#### **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

US Census Bureau Satisfaction Survey v2 MID: 4dMAAwp5Z998ZRosoARsVg==

Date: 7/16/2010

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

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US Census Bureau Satisfaction Survey v2 CUS	том с	<b>UESTION</b>	N LIST
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	Skip					Single		
	Logic		Answer Choices			or	Required	
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions

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				Census Bureau Satisfaction Survey v2 CUSTOM QUES					
QID	Skip Logic Label	Ouestion 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	Lubei	Before today how many times have you visited the Census	Allower IDS (DOT ONE 1)	Never	Onip to	Radio button, one-up vertical	Single	N	Opecial moti detions
25001011		Bureau's Web site in the past six months?		Once-	1	ridaio battori, ono ap rortica.	Cirigio	.,	
				2-5 Times	1				
				6-9 Times					
				10 or more Times	1				
EDO04378		What is your main reason for coming to this site today?		Find population or household information (age, education,		Radio button, one-up vertical	Single	N	
				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	Text field, <100 char			
EDO04379	A	Other reason				Text field, 4100 chai		N	
EDO04380		What area of this site are you primarily visiting today?		New on the site		Radio-button, one-up-vertical	Single	N	
				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					
				<del>2010 Census</del>					
				2010 Partner With Us					
				2010 Census In Schools					
				2010 Census Jobs					
				American Community Survey					
				Data Ferrett					
				People and households					
				Business and industry					
				Geography					
				Newsroom Coopiel topics					
				Special topics Other places specific	A				
EDO04381	A	Other area		Other, please specify:	*	Text field, <100 char		H	
EDO04381 EDO04382	A	What is your intended primary use for those Consus Pureau		For a school related assignment (e.g., teaching aids		Checkbox, one-up vertical	Multi	N 14	
22304302		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)		Checkbox, one-up vertical	widia	IV	
				To complete a work-related proposal, report, or presentation (e.g.,					
				research for a book/freelance writing, newspaper articles, stories,	<del>.g.,</del> <del>.g.,</del>				
				blogg roports)					
				<del>blogs, reports)</del>					
				blogs, reports) To complete a government form (e.g., to file export information: to					
				<del>blogs, reports)</del>					

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QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)		Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
				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	Δ				
EDO04383	A	Other primary use for products or information		Other, picase specify		Text field, <100 char		N	
EDO04384		What was you 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		Radio button, one-up vertical	single-	n	
		and made of the money of the		I used links on the page from which I was referred to your site					
				Hused links on the page from which I was referred within your site					
				l telephoned the Customer Services Call Center (1-800-923-8282)					
				Lused Data tools to find the info I needed					
				l-clicked on the Census Bureau's Search Engine (search.census.gov) within the dark blue top menu bar of the page					
				Clicked on the Census Bureau's Subjects A to Z   (www.census.gov/main/www/subjects.html)					
				t-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					
				<del>(www.census.gov/main/www/help.htm)</del> within the dark blue top menu bar of the page					
				l-clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/eped/www/naics.html)					
				l clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the NAICs 2002 Search					
				(www.census.gov/epcd/wwv/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					
				Liust browsed the site					
				hand column of www.census.gov					
				Viewed Maps using the US Gazetteer under the home page's Geography Topics Section					
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		Radio button, one-up vertical	Single	N	
				I found most of the information I needed					
				I found some of the information I needed	A				
EDO04387	A	If you were unable to find information, what specifically were you trying to find today? Please specify.		I-was unable to find any information I needed	*	<del>Text area, no char limit</del>	Single	Н	
EDO04388		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your		My initial search request retrieved no results and I quit searching		Radio button, one-up vertical	Single	N	
		search activity TODAY:		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					

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				Census Bureau Satisfaction Survey v2 CUSTOM QUE					
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
				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:					
EDO04389	A	Or, please enter your own statement that MOST CLOSELY				<del>Text field, &lt;100 char</del>	Single	N	
		MATCHES the results of your search effort and results:							
CQOsl0004514		If you used navigational methods (such as links in the page,	ACQOsl0004514A01	I had no difficulty navigating/browsing on this site		Radio button, one-up vertical	Single	N	
		navigation bars or just browsing) to find information, what type of difficulty, if any, did you encounter with the navigation?	ACQOsl0004514A02	Links often did not take me where I expected					
		or difficulty, if any, did you encounter with the havigation?	ACQOSI0004514A03	Had difficulty finding relevant information					
			ACQOsl0004514A04 ACQOsl0004514A05	Had difficulty finding detailed information Links/labels are difficult to understand					
			ACQOSI0004514A05 ACQOSI0004514A06	Too many links/navigational options to choose from					
			ACQOsl0004514A07	Had technical difficulties (error messages, broken links, etc.)					
			ACOOsl0004514A08	Could not navigate back to previous information					
			ACOOsl0004514A09	Other, please specify	A				
CQOsl0004515	A	Other navigational difficulty encountered.				Text area, no char limit		N	
EDO04390		Please rank the <b>top 3 factors</b> that brought you to the Census Bureau website today. (Rank 1 = Most important)		Message or recommendation from a friend on a social network	_	<del>Drop down, select one</del>	Single-	¥	Rank Group
		Rank 1		Video I saw on YouTube Internet blogs or discussion forums	_				Adjust Template/Style She Randomize
				Advertising on social networks (Facebook, Twitter)					Randomize
				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					Anchor
				Other					Anchor
EDO04391		Rank-2		Message or recommendation from a friend on a social network		Drop down, select one	Single-	Н	Rank Group
				Video I saw on YouTube			_		Adjust Template/Style She
				Internet blogs or discussion forums					Randomize
				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					Anchor
ED004392		Rank 3		Other  Message or recommendation from a friend on a social network		Drop down salast sar	Cinala	N	Anchor Ponk Croup
EDUU4392		rank 9		Video I saw on YouTube		<del>Drop down, select one</del>	Single-	14	Rank Group Adjust Template/Style Sho
				Internet blogs or discussion forums					Randomize
				Advertising on social networks (Facebook, Twitter)					T.C. IGOTTILE
				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					
				internet advertising					
				Don't know					Anchor

