, Don't Know)</p>		<p>Primary Resource (1=Very Unlikely, 10=Very Likely)</p>
<p>4 Please rate the usefulness of the features provided on this site (i.e. data finders and access tools, American FactFinder, QuickFacts, etc.). 5 Please rate the convenience of the features on this site (i.e. data finders and access tools, American FactFinder, QuickFacts, etc.).</p>		<p>26 How likely are you to use this site as your primary resource for gathering Census information? Trust (1=Strongly Disagree, 10=Strongly Agree)</p>
<p>6 Please rate the variety of features provided on this site (i.e. data finders and access tools, American FactFinder, QuickFacts, etc.).</p>		<p>27 I can count on this agency to act in my best interests.</p>
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p>		
<p>7 Please rate the visual appeal of this site.</p>		<p>28 I consider this agency to be trustworthy.</p>
<p>8 Please rate the balance of graphics and text on this site.</p>		<p>29 This agency can be trusted to do what is right.</p>
<p>9 Please rate the readability of the pages on this site.</p>		<p>Future Participation (1=Very Unlikely, 10=Very Likely)</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know)</p>		<p>30 How likely are you to express your thoughts or ideas to this agency in the next 90 days?</p>
<p>10 Please rate how well the site is organized.</p>		
<p>11 Please rate the options available for navigating this site.</p>		
<p>12 Please rate how well the site layout helps you find what you are looking for.</p>		
<p>13 Please rate the number of clicks to get where you want on this site.</p>		
<p>Search (1=Poor, 10=Excellent, Don't Know)</p>		
<p>14 Please rate how well the search results match your search request.</p>		
<p>15 Please rate the organization of search results on this site.</p>		
<p>16 Please rate how well the search results help you decide what to select.</p>		
<p>17 Please rate how well the search feature helps you to narrow the results to find what you want.</p>		
<p>Online Transparency (1=Poor, 10=Excellent)</p>		
<p>18 Please rate how thoroughly this website discloses information about what this agency is doing.</p>		
<p>19 Please rate how quickly agency information is made available on this website.</p>		
<p>20 Please rate how well information about this agency's actions can be accessed by the public on this website.</p>		



Model Instance Name:
US Census Bureau Satisfaction Survey v2
MID: 4dMAAwp5Z998ZRosoARsVg==
Date: 9/5/2012

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING
violet (bold): SKIP-LOGIC

US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
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Model Instance Name:
 US Census Bureau Satisfaction Survey v2
 MID: 4dMAAwP5Z998ZRosoARsVg==
 Date: 3/27/2012

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ED004377		Before today how many times have you visited the Census Bureau's Web site in the past six months?		Never Once 2-5 Times 6-9 Times 10 or more Times		Radio-button, one-up-vertical	Single	N	
ED004378		What is your main reason for coming to this site today?		Find population or household information (age, education, occupation, home, ownership) Find business or government information (business establishments, industries, imports/exports, sales, governments) Find NAICS Code(s) Research geography information Look up latest news releases Subscribe to news releases Find statistical data Research business opportunities with Census Learn about US Census Bureau Find a publication Browse the catalogs Purchase educational and training products Order/purchase other catalog(s) Use the data tools Find employment See what's new on the site Other, please specify:	A	Radio-button, one-up-vertical	Single	N	
ED004379	A	Other reason				Text field, <100-char		N	
ED004380		What area of this site are you primarily visiting today?		New on the site Data finders and access tools American FactFinder Jobs@Census Catalog Publications Are you in the Survey About the Bureau Regional offices Doing business with us Related sites 2010 Census 2010 Partner With Us 2010 Census In Schools 2010 Census Jobs American Community Survey Data Ferret People and households Business and industry Geography Newsroom Special topics Other, please specify:	A	Radio-button, one-up-vertical	Single	N	
ED004381	A	Other area				Text field, <100-char		N	
ED004382		What is your intended primary use for these Census Bureau products and information you searched for today?		For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment) For personal interest (e.g., employment/job search, entertainment, personal education, genealogy, looking to relocate) To complete a work-related proposal, report, or presentation (e.g., research for a book/freelance writing, newspaper articles, stories, blogs, reports) To complete a government form (e.g., to file export information; to respond to Economic censuses and surveys, to find Schedule B and Harmonized System numbers, NAICS or SIC codes)		Checkbox, one-up-vertical	Multi	N	

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				To provide information requested by a client or patron (e.g., librarian services) To analyze/track changes over time (e.g., to support policy decisions, support grant writing) To create value-added products/services (e.g., insurance underwriting) To analyze markets and/or make projections including sales forecasting (e.g., area/master planning, business startups) To update data bases Other, please specify	A	Text field, <100-char		N	
EDO04383	A	Other primary use for products or information							
EDO04384		What was your primary method used today to search for information on www.census.gov?		I had the page bookmarked, and went right to the info I needed I manually entered the URL I used links on the page from which I was referred to your site I used links on the page from which I was referred within your site I telephoned the Customer Services Call Center (1-800-923-8282) I used Data tools to find the info I needed I clicked on the Census Bureau's Search Engine (search.census.gov) within the dark blue top menu bar of the page I clicked on the Census Bureau's Subjects A to Z (www.census.gov/main/www/subjects.html) I clicked on the Census Bureau's FAQs(ask.census.gov) within the dark blue top menu bar of the page I clicked on the Census Bureau's Help (www.census.gov/main/www/help.html within the dark blue top menu bar of the page I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/epcd/www/naics.html) I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the NAICs 2002 Search (www.census.gov/epcd/www/naics.html) I clicked on About the Bureau in the left navigation bar of the Census Bureau's home page, then clicked on Staff Search I just browsed the site I used the State and County QuickFacts Data Finder in the right hand column of www.census.gov I Viewed Maps using the US Gazetteer under the home page's Geography Topics Section		Radio button, one-up vertical	single-	n	
EDO04385		Please enter the search term(s) you used in your search request (separated by commas):				Text area, no char limit	Single	N	
EDO04386		Did you find the information you were looking for ?		I found all the information I needed I found most of the information I needed I found some of the information I needed I was unable to find any information I needed	A	Radio button, one-up vertical	Single	N	
EDO04387	A	If you were unable to find information, what specifically were you trying to find today ? Please specify:				Text area, no char limit	Single	N	
EDO04388		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity TODAY:		My initial search request retrieved no results and I quit searching After several search attempts, I received too many results and I quit searching On my first search request, I received exactly the information I sought On my first search request, I received too many results, requiring me to refine my search one or more times After several attempts, I received exactly the information I sought After several attempts, I received most of the information I sought		Radio button, one-up vertical	Single	N	

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				After several attempts, I received some of the information I sought					
				After several attempts, none of my results were relevant					
				Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	A				
ED004389	A	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:				Text field, <100-char	Single	N	
ACQ0sI0004514		If you used navigation methods (such as links in the page, navigation bars or just browsing) to find information, what type of difficulty, if any, did you encounter with the navigation?	ACQ0sI0004514A01 ACQ0sI0004514A02 ACQ0sI0004514A03 ACQ0sI0004514A04 ACQ0sI0004514A05 ACQ0sI0004514A06 ACQ0sI0004514A07 ACQ0sI0004514A08 ACQ0sI0004514A09	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Had difficulty finding detailed information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information Other, please specify		Radio button, one-up vertical	Single	N	
ACQ0sI0004515	A	Other navigational difficulty encountered:				Text area, no char limit		N	
ED004390		Please rank the top 3 factors that brought you to the Census Bureau website today. (Rank 1 = Most important) Rank 1		Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Census Bureau on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Census Bureau Promotional email(s) from the Census Bureau Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize
ED004391		Rank 2		Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Census Bureau on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Census Bureau Promotional email(s) from the Census Bureau Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize
ED004392		Rank 3		Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Census Bureau on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Census Bureau Promotional email(s) from the Census Bureau Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize

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ED004393		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				Text area, no char limit		N	
ED004394		How satisfied are you with access to Census Bureau data using the listed media and features? American FactFinder		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004395		Economic Indicators		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004396		Population Clocks		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004397		State and County QuickFacts		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004398		Other interactive query tools (e.g., DataFerrett, USA Trade Online)		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004399		PDF files		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004400		HTML files		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004401		Downloadable files (e.g., spreadsheets, CSV/text files)		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004402		Census Bureau search engine		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004403		Frequently asked questions (FAQs)		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
ED004404		NAICS Search		Very satisfied		Drop down, select one	single	N	Multiple List

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				Satisfied Undecided Dissatisfied Very dissatisfied N/A					
ED004405		Schedule B Search Engine		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
ED004406		How important to you are the listed media and features? American FactFinder		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004407		Economic Indicators		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004408		Population Clocks		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004409		State and County QuickFacts		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004410		Other interactive query tools (e.g., DataFerrett, USA Trade Online)		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004411		PDF Files		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004412		HTML Files		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004413		Downloadable Files (e.g., spreadsheets, csv/text files)		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004414		Census Bureau search engine		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004415		Frequently Asked Questions (FAQs)		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004416		NAICS Search		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004417		Schedule B Search Engine		Very important Important Neutral Not important		Drop-down, select one	Single	N	Multiple-List
ED004418		How satisfied are you with the: RELIABILITY of Census Bureau data products?		Very satisfied Satisfied Undecided Dissatisfied		Drop-down, select one	single	N	Multiple-List

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				Very dissatisfied N/A					
EDO04419		RELEVANCE of Census Bureau data products and services (e.g. keeping pace with the changing economy)?		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04420		TIMELINESS of Census Bureau data products and service releases (e.g. keeping pace with the changing forms of media access)?		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04421		EASE OF USE of Census Bureau data products and services (e.g. keeping pace with emerging technologies)?		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04422		LEVELS OF DETAIL of Census Bureau data products?		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04423		OVERALL QUALITY of Census Bureau data products?		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04424		How satisfied are you with customer service received from Census Bureau staff? Expertise		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04425		Courtesy		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04426		Responsiveness		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04427		Accessibility		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List
EDO04428		Timeliness		Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop-down, select one	single	N	Multiple-List