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	Skip Logic			Answer Choices			Single or	Required	
QID ED004393	Label	Question Text  If you heard about this website from a social network, please	Answer IDs (DOT ONLY)	(limited to 50 characters)	Skip to	Type (select from list)  Text area, no char limit	Multi	Y/N N	Special Instructions
ED004393		specify the site (i.e. Facebook, Twitter)				Text area, no char little		14	
0004394		How satisfied are you with access to Census Bureau data		<del>Very satisfied</del>		Drop down, select one	single	N	Multiple List
		using the listed media and features?		<del>Satisfied</del>					
		American FactFinder		<del>Undecided</del>					
				Dissatisfied	-				
				Very dissatisfied N/A	-				
0004395		Economic Indicators		Very satisfied		Drop down, select one	single	N	Multiple List
300 1000				Satisfied		Drop down, coloct one	Unigio		matapie Liet
				Undecided					
				<del>Dissatisfied</del>					
				Very dissatisfied	4				
OO04396		Deculation Clocks		N/A		Draw dayin aslast and	ninala	N	Multiple Liet
<del>)UU4396</del>		Population Clocks		Very satisfied Satisfied	-	<del>Drop down, select one</del>	single	N	Multiple List
				Undecided	1				
				Dissatisfied	1				
				Very dissatisfied					
				N/A					
0004397		State and County QuickFacts		Very satisfied		Drop down, select one	single	<b>N</b>	Multiple List
				Satisfied	4				
				Undecided Dissatisfied	-				
				Very dissatisfied	-				
				N/A	1				
0004398		Other interactive query tools (e.g., DataFerrett, USA Trade		<del>Very satisfied</del>		Drop down, select one	single	N	Multiple List
		Online)		Satisfied		<del>Drop down, select one</del>	Jamaja		· ·
				<del>Undecided</del>					
				Dissatisfied	1				
				Very dissatisfied	-				
DO04399		PDF files		N/A		Drop down, select one	single	N	Multiple List
DO04399		I-DI-IIICS		Very satisfied Satisfied	-	Drop down, Select one	Sirigic	14	Widitiple-List
				Undecided					
				Dissatisfied	1				
				Very dissatisfied					
				<del>N/A</del>					
0004400		HTML files		Very satisfied	1	Drop down, select one	single	14	Multiple List
				Satisfied	-				
				Undecided Dissatisfied	-				
				Very dissatisfied	-				
				N/A	1				
0004401		Downloadable files (e.g., spreadsheets, CSV/text files)		Very satisfied		Drop down, select one	single	Н	Multiple List
				Satisfied					
				<del>Undecided</del>					
				<u>Dissatisfied</u>	4				
				Very dissatisfied	-				
<del>)004402</del>		Census Bureau search engine		N/A Very satisfied		Drop down, select one	single	N	Multiple List
004402		Census Dareau Scarch engine		Satisfied		<del>Drop down, Sciect une</del>	<del>Sirigic</del>	14	wantple List
				Undecided					
				Dissatisfied					
				Very dissatisfied					
				<del>N/A</del>					
0004403		Frequently asked questions (FAQs)		Very satisfied		Drop down, select one	single	H	Multiple List
				Satisfied					
				Undecided Discotinfied					
				Dissatisfied Very dissatisfied					
				N/A					
0004404		NAICS Search		<del>Very satisfied</del>		Drop down, select one	single	N	Multiple List