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ED004429		What, if anything, should be done to improve the Web Site? (Please cite specific features, functions, web pages/URLs)				Text area, no char limit	Single	N	
ED004430		What, if anything, should be done to improve the Data Products? (Please cite specific data products, content/features)				Text area, no char limit	Single	N	
ED004431		What, if anything, should be done to improve the Customer Service?				Text area, no char limit	Single	N	
ED004432		From the following list, please mark the business sector that best describes your work .		Individual (students of any age, or other person with no business affiliations) Federal government State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company Media Market research, advertising or consulting Religious, civic or political organization Trade or professional association Other		Radio button, one up vertical	Single	N	
ED004433		Please indicate which of the following best describes your occupation/role .		Student (K-6) Student (K7-12) College/university student Professor/teacher Librarian Administrator Computer programmer, system analyst/administrator, computer technician Economist or social scientist Health professional (physician, nurse, etc.) Journalist Marketing or sales professional Management consultant Policy analyst Senior management (president, VP, director, partner, etc.) Scientist/engineer Statistician Self-employed Unemployed Other		Radio button, one up vertical	Single	N	
ED004434		Do you have any other comments about this site?				Text area, no char limit	Single	N	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO04377		Before today how many times have you visited the Census	Never Once 2-5 Times 6-9 Times 10 or more Times		Radio button, one-up vertical	Single	N	
EDO04378		What is your main reason for coming to this site today ?	Find population or household information (age, education, occupation, home, ownership) Find business or government information (business establishments, industries, imports/exports, sales, governments) <u>Find NAICS Codes</u> Research geography information Look up latest news releases Subscribe to news releases Find statistical data Research business opportunities with Census Learn about US Census Bureau Find a publication Browse the catalogs Purchase educational and training products Order/purchase other catalog(s) Use the data tools Find employment See what's new on the site Other, please specify:		Radio button, one-up vertical	Single	N	
EDO04379	A	Other reason		A	Text field, <100 char		N	
EDO04380		What area of this site are you primarily visiting today?	New on the site Data finders and access tools American FactFinder Jobs@Census Catalog Publications Are you in the Survey About the Bureau Regional offices Doing business with us Related sites 2010 Census 2010 Partner With Us 2010 Census In Schools 2010 Census Jobs American Community Survey Data Ferrett People and households Business and industry Geography Newsroom Special topics Other, please specify:		Radio button, one-up vertical	Single	N	
EDO04381	A	Other area		A	Text field, <100 char		N	
EDO04382		What is your intended primary use for these Census Bureau products and information you searched for today ?	For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment) For personal interest (e.g., employment/job search, entertainment, personal education, genealogy, looking to relocate) To complete a work-related proposal, report, or presentation (e.g., research for a book/freelance writing, newspaper articles, stories, blogs, reports) To complete a government form (e.g., to file export information; to respond to Economic censuses and surveys, to find Schedule B and Harmonized System numbers, NAICS or SIC codes) To provide information requested by a client or patron (e.g., librarian services) To analyze/track changes over time (e.g., to support policy decisions, support grant writing) To create value-added products/services (e.g., insurance underwriting)		Checkbox, one-up vertical	Multi	N	

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			To analyze markets and/or make projections-including sales forecasting (e.g., area/master planning, business startups) To update data bases Other, please specify	A				
EDO04383	A	Other primary use for products or information			Text field, <100 char		N	
EDO04384		What was your primary method used today to search for	I had the page bookmarked, and went right to the info I needed I manually entered the URL I used links on the page from which I was referred to your site I used links on the page from which I was referred within your site I telephoned the Customer Services Call Center (1-800-923-8282) I used Data tools to find the info I needed I clicked on the Census Bureau's Search Engine (search.census.gov) within the dark blue top menu bar of the page I clicked on the Census Bureau's Subjects A to Z (www.census.gov/main/www/subjects.html) I clicked on the Census Bureau's FAQs(ask.census.gov) within the dark blue top menu bar of the page I clicked on the Census Bureau's Help (www.census.gov/main/www/help.html within the dark blue top menu bar of the page I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/epcd/www/naics.html) I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the NAICs 2002 Search (www.census.gov/epcd/www/naics.html) I clicked on About the Bureau in the left navigation bar of the Census Bureau's home page, then clicked on Staff Search I just browsed the site I used the State and County QuickFacts Data Finder in the right hand column of www.census.gov I Viewed Maps using the US Gazetteer under the home page's Geography Topics Section		Radio button, one-up vertical	single	n	
EDO04385		Please enter the search term(s) you used in your search request (separated by commas):			Text area, no char limit	Single	N	
EDO04386		Did you find the information you were looking for ?	I found all the information I needed I found most of the information I needed I found some of the information I needed I was unable to find any information I needed	A	Radio button, one-up vertical	Single	N	
EDO04387	A	If you were unable to find information, what specifically were you trying to find today ? Please specify.			Text area, no char limit	Single	N	
EDO04388		Please read all statements below and then select the	My initial search request retrieved no results and I quit searching After several search attempts, I received too many results and I quit searching On my first search request, I received exactly the information I sought On my first search request, I received too many results, requiring me to refine my search one or more times After several attempts, I received exactly the information I sought After several attempts, I received most of the information I sought After several attempts, I received some of the information I sought After several attempts, none of my results were relevant Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	A	Radio button, one-up vertical	Single	N	
EDO04389	A	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:			Text field, <100 char	Single	N	
ACQOs0004314		If you used navigation methods (such as links in the page),	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Had difficulty finding detailed information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information Other, please specify	A	Radio button, one-up vertical	Single	N	
ACQOs0004315	A	Other navigational difficulty encountered			Text area, no char limit		N	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO04390		Please rank the top 3 factors that brought you to the Census	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Census Bureau on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Census Bureau Promotional email(s) from the Census Bureau Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Anchor
EDO04391		Rank 2	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Census Bureau on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Census Bureau Promotional email(s) from the Census Bureau Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize Anchor Anchor
EDO04392		Rank 3	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Census Bureau on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Census Bureau Promotional email(s) from the Census Bureau Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize Anchor Anchor
EDO04393		If you heard about this website from a social network , please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N	
EDO04394		How satisfied are you with access to Census Bureau data	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04395		Economic Indicators	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04396		Population Clocks	Very satisfied Satisfied Undecided		Drop down, select one	single	N	Multiple List