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				Census Bureau Satisfaction Survey v2 CUSTOM QUE					
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
				Satisfied					
				Undecided					
				Dissatisfied Very dissatisfied	-				
				Very dissatisfied N/A	-				
DO04405		Schedule B Search Engine		<del>Very satisfied</del>		Drop down, select one	single	N	Multiple List
				Satisfied	1				
				Undecided					
				<del>Dissatisfied</del>					
				Very dissatisfied					
EDO04406		Here important to you are the listed modic and feeture?		N/A		Draw dayin calast and	Cinala	N	Multiple Liet
<del>EDU04400</del>		How important to you are the listed media and features?  American FactFinder		Very important Important	-	<del>Drop down, select one</del>	Single	174	Multiple List
		, and the data made		Neutral	+				
				Not important	1				
EDO04407		Economic Indicators		<del>Very important</del>		Drop down, select one	Single	N	Multiple List
				Important		, ,	1.9.5		
				Neutral					
				Not important					
EDO04408		Population Clocks		<del>Very important</del>		Drop down, select one	Single	N A	Multiple List
				Important					
				Neutral	4				
ED004400		State and County Ovial/Facts		Not important		Draw dayin calast and	Cinala	NI.	Multiple Liet
EDO04409		State and County QuickFacts		Very important	-	<del>Drop down, select one</del>	Single	N N	Multiple List
				Important Neutral	-				
				Not important	-				
EDO04410		Other interactive query tools (e.g., DataFerrett, USA Trade		Very important		Drop down, select one	Single	N	Multiple List
20004410		Online)		Important Important	1	Brop down, Scient one	Olligic		Watapie Elst
				Neutral					
				Not important					
EDO04411		PDF Files		Very important		Drop down, select one	Single	N-	Multiple List
				Important					
				Neutral					
=======================================				Not important			0: 1		
EDO04412		HTML Files		Very important	_	Drop down, select one	Single	N	Multiple List
				Important November	-				
				Neutral Not important	-				
ED004413		Downloadable Files (e.g., spreadsheets, csv/text files)		Very important		Drop down, select one	Single	N	Multiple List
LD004410		bowindadale Files (e.g., spreadsfieets, eswiekt files)		Important	1	Brop down, select one	Olligic		Walapie List
				Neutral	1				
				Not important					
EDO04414		Census Bureau search engine		Very important		Drop down, select one	Single	N	Multiple List
				<del>Important</del>					
				Neutral					
				Not important			-		
EDO04415		Frequently Asked Questions (FAQs)		Very important		Drop down, select one	Single	N	Multiple List
				Important					
				Neutral Net important	-				
ED004416		NAICS Search		Not important Very important		Drop down, select one	Single	N	Multiple List
<del>20004410</del>		IV 100 Ocalen		Important		<del>Diop down, Sciect offe</del>	Single	14	wuupie List
				Neutral					
				Not important					
ED004417		Schedule B Search Engine		Very important		Drop down, select one	Single	N	Multiple List
				Important					
				Neutral					
				Not important					
EDO04418		How satisfied are you with the: RELIABILITY of Census Bureau data products?		<del>Very satisfied</del>		Drop down, select one	single	N	Multiple List
		RELIABILITY of Census Bureau data products?		Satisfied					
				<del>Undecided</del>					
				Dissatisfied					

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QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters) Very dissatisfied	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ED004419		RELEVANCE of Census Bureau data products and services (e.g. keeping pace with the changing economy)?		N/A Very-satisfied Satisfied Undecided		<del>Drop down, select one</del>	single	N	Multiple List
				Dissatisfied Very dissatisfied N/A					
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		<del>Drop down, select one</del>	single	N	Multiple List
				<del>Very dissatisfied</del> N/A					
EDO04421		EASE OF USE of Census Bureau data products and services (e.g. keeping-pace with emerging technologies)?		Very satisfied Satisfied Undecided Dissatisfied		Drop down, select one	single	N	<del>Multiple List</del>
EDO04422		LEVELS OF DETAIL of Census Bureau data products?		Very dissatisfied N/A Very satisfied		Drop down, select one	single	N	Multiple List
25001.22				Satisfied Undecided Dissatisfied Very dissatisfied		Stop down, solicitions	Single		matepio Liot
EDO04423		OVERALL-QUALITY of Census Bureau data products?		N/A Very-satisfied Satisfied		<del>Drop down, select one</del>	single	N H	Multiple List
				Undecided Dissatisfied Very dissatisfied N/A					
EDO04424		How satisfied are you with customer-service-received from Census Bureau staff? Expertise		Very-satisfied Satisfied Undecided		Drop down, select one	single	4	Multiple List
				Dissatisfied Very dissatisfied N/A					
EDO04425		Courtesy		Very-satisfied Satisfied Undecided Dissatisfied		Drop down, select one	single	Н	Multiple List
				Very dissatisfied N/A					
EDO04426		Responsiveness		Very-satisfied Satisfied Undecided Dissatisfied		Drop down, select one	single	N N	Multiple List
				Very dissatisfied N/A					
ED004427		Accessibility		Very-satisfied Satisfied Undecided Dissatisfied Very-dissatisfied		<del>Drop down, select one</del>	single	N N	Multiple List
EDO04428		<del>Timeliness</del>		N/A Very satisfied Satisfied		<del>Drop down, select one</del>	single	N H	Multiple List
				Undecided Dissatisfied					

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<del>(P</del>	Question Text What, if anything, should be done to improve the Web Site? (Please cite specific features, functions, web pages/URLs)	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to		Single or	Demuised	
(P				Skih fo	Type (select from list)	Multi	Required Y/N	Special Instructions
EDO04430 W					Text area, no char limit	Single	И	
ee	What, if anything, should be done to improve the <b>Data Products?</b> (Please cite specific data products, content/features)				Text area, no char limit	Single	Н	
	What, if anything, should be done to improve the Customer Service?				Text area, no char limit	Single	N	
	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	-	Radio button, one up vertical	Single	N	
			Finance, insurance or real estate Retail/wholesale company Media Market research, advertising or consulting Religious, civic or political organization Trade or professional association	-				
oc	Please indicate which of the following best describes your occupation/role:  Do you have any other comments about this site?		Other 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  Text area, no char limit	Single	N	

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US Census Bureau Satisfaction Survey v2 CUSTOM QUESTION L	IST
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	Skip					Single		
QID	Logic	Question Text	Answer Choices	Skip to	Type (select from list)	or	Required Y/N	Special Instructions
EDO04377	Label	Before today how many times have you visited the Census	(limited to 50 characters) Never	SKIP to	Radio button, one-up vertical	Multi Single	N N	Special instructions
LD004377		before today flow fliarly times have you visited the Census	Once		Radio buttori, orie-up vertical	Sirigle	IN	
			2-5 Times					
			6-9 Times					
			10 or more Times					
EDO04378		What is your main reason for coming to this site today?	Find population or household information (age, education, occupation, home, ownership)		Radio button, one-up vertical	Single	N	
			Find business or government information (business establishments, industries,					
			imports/exports, sales, governments)					
			Passarah gasarahy information					
			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:	Α				
EDO04379	Α	Other reason			Text field, <100 char		N	
EDO04380		What area of this site are you primarily visiting today?	New on the site		Radio button, one-up vertical	Single	N	
			Data finders and access tools					
			American FactFinder					
			Jobs@Census					
			Catalog					
			Publications Are you in the Suprov					
			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					
EDO04381		Other area	Other, please specify:	Α	Text field. <100 char		N	
EDO04381 EDO04382	Α	Other area What is your intended primary use for these Census Bureau	For a school-related assignment (e.g., teaching aids, academic/scholarly research,		Checkbox, one-up vertical	Multi	N N	
LDU04302		products and information you searched for today?	student homework assignment)		Checkbox, one-up vertical	Willia	IN	
		production and information you ocuroned for today:	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)					the state of the s

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	Skip					Single		
OID	Logic	Overstien Tout	Answer Choices	Clein An	True (aslast from list)	or	Required	Connected Innotonies on a
QID	Label	Question Text	(limited to 50 characters)  To analyze markets and/or make projections-including sales forecasting (e.g.,	Skip to	Type (select from list)	Multi	Y/N	Special Instructions
			area/master planning, business startups)					
			To update data bases	]				
			Other, please specify	Α				
EDO04383 EDO04384		Other primary use for products or information  What was you <b>primary method used</b> today to search for	Lhad the year healtwented and want right to the infa Lyandad		Text field, <100 char  Radio button, one-up vertical	ainala	N n	
ED004384		what was you <b>primary method used</b> today to search for	I had the page bookmarked, and went right to the info I needed I manually entered the URL	1	Radio bullon, one-up vertical	single	n n	
			I used links on the page from which I was referred to your site	1				
			I used links on the page from which I was referred within your site	1				
			I telephoned the Customer Services Call Center (1-800-923-8282)	1				
			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	1				
			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)	1				
			I clicked on the Census Bureau's FAQs(ask.census.gov) within the dark blue top menu bar of the page	1				
			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	1				
			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)	1				
			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)					
			l 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					
EDO04385		Please enter the <b>search term(s)</b> you used in your search request (separated by commas):			Text area, no char limit	Single	N	
EDO04386		Did you <b>find</b> the information you were <b>looking for</b> ?	I found all the information I needed		Radio button, one-up vertical	Single	N	
			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	Α				
EDO04387	A	If you were <b>unable</b> to find information, what <b>specifically</b> were you trying to find <b>today</b> ? 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		Radio button, one-up vertical	Single	N	
			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	1				
			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	1				
			your search effort and results:	A				
EDO04389		Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:			Text field, <100 char	Single	N	
ACQOsl0004514		If you used <b>navigational methods</b> (such as links in the page.	I had no difficulty navigating/browsing on this site		Radio button, one-up vertical	Single	N	
7.0Q03.000+014		in you used navigational methods (such as links in the page,	Links often did not take me where I expected		reado battori, one ap vertical	Olligic		
			Had difficulty finding relevant information					
			Had difficulty finding detailed information					
			Links/labels are difficult to understand  Too many links/navigational entions to choose from					
			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	Α				
ACOOsl0004515	Α	Other navigational difficulty encountered.			Text area, no char limit		N	