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Dissatisfied Very dissatisfied N/A					
EDO04397		State and County QuickFacts	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04398		Other interactive query tools (e.g., DataFerrett, USA Trade)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04399		PDF files	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04400		HTML files	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04401		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04402		Census Bureau search engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04403		Frequently asked questions (FAQs)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04404		NAICS Search	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04405		Schedule B Search Engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04406		How important to you are the listed media and features?	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04407		Economic Indicators	Very important		Drop down, select one	Single	N	Multiple List

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Important Neutral Not important					
EDO04408		Population Clocks	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04409		State and County QuickFacts	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04410		Other interactive query tools (e.g., DataFerrett, USA Trade	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04411		PDF Files	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04412		HTML Files	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04413		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04414		Census Bureau search engine	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04415		Frequently Asked Questions (FAQs)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04416		NAICS Search	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04417		Schedule B Search Engine	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04418		How satisfied are you with the:	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04419		RELEVANCE of Census Bureau data products and services	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04420		TIMELINESS of Census Bureau data products and service	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04421		EASE OF USE of Census Bureau data products and services	Very satisfied		Drop down, select one	single	N	Multiple List

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Satisfied Undecided Dissatisfied Very dissatisfied N/A					
EDO04422		LEVELS OF DETAIL of Census Bureau data products?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04423		OVERALL QUALITY of Census Bureau data products?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04424		How satisfied are you with customer service received from	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04425		Courtesy	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04426		Responsiveness	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04427		Accessibility	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04428		Timeliness	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
EDO04429		What, if anything, should be done to improve the Web Site? (Please cite specific features, functions, web pages/URLs)			Text area, no char limit	Single	N	
EDO04430		What, if anything, should be done to improve the Data Products? (Please cite specific data products, content/features)			Text area, no char limit	Single	N	
EDO04431		What, if anything, should be done to improve the Customer Service?			Text area, no char limit	Single	N	
EDO04432		From the following list, please mark the business sector that	Individual (students of any age, or other person with no business affiliations) Federal government State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company Media		Radio button, one-up vertical	Single	N	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Market research, advertising or consulting Religious, civic or political organization Trade or professional association Other					
EDO04433		Please indicate which of the following best describes your	Student (K-6) Student (K7-12) College/university student Professor/teacher Librarian Administrator Computer programmer, system analyst/administrator, computer technician Economist or social scientist Health professional (physician, nurse, etc.) Journalist Marketing or sales professional Management consultant Policy analyst Senior management (president, VP, director, partner, etc.) Scientist/engineer Statistician Self employed Unemployed Other		Radio button, one-up vertical	Single	N	
EDO04434		Do you have any other comments about this site?			Text area, no char limit	Single	N	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
7974		Before today how many times have you visited the Census Bureau's Web site in the past six months?	Never Once 2-5 Times 6-9 Times 10 or more Times		Radio button, one-up vertical	Single	N	
7978		What is your main reason for coming to this site today?	Find population or household information (age, education, occupation, home, ownership) Find business or government information (business establishments, industries, imports/exports, sales, governments) Research geography information Look up latest news releases Subscribe to news releases Find statistical data Research business opportunities with Census Learn about US Census Bureau Find a publication Browse the catalogs Purchase educational and training products Order/purchase other catalog(s) Use the data tools Find employment See what's new on the site Other		Radio button, one-up vertical	Single	N	
7977		What area of this site are you primarily visiting today?	New on the site Data finders and access tools American FactFinder Jobs@Census Catalog Publications Are you in the Survey About the Bureau Regional offices Doing business with us Related sites 2010 Census 2010 Partner With Us 2010 Census In Schools 2010 Census Jobs American Community Survey Data Ferrett Census 2000 People and households Business and industry Geography Newsroom Special topics Other		Radio button, one-up vertical	Single	N	
7979		What is your intended primary use for these Census Bureau products and information you searched for today?	For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment) For personal interest (e.g., employment/job search, entertainment, personal education, genealogy, looking to relocate) To complete a work-related proposal, report, or presentation (e.g., research for a book/freelance writing, newspaper articles, stories, blogs, reports)		Checkbox, one-up vertical	Multi	N	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			To complete a government form (e.g., to file export information; to respond to Economic censuses and surveys, to find Schedule B and Harmonized System numbers, NAICS or SIC codes) To provide information requested by a client or patron (e.g., librarian services) To analyze/track changes over time (e.g., to support policy decisions, support grant writing) To create value-added products/services (e.g., insurance underwriting) To analyze markets and/or make projections-including sales forecasting (e.g., area/master planning, business startups) To update data bases Other, please specify					
7980	A	Other, please specify	Other, please specify	A	Text field, <100 char	Single	N	
AED03385		What was your primary method used today to search for information on www.census.gov?	I had the page bookmarked, and went right to the info I needed I manually entered the URL I used links on the page from which I was referred to your site I used links on the page from which I was referred within your site I telephoned the Customer Services Call Center (1-800-923-8282) I used Data tools to find the info I needed I clicked on the Census Bureau's Search Engine (search.census.gov) within the dark blue top menu bar of the page I clicked on the Census Bureau's Subjects A to Z (www.census.gov/main/www/subjects.html) I clicked on the Census Bureau's FAQs(ask.census.gov) within the dark blue top menu bar of the page I clicked on the Census Bureau's Help (www.census.gov/main/www/help.html within the dark blue top menu bar of the page I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/epcd/www/naics.html) I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used theNAICs 2002 Search (www.census.gov/epcd/www/naics.html) I clicked on About the Bureau in the left navigation bar of the Census Bureau's home page, then clicked on Staff Search I just browsed the site I used the State and County QuickFacts Data Finder in the right hand column of www.census.gov I Viewed Maps using the US Gazetteer under the home page's Geography Topics Section		radio	single	n	
KFB00357		Please enter the search term(s) you used in your search request (separated by commas):			Text area, no char limit	Single	N	
7982		Did you find the information you were looking for ?	I found all the information I needed		Radio button, one-up vertical	Single	N	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			I found most of the information I needed I found some of the information I needed I was unable to find any information I needed					
7983		If you were unable to find information, what specifically were you trying to find today ? Please specify.			Text area, no char limit	Single	N	
KFB00358		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity TODAY:	My initial search request retrieved no results and I quit searching After several search attempts, I received too many results and I quit searching On my first search request, I received exactly the information I sought On my first search request, I received too many After several attempts, I received exactly the information I sought After several attempts, I received most of the information I sought After several attempts, I received some of the information I sought After several attempts, none of my results were relevant Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	A	Radio button, one-up vertical	Single	N	
KFB00359	A	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:			Text field, <100 char	Single	N	
AKR1896		How satisfied are you with access to Census Bureau data using the listed media and features ? American FactFinder	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1897		Economic Indicators	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1898		Population Clocks	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1900		State and County QuickFacts	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1901		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1902		PDF files	Very satisfied Satisfied Undecided		Drop down, select one	single	N	Multiple List