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	Skip				Single		
QID	Label Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	or Multi	Required Y/N	Special Instructions
EDO04390		us Message or recommendation from a friend on a social network	Skip to	Drop down, select one	Single	Y	Rank Group
LD004330	i lease fails the top 3 lactors that brought you to the cens	Video I saw on YouTube		Drop down, select one	Jiligic		Adjust Template/Style Sheet
		Internet blogs or discussion forums					Randomize
		Advertising on social networks (Facebook, Twitter)					randomize
		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					Anchor
		Other					Anchor
EDO04391	Rank 2	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
LD004331	Ivanik 2	Video I saw on YouTube		Drop down, Select one	Sirigie	IN	Adjust Template/Style Sheet
		Internet blogs or discussion forums					Randomize
		Advertising on social networks (Facebook, Twitter)					Tandonize
		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					Anchor
		Other					Anchor
EDO04392	Rank 3	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
		Video I saw on YouTube					Adjust Template/Style Shee
		Internet blogs or discussion forums					Randomize
		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					Anchor
		Other					Anchor
EDO04393	If you heard about this website from a social network, ple	ase		Text area, no char limit		N	
	specify the site (i.e. Facebook, Twitter)						
O04394	How satisfied are you with access to Census Bureau data			Drop down, select one	single	N	Multiple List
		Satisfied					
		Undecided					
		Dissatisfied					
		Very dissatisfied					
		N/A					
004395	Economic Indicators	Very satisfied		Drop down, select one	single	N	Multiple List
		Satisfied					
		Undecided					
		Dissatisfied					
		Very dissatisfied					
		N/A					
O04396	Population Clocks	Very satisfied		Drop down, select one	single	N	Multiple List
JU4390		1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2			19.0		
J04396		Satisfied					

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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					
		0	N/A					
0004397		State and County QuickFacts	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
004200		Other interesting guery tools (s.g. DeteFerrett LICA Trade	N/A		Dyon down coloct one	oinale	NI.	Multiple Liet
O04398		Other interactive query tools (e.g., DataFerrett, USA Trade	Very satisfied Satisfied	_	Drop down, select one	single	N	Multiple List
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
			N/A	_				
004399		PDF files	Very satisfied		Drop down, select one	single	N	Multiple List
004399		FDF IIIe3	Satisfied	_	Drop down, select one	Sirigie	IN.	Multiple List
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
				_				
004400	_	LITAL Glas	N/A	_	Dran dayın galaştana	ainala	NI.	Multiple Liet
O04400		HTML files	Very satisfied	_	Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided Dissatisfied	_				
				_				
			Very dissatisfied					
004404		December debte flee (e.g. commendete etc. CC) (heat flee)	N/A		Duran danna andrest and	- in other		Maritim In I in A
DO04401		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided Proposition of the Control					
			Dissatisfied Very discounted					
			Very dissatisfied					
O04402		Consus Bureau sacrah angina	N/A		Dran dayın calcat and	ainala	NI.	Multiple Liet
004402		Census Bureau search engine	Very satisfied Satisfied		Drop down, select one	single	N	Multiple List
			Undecided	_				
			Dissatisfied					
			Very dissatisfied					
004402		Fraguenthy called guestians (FAOs)	N/A		Dyon down coloct one	oinale	NI.	Multiple Liet
O04403		Frequently asked questions (FAQs)	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied Very discatisfied					
			Very dissatisfied N/A					
O04404		NIAICS Sooreh			Dron down coloct one	cingle	NI	Multiple Liet
OU44U4		NAICS Search	Very satisfied Satisfied		Drop down, select one	single	N	Multiple List
			Sausiieu					
			Lladesided					
			Undecided Discoviried					
			Dissatisfied					
			Dissatisfied Very dissatisfied					
		Sahadula B Sarah Engine	Dissatisfied Very dissatisfied N/A		Dran down color and	cingle	N	Multiple Liet
		Schedule B Search Engine	Dissatisfied Very dissatisfied N/A Very satisfied		Drop down, select one	single	N	Multiple List
		Schedule B Search Engine	Dissatisfied Very dissatisfied N/A Very satisfied Satisfied		Drop down, select one	single	N	Multiple List
		Schedule B Search Engine	Dissatisfied Very dissatisfied N/A Very satisfied Satisfied Undecided		Drop down, select one	single	N	Multiple List
O04405		Schedule B Search Engine	Dissatisfied Very dissatisfied N/A Very satisfied Satisfied Undecided Dissatisfied		Drop down, select one	single	N	Multiple List
		Schedule B Search Engine	Dissatisfied Very dissatisfied N/A Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied		Drop down, select one	single	N	Multiple List
004405			Dissatisfied Very dissatisfied N/A Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A					
		Schedule B Search Engine  How important to you are the listed media and features?	Dissatisfied Very dissatisfied N/A Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied Very ms dissatisfied Very dissatisfied Very mportant		Drop down, select one  Drop down, select one	single	N	Multiple List  Multiple List
D04405			Dissatisfied Very dissatisfied N/A Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied Very mportant Important					
D04405			Dissatisfied Very dissatisfied N/A Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied Very ms dissatisfied Very dissatisfied Very mportant					

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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
<b></b>		· · · · · · · · · · · · · · · · · · ·	Important		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	- India	.,,,	
			Neutral					
			Not important					
EDO04408		Population Clocks	Very important		Drop down, select one	Single	N	Multiple List
			Important					
			Neutral					
			Not important					
EDO04409		State and County QuickFacts	Very important		Drop down, select one	Single	N	Multiple List
			Important					
			Neutral					
			Not important					
EDO04410		Other interactive query tools (e.g., DataFerrett, USA Trade	Very important		Drop down, select one	Single	N	Multiple List
			Important	_				
			Neutral	_				
=======================================		225 57	Not important			0: 1		
EDO04411		PDF Files	Very important	_	Drop down, select one	Single	N	
			Important					Multiple List
			Neutral Net important					
ED004412		LITML Files	Not important		Drop down calcat as	Cinala	N.I.	Multiple List
EDO04412		HTML Files	Very important		Drop down, select one	Single	N	Multiple List
			Important	_				
			Neutral Net important	-				
EDO04413		Downloadable Files (e.g., spreadsheets, csv/text files)	Not important		Drop down, select one	Single	N	Multiple List
ED004413		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important	-	Drop down, select one	Sirigie	IN	Multiple List
			Neutral	_				
			Not important	-				
EDO04414		Census Bureau search engine	Very important		Drop down, select one	Single	N	Multiple List
LDO04414		Census Bureau search engine	Important	-	Drop down, select one	Sirigie	14	Widiliple List
			Neutral	-				
			Not important	_				
EDO04415		Frequently Asked Questions (FAQs)	Very important		Drop down, select one	Single	N	Multiple List
25001.10		roquonaly roman quodalone (rrigo)	Important	_	Brop down, coloct one	0g.c		maniple 2.5t
			Neutral	_				
			Not important	_				
EDO04416		NAICS Search	Very important		Drop down, select one	Single	N	Multiple List
			Important					•
			Neutral					
			Not important					
EDO04417		Schedule B Search Engine	Very important		Drop down, select one	Single	N	Multiple List
			Important					
			Neutral					
			Not important					
EDO04418		How satisfied are you with the:	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04419		RELEVANCE of Census Bureau data products and services	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
======================================			N/A					14 10 1 11
EDO04420		TIMELINESS of Census Bureau data products and service	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
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) Satisfied	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
			N/A	_				
EDO04422		LEVELS OF DETAIL of Census Bureau data products?	Very satisfied		Drop down, select one	single	N	Multiple List
_DO04422		LEVELS OF DETAIL of Census Bureau data products?	Satisfied	_	Drop down, select one	Sirigic	IN	Ividitiple List
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
			N/A	_				
EDO04423		OVERALL QUALITY of Census Bureau data products?	Very satisfied		Drop down, select one	single	N	Multiple List
_DO04423		OVERALL QUALITY of Census Buleau data products?	Satisfied	_	Drop down, select one	Sirigic	14	Ividitiple List
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
			N/A					
EDO04424		How satisfied are you with customer service received from	Very satisfied Very satisfied		Drop down, select one	single	N	Multiple List
		1 10W Juli Stilled are you with customer service received from	Satisfied		Drop down, Scient one	Jingic	14	a.upio List
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
			N/A	_				
EDO04425		Courtesy	Very satisfied		Drop down, select one	single	N	Multiple List
EDO04425		Courtesy	Satisfied	_	Drop down, select one	Sirigie	IN	Multiple List
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
			N/A	_				
DO04426		Deeneneivenee			Dran dawa aalaat ana	ainala	N	Multiple List
EDO04426		Responsiveness	Very satisfied Satisfied	_	Drop down, select one	single	IN	Multiple List
			Undecided	_				
			Dissatisfied					
			Very dissatisfied	_				
			N/A	_				
EDO04427		Accessibility	Very satisfied		Drop down, select one	single	N	Multiple List
_DO04427		Accessibility	Satisfied	_	Drop down, select one	Sirigic	IN	Ividitiple List
			Undecided	_				
			Dissatisfied	_				
			Very dissatisfied	_				
			N/A	_				
EDO04428		Timeliness	Very satisfied		Drop down, select one	single	N	Multiple List
		Timomicoo	Satisfied		Drop down, Scient one	Sirigic	14	Wattiple List
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A	_				
EDO04429		What, if anything, should be done to improve the Web Site? (Please cite specific features, functions, web pages/URLs)	TWO		Text area, no char limit	Single	N	
EDO04430		What, if anything, should be done to improve the <b>Data Products</b> ? (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		Radio button, one-up vertical	Single	N	
		I .	State, county, local or tribal government					
			College/university					

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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	7				
			Trade or professional association	7				
			Other	1				
EDO04433		Please indicate which of the following best describes your	Student (K-6)		Radio button, one-up vertical	Single	N	
			Student (K7-12)	1	-			
			College/university student	1				
			Professor/teacher	7				
			Librarian	1				
			Administrator	1				
			Computer programmer, system analyst/administrator, computer technician	1				
			Economist or social scientist	7				
			Health professional (physician, nurse, etc.)	7				
			Journalist	7				
			Marketing or sales professional	7				
			Management consultant	7				
			Policy analyst	7				
			Senior management (president, VP, director, partner, etc.)	7				
			Scientist/engineer	7				
			Statistician	7				
			Self employed	7				
			Unemployed	7				
			Other	7				
EDO04434		Do you have any other comments about this site?			Text area, no char limit	Single	N	