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Dissatisfied Very dissatisfied N/A					
AKR1903		HTML files	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1904		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1906		Census Bureau search engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1905		Frequently asked questions (FAQs)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1907		NAICS Search	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1899		Schedule B Search Engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
7984		How important to you are the listed media and features? American FactFinder	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1908		Economic Indicators	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1909		Population Clocks	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1911		State and County QuickFacts	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1912		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very important Important Neutral		Drop down, select one	Single	N	Multiple List

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
7985		PDF Files	Not important Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7986		HTML Files	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7987		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7989		Census Bureau search engine	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7988		Frequently Asked Questions (FAQs)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1913		NAICS Search	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1910		Schedule B Search Engine	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
		How satisfied are you with the RELIABILITY of Census Bureau data products?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	
		How satisfied are you with the RELEVANCE of Census Bureau data products and services (e.g. keeping pace with the changing economy)?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	
		How satisfied are you with the TIMELINESS of Census Bureau data products and service releases (e.g. keeping pace with the changing forms of media access)?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	
		How satisfied are you with the EASE OF USE of Census Bureau data products and services (e.g. keeping pace with emerging technologies)?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	
		How satisfied are you with the LEVELS OF DETAIL of Census Bureau data products?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied		Drop down, select one	single	N	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			N/A					
		How satisfied are you with the OVERALL QUALITY of Census Bureau data products?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	
		How satisfied are you with customer service received from Census Bureau staff? Expertise	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
		Courtesy	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
		Responsiveness	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
		Accessibility	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
		Timeliness	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR0656		Please tell me whether you agree or disagree with the following opinions. (Check one for each):	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0657		Most people answer the census questions only because the law says so. The Census Bureau's promise of confidentiality can be trusted.	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0658		The census is very important to the country	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0659		Only politicians and business persons benefit from the census	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0660		The census is an invasion of privacy	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0661		People's answers to the census cannot be used against them	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0662		Filling out the census form is a patriotic thing to do	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0663		The census serves no good purpose that I can see	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0664		The census helps people in my community	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0665		In your opinion, how much do you think we can trust the government in Washington to do what is right?	Just about always Most of the time Some of the time		Radio button, one-up-vertical	Single	N	

Model Instance Name:
 US Census Bureau Satisfaction Survey v2
 MID: 4dMAAwp5Z998ZRosoARsVg==
 Date: 5/27/2009

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 pink: ADDITION
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 violet (**bold**): SKIP-LOGIC

US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Almost never Don't know					
7990		Please indicate the age category that best describes you.	Under 18 18-24 25-34 35-44 45-54 55-64 65 or older		Radio button, one-up vertical	Single	N	
7991		What, if anything, should be done to improve the Web Site? (Please cite specific features, functions, web pages/URLs)			Text area, no char limit	Single	N	
		What, if anything, should be done to improve the Data Products? (Please cite specific data products, content/features)			Text area, no char limit	Single	N	
		What, if anything, should be done to improve the Customer Service?			Text area, no char limit	Single	N	
7975		From the following list, please mark the business sector that best describes your work.	Individual (students of any age, or other person with no business affiliations) Federal government State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company Media Market research, advertising or consulting Religious, civic or political organization Trade or professional association Other		Radio button, one-up vertical	Single	N	
7976		Please indicate which of the following best describes your occupation/role.	Student (K-6) Student (K7-12) College/university student Professor/teacher Librarian Administrator Computer programmer, system analyst/administrator, computer technician Economist or social scientist Health professional (physician, nurse, etc.) Journalist Marketing or sales professional Management consultant Policy analyst Senior management (president, VP, director, partner, etc.) Scientist/engineer Statistician Self employed Unemployed Other		Radio button, one-up vertical	Single	N	
7992		Do you have any other comments about this site?			Text area, no char limit	Single	N	

Model Instance Name: **red & strike-through:** DELETE
 US Census Bureau Satisfaction Survey v2
 MID: 4dMAAwP5Z998ZRosoARsVg==
 Date: 8/4/2008
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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
7974		Before today how many times have you visited the Census Bureau's Web site in the past six months?	Never Once 2-5 Times 6-9 Times 10 or more Times		Radio button, one-up vertical	Single	N	
7978		What is your main reason for coming to this site today?	<i>Find population or household information (age, education, occupation, home ownership)</i> <i>Find business or government information (business establishments, industries, imports/exports, sales, governments)</i> <i>Research geography information</i> <i>Look up latest news releases</i> <i>Subscribe to news releases</i> <i>Find statistical data</i> <i>Research business opportunities with Census</i> <i>Learn about US Census Bureau</i> <i>Find a publication</i> <i>Browse the catalogs</i> <i>Purchase educational and training products</i> <i>Order/purchase other catalog(s)</i> <i>Use the data tools</i> <i>Find employment</i> <i>See what's new on the site</i> <i>Other</i>		Radio button, one-up vertical	Single	N	
7977		What area of this site are you primarily visiting today?	<i>New on the site</i> <i>Data finders and access tools</i> <i>American FactFinder</i> <i>Jobs@Census</i> <i>Catalog</i> <i>Publications</i> <i>Are you in the Survey</i> <i>About the Bureau</i> <i>Regional offices</i> <i>Doing business with us</i> <i>Related sites</i> <i>Census 2000</i> <i>People and households</i> <i>Business and industry</i> <i>Geography</i> <i>Newsroom</i> <i>Special topics</i> <i>Other</i>		Radio button, one-up vertical	Single	N	
7979		What is your intended primary use for these Census Bureau products and information you searched for today?	<i>For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment)</i> <i>For personal interest (e.g., employment/job search, entertainment, personal education, genealogy, looking to relocate)</i> <i>To complete a work-related proposal, report, or presentation (e.g., research for a book/freelance writing, newspaper articles, stories, blogs, reports)</i> <i>To complete a government form (e.g., to file export information, to respond to Economic censuses and surveys, to find Schedule B and Harmonized System numbers, NAICS or SIC codes)</i> <i>To provide information requested by a client or patron (e.g., librarian services)</i> <i>To analyze/track changes over time (e.g., to support policy decisions, support grant writing)</i> <i>To create value-added products/services (e.g., insurance underwriting)</i> <i>To analyze markets and/or make projections-including sales forecasting (e.g., area/master planning, business startups)</i> <i>To update data bases</i> <i>Other, please specify</i>		Checkbox, one-up vertical	Multi	N	
7980	A	Other information usage		A	Text field, <100 char	Single	N	
7981		What is your primary method of searching for information on this site?	Census Bureau search engine Links in the page Data tools Frequently asked questions (FAQs) Subjects A to Z QuickFacts Just browsing the site American FactFinder Other		Radio button, one-up vertical	Single	N	
KFB00356		If you used a search feature TODAY on www.census.gov, which search feature did you use?	I did not use a search feature today I do not recall FAQs (Frequently Asked Questions, Question and Answer Center) Google-powered Search Help NAICS 2007 Search NAICS 2002 Search Staff Search State and County QuickFacts Subjects A to Z View Maps (U.S. Gazetteer)		Radio button, one-up vertical	Single	N	
AED03385	8	What was your primary method used today to search for information on www.census.gov?	I had the page bookmarked, and went right to the info I needed I manually entered the URL I used links on the page from which I was referred to your site I used links on the page from which I was referred within your site <i>I telephoned the Customer Services Call Center (1-800-923-8282)</i> I used Data tools to find the info I needed I clicked on the Census Bureau's Search Engine (search.census.gov) within the dark blue top menu bar of the page I clicked on the Census Bureau's Subjects A to Z (www.census.gov/main/www/subjects.html) I clicked on the Census Bureau's FAQs(ask.census.gov) within the dark blue top menu bar of the page		radio	single	n	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			I clicked on the Census Bureau's Help (www.census.gov/main/www/help.html within the dark blue top menu bar of the page) I clicked on NAICS under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/epcd/www/naics.html) I clicked on NAICS under Business and Industry on the Census Bureau's home page, then used the NAICS 2002 Search (www.census.gov/epcd/www/naics.html) I clicked on About the Bureau in the left navigation bar of the Census Bureau's home page, then clicked on Staff Search I just browsed the site I used the State and County QuickFacts Data Finder in the right hand column of www.census.gov I Viewed Maps using the US Gazetteer under the home page's Geography Topics Section					
KFB00357		Please enter the search term(s) you used in your search request (separated by commas):			Text area, no char limit	Single	N	
7982		Did you find the information you were looking for ?	I found all the information I needed I found most of the information I needed I found some of the information I needed I was unable to find any information I needed		Radio button, one-up vertical	Single	N	
7983		If you answered "No" for finding information, what specifically were you trying to find today? Please specify.			Text area, no char limit	Single	N	
KFB00358		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity TODAY:	My initial search request retrieved no results and I quit searching After several search attempts, I received too many results and I quit searching On my first search request, I received exactly the information I sought On my first search request, I received too many results, requiring me to refine my search one or more times After several attempts, I received exactly the information I sought After several attempts, I received most of the information I sought After several attempts, I received some of the information I sought After several attempts, none of my results were relevant Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	A	Radio button, one-up vertical	Single	N	
KFB00359	A	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:			Text field, <100 char	Single	N	
AKR1896		How satisfied are you with access to Census Bureau data using the listed media and features ? American FactFinder	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1897		Economic Indicators	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1898		Population Clocks	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
AKR1900		<i>State and County QuickFacts</i>	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>
AKR1901		<i>Other interactive query tools (e.g., DataFerrett, USA Trade Online)</i>	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>
AKR1902		<i>PDF files</i>	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>
AKR1903		<i>HTML files</i>	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>
AKR1904		<i>Downloadable files (e.g., spreadsheets, CSV/text files)</i>	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>
AKR1906		<i>Census Bureau search engine</i>	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>
AKR1905		<i>Frequently asked questions (FAQs)</i>	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>
AKR1907		<i>NAICS Search</i>	Very satisfied Satisfied		<i>Drop down, select one</i>	<i>single</i>	<i>N</i>	<i>Multiple List</i>