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blue + -->: REWORDING
violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Ϋ́/N	Special Instruction
7974		Before today how many times have you visited the Census	Never		Radio button, one-up vertical	Single	ti Ý/N le N	
		Bureau's Web site in the past six months?	Once					
			2-5 Times					
			6-9 Times					
			10 or more Times					
7978		What is your <b>main reason</b> for coming to this site <b>today</b> ?	Find population or household information (age, education, occupation, home, ownership)		Radio button, one-up vertical	Single	N	
			Find business or government information (business	İ				
			establishments, industries, imports/exports, sales, governments)					
			Research geography information	İ				
			Look up latest news releases					
			Subscribe to news releases					
			Find statistical data	1				
			Research business opportunities with Census	İ				
			Learn about US Census Bureau					
			Find a publication	İ				
			Browse the catalogs					
			Purchase educational and training products					
			Order/purchase other catalog(s)					
			Use the data tools	1				
			Find employment					
			See what's new on the site					
			Other					
7977		What <b>area</b> of this site are you <b>primarily visiting</b> today?	New on the site		Radio button, one-up vertical	Single	NI	
1911		what area of this site are you primarily visiting today?			Radio buttori, orie-up vertical	Sirigie	IN	
			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					
			<u>2010 Census</u>					
			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	ĺ				
			Newsroom	İ				
			Special topics					
			Other	1				
7979		What is your intended <b>primary use</b> for these Census Bureau products and information you <b>searched for today</b> ?	For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework		Checkbox, one-up vertical	Multi	N	
			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					

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

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

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 Instruction
QID	Label	Quesuon Text	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)	SKIP to				
			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					
7000		Other plane work.	Other, please specify	Α	T+ 5-1-1	Cira ed a	N.	
7980 ED03385		Other, please specify What was you 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		Text field, <100 char radio	Single single	N n	
		concasigot	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					
FB00357		Please enter the search term(s) you used in your search			Text area, no char limit	Single	N	

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underlined & italicized: RE-ORDER

	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
			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 <b>unable</b> to find information, what <b>specifically</b> were you trying to find <b>today</b> ? Please specify.	I was unable to find any miorination i needed		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 <b>search</b>	My initial search request retrieved no results and I quit searching		Radio button, one-up vertical	Single	N	
		activity TODAY:	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, I received some of the information I sought	-				
			relevant  Or, please enter your own statement that MOST	-				
			CLOSELY MATCHES the results of your search effort and results:	Α				
KFB00359	Α	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:			Text field, <100 char	Single	N	
KR1896		How satisfied are you with access to Census Bureau data using the listed media and features?	Very satisfied		Drop down, select one	single	N	Multiple Lis
		American FactFinder	Satisfied Undecided					
		, anonoan rada madi	Dissatisfied	-				
			Very dissatisfied					
			N/A					
KR1897		Economic Indicators	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
KR1898		Population Clocks	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied					
			Undecided	-				
			Dissatisfied Very dissatisfied	-				
			N/A	-				
KR1900		State and County QuickFacts	Very satisfied		Drop down, select one	single	N	Multiple Lis
		The same county quantum state	Satisfied			g		
			Undecided	1				
			Dissatisfied					
			Very dissatisfied					
WD4655	1		N/A					
KR1901		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very satisfied	+	Drop down, select one	single	N	Multiple Lis
			Satisfied Undecided	+				
			Dissatisfied	+				
			Very dissatisfied	+				
			N/A	1				
KR1902	1	PDF files	Very satisfied		Drop down, select one	single	N	Multiple Li
			Satisfied	1		"		

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underlined & italicized: RE-ORDER

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)  Dissatisfied  Very dissatisfied	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
			N/A					
KR1903		HTML files	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied					
			Undecided					
			Dissatisfied Very dissatisfied					
			N/A					
KR1904		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied		Drop down, select one	single	N	Multiple Lis
		· · · · · · · · · · · · · · · · · ·	Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
KR1906		Census Bureau search engine	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied					
			Undecided Dissatisfied					
			Very dissatisfied					
			N/A					
AKR1905		Frequently asked questions (FAQs)	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied		,	" "		
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A			<b>.</b>		
AKR1907		NAICS Search	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
AKR1899		Schedule B Search Engine	Very satisfied		Drop down, select one	single	N	Multiple Lis
		Ç	Satisfied		•			
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
7984		How important to you are the listed media and features?  American FactFinder	Very important		Drop down, select one	Single	N	Multiple Lis
		American Factifiaei	Important Neutral	<u> </u>				
			Not important					
AKR1908		Economic Indicators	Very important		Drop down, select one	Single	N	Multiple Lis
			Important					
			Neutral					
			Not important					
AKR1909		Population Clocks	Very important		Drop down, select one	Single	N	Multiple Lis
			Important					
			Neutral					
ALCD404:	1	0	Not important		5	0: :		
AKR1911		State and County QuickFacts	Very important		Drop down, select one	Single	N	Multiple Lis
			Important					
			Neutral Not important					
AKR1912	1	Other interactive query tools (e.g., DataFerrett, USA Trade	Very important		Drop down, select one	Single	N	Multiple Li
, 41/1/1917		Online)	Important	<del> </del>	Drop down, select offe	Jillyle	l IN	ivididiple Li
	1	<b>'</b>	Neutral	<del></del>				