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Undecided Dissatisfied Very dissatisfied N/A					
AKR1899		Schedule B Search Engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
7984		How important to you are the listed media and features? American FactFinder 	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1908		Economic Indicators	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1909		Population Clocks	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1911		State and County QuickFacts	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1912		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7985		PDF Files	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7986		HTML Files	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7987		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7989		Census Bureau search engine	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
7988		Frequently Asked Questions (FAQs)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1913		NAICS Search	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR1910		Schedule B Search Engine	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
AKR0656		Please tell me whether you agree or disagree with the following opinions. (Check one for each): Most people answer the census questions only because the law says they have to	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0657		The Census Bureau's promise of confidentiality can be trusted	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0658		The census is very important to the country	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0659		Only politicians and business persons benefit from the census	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0660		The census is an invasion of privacy	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0661		People's answers to the census cannot be used against them	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0662		Filling out the census form is a patriotic thing to do	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0663		The census serves no good purpose that I can see	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0664		The census helps people in my community	Agree Disagree		Drop down, select one	Single	N	Multiple List
AKR0665		In your opinion, how much do you think we can trust the government in Washington to do what is right?	Just about always Most of the time Some of the time Almost never Don't know		Radio button, one-up vertical	Single	N	
7990		Please indicate the age category that best describes you.	Under 18 18-24 25-34 35-44 45-54 55-64 65 or older		Radio button, one-up vertical	Single	N	
7991		If you can make one improvement to this site, what would it be?			Text area, no char limit	Single	N	
7975		From the following list, please mark the business sector that best describes your work.	Individual (students of any age, or other person with no business affiliations) Federal government State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company Media Market research, advertising or consulting Religious, civic or political organization Trade or professional association Other		Radio button, one-up vertical	Single	N	
7976		Please indicate which of the following best describes your occupation/role.	Student (K-6) Student (K7-12)		Radio button, one-up vertical	Single	N	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
7992		Do you have any other comments about this site?	<u>College/university student</u> <u>Professor/teacher</u> <u>Librarian</u> <u>Administrator</u> <u>Computer programmer, system analyst/administrator, computer technician</u> <u>Economist or social scientist</u> <u>Health professional (physician, nurse, etc.)</u> <u>Journalist</u> <u>Marketing or sales professional</u> <u>Management consultant</u> <u>Policy analyst</u> <u>Senior management (president, VP, director, partner, etc.)</u> <u>Scientist/engineer</u> <u>Statistician</u> <u>Self employed</u> <u>Unemployed</u> <u>Other</u>		Text area, no char limit	Single	N	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
7974		Before today how many times have you visited the Census Bureau's Web site in the past six months?	Never Once 2-5 Times 6-9 Times 10 or more Times	
7975		From the following list, please mark the business sector that best describes your work.	Individual (students of any age, or other person with no business affiliations) Federal government State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company Media Market research, advertising or consulting Religious, civic or political organization Trade or professional association Other	
7976		Please indicate which of the following best describes your occupation/role.	Student (K-6) Student (K7-12) College/university student Professor/teacher Librarian Administrator Computer programmer, system analyst/administrator, computer technician Economist or social scientist Health professional (physician, nurse, etc.) Journalist Marketing or sales professional Management consultant Policy analyst Senior management (president, VP, director, partner, etc.) Scientist/engineer Statistician Self employed Unemployed Other	
7977		What area of this site are you primarily visiting today?	New on the site Data finders and access tools American FactFinder Jobs@Census Catalog Publications Are you in the Survey About the Bureau Regional offices Doing business with us	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Related sites Census 2000 People and households Business and industry Geography Newsroom Special topics Other	
7978		What is your main reason for coming to this site today ?	Access Census Bureau information Find population or household information (age, education, occupation, home, ownership) Find business or government information (business establishments, industries, imports/exports, sales, governments) Research geography information Look up latest news releases Subscribe to news releases Find statistical data Research business opportunities with Census Learn about US Census Bureau Find a publication Browse the catalogs Purchase educational and training products Order/purchase other catalog(s) Use the data tools Find employment See what's new on the site Other	
7979		What is your intended primary use for these Census Bureau products and information you searched for today ?	For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment) For personal interest (e.g., employment/job search, entertainment, personal education, genealogy, looking to relocate) To complete a work-related proposal, report, or presentation (e.g., research for a book/freelance writing, newspaper articles, stories, blogs, reports) To complete a government form (e.g., to file export information; to respond to Economic censuses and surveys, to find Schedule B and Harmonized System numbers, NAICS or SIC codes) To provide information requested by a client or patron (e.g., librarian services) To analyze/track changes over time (e.g., to support policy decisions, support grant writing) To create value-added products/services (e.g., insurance underwriting) To analyze markets and/or make projections-including sales forecasting (e.g., area/master planning, business startups)	
7980	A	Other, please specify	To update data bases Other, please specify	Skip to A
7981		What is your primary method of searching for information on this site?	Census Bureau search engine Links in the page Data tools	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Frequently asked questions (FAQs) Subjects A to Z QuickFacts Just browsing the site American FactFinder Other	
KFB00356		If you used a search feature TODAY on www.census.gov, which search feature did you use?	I did not use a search feature today I do not recall I telephoned the Customer Services Call Center (1-800-923-8282) FAQs (Frequently Asked Questions, Question and Answer Center) Google-powered Search Help NAICS 2007 Search NAICS 2002 Search Staff Search State and County QuickFacts Subjects A to Z View Maps (U.S. Gazetteer)	
KFB00357		Please enter the search term(s) you used in your search request (separated by commas):		
KFB00358		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity TODAY:	My initial search request retrieved no results and I quit searching After several search attempts, I received too many results and I quit searching On my first search request, I received exactly the information I sought On my first search request, I received too many results, requiring me to refine my search one or more times After several attempts, I received exactly the information I sought After several attempts, I received most of the information I sought After several attempts, I received some of the information I sought After several attempts, none of my results were relevant Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	Skip to A
KFB00359	A	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:		
7982		Did you find the information you were looking for ?	I found all the information I needed I found most of the information I needed I found some of the information I needed I was unable to find any information I needed	
7983		If you answered "No" for finding information, what specifically were you trying to find today ? Please specify.		
		How satisfied are you with access to Census Bureau data using the listed media and features ? American FactFinder	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		Economic Indicators	Very satisfied	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		Population Clocks	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		Schedule B Search Engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		State and County QuickFacts	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		PDF files	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		HTML files	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		Frequently asked questions (FAQs)	Very satisfied	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		Census Bureau search engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
		NAICS Search	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A	
7984		How important to you are the listed media and features ? American FactFinder	Very important Important Neutral Not important	
		Economic Indicators	Very important Important Neutral Not important	
		Population Clocks	Very important Important Neutral Not important	
		Schedule B Search Engine	Very important Important Neutral Not important	
		State and County QuickFacts	Very important Important Neutral Not important	
		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very important Important Neutral Not important	
7985		PDF Files	Very important Important Neutral Not important	
7986		HTML Files	Very important	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Important Neutral Not important	
7987		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important Neutral Not important	
7988		Frequently Asked Questions (FAQs)	Very important Important Neutral Not important	
7989		Census Bureau search engine	Very important Important Neutral Not important	
		NAICS Search	Very important Important Neutral Not important	
AKR0656		Please tell me whether you agree or disagree with the following opinions. (Check one for each): Most people answer the census questions only because the law says they have to	Agree Disagree	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	This answer used to be "To develop a proposal, a report, or presentation"
Text field, <100 char		N	
Radio button, one-up vertical		N	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Text area, no char limit		N	
Radio button, one-up vertical		N	
Text field, <100 char		N	
Radio button, one-up vertical		N	
Text area, no char limit		N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Drop down, select one		N	Matrix

Model Instance Name:

US Census Bureau Satisfaction Survey v2

MID: 4dMAAwp5Z998ZRosoARsVg==

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

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

Model Instance Name:

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004444	A	Other reason seeking information			Text field, <100 char	Single
CQ0004444		Were you able to find what you were looking for today?	Yes No Not sure	B C,D	Radio button, one-up vertical	Single
CQ0004444	A	Why were you not able to find 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	B	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	C	Why were you not sure?	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	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444		What other sources 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 Y/N	Special Instructions
Y	
Y	Randomize
N	
Y	
N	
Y	
Y	



Required Y/N	Special Instructions
Y	
N	
Y	
Y	
Y	
Y	
Y	
N	
N	
Y	