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underlined & italicized: RE-ORDER

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Not important	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
7985		PDF Files	Very important		Drop down, select one	Single	N	
1300		i bi i iico	Important		Drop down, select one	Olligic	.,	Multiple Li
			Neutral					Widitiple Li
			Not important					
7986		HTML Files	Very important		Drop down, select one	Single	N	Multiple Li
			Important		•			
			Neutral					
			Not important					
7987		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important		Drop down, select one	Single	N	Multiple Li
			Important					
			Neutral					
			Not important					
7989		Census Bureau search engine	Very important		Drop down, select one	Single	N	Multiple Li
			Important					
			Neutral					
			Not important					
7988		Frequently Asked Questions (FAQs)	Very important		Drop down, select one	Single	N	Multiple Li
			Important					
			Neutral					
ALCD1010		NAICC Court	Not important		Daniel de la colorat de la col	Cirrela	N.	
AKR1913		NAICS Search	Very important		Drop down, select one	Single	N	Multiple Li
			Important Neutral					
			Not important					
KR1910		Schedule B Search Engine			Drop down, select one	Cinglo	N	Multiple Li
4KK1910		Scriedule B Search Engine	Very important Important		Drop down, select one	Single	IN	Multiple Li
			Neutral	<del></del>				
			Not important	<del></del>				
		How satisfied are you with the RELIABILITY of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products?	Satisfied		Brop down, Scient one	Sirigic	.,	
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with the RELEVANCE of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products and services (e.g. keeping pace with the	Satisfied					
		changing economy)?	Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with the TIMELINESS of Census Bureau	Very satisfied		Drop down, select one	single	N	
		data products and service releases (e.g. keeping pace with the	Satisfied					
		changing forms of media access)?	Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with the EASE OF USE of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products and services (e.g. keeping pace with emerging technologies)?	Satisfied			1		
		chierging technologies)?	Undecided					
			Dissatisfied					
			Very dissatisfied					
	-	University of the control of the con	IV/A		Daniel de la companya			-
		How satisfied are you with the LEVELS OF DETAIL of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products?	Satisfied					
			Undecided			1		
			Dissatisfied					

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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 Instruction
		How satisfied are you with the OVERALL QUALITY of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products?	Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with customer service received from	Very satisfied		Drop down, select one	single	N	Multiple Li
		Census Bureau staff?	Satisfied					
		Expertise	Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		Courtesy	Very satisfied		Drop down, select one	single	N	Multiple Li
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		Responsiveness	Very satisfied		Drop down, select one	single	N	Multiple Li
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		Accessibility	Very satisfied		Drop down, select one	single	N	Multiple Li
			Satisfied					
			Undecided Dissatisfied					
			Very dissatisfied					
			N/A					
		Timeliness	Very satisfied		Drop down, select one	cinalo	N	Multiple Li
		Timeliness	Satisfied		Drop down, select one	single	IN	Multiple Li
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
KR0656-		Please tell me whether you agree or disagree with the	Agree		Drop down, select one	Single	N	Multiple Lis
NICITOUSU-		following opinions. (Check one for each):	Disagree		Diop down, Select one	Single	14	Wulliple Lis
KR0657		Mastransus surverstoranse screenitien and eacherothedev	Agree		Drop down, select one	Single	N	Multiple Lis
NICTOUS I		The defiaus bureau's profitise of confidentiality can be trusted	Disagree		Drop down, Sciect one	Single	TV	Wullipic Lis
KR0658		The census is very important to the country	Agree		Drop down, select one	Single	N	Multiple Lis
11110000		The census is very important to the country	Disagree		Drop down, sciect one	Single	14	Wullipic Lis
KR0659-		Only politicians and business persons benefit from the census	Agree		Drop down, select one	Single	N	Multiple Lis
		politicians and business persons benefit from the census	Disagree		Drop down, select one	Sirigic	IN .	Wullipic Lis
KR0660		The census is an invasion of privacy	Agree		Drop down, select one	Single	N	Multiple Lis
		The deficación diffinación of privacy	Disagree		Brop down, select one	Olligic		Wattpie Ei
KR0661		People's answers to the census cannot be used against them	Agree		Drop down, select one	Single	N	Multiple Li
		- 11p. 12 monoro to ano concae carnot be abea against mem	<del>Disagree</del>		2.0p dom, delete one	Jigic	.,	a.apic Li
KR0662		Filling out the census form is a patriotic thing to do	Agree		Drop down, select one	Single	N	Multiple Li
		parallel serious form is a parious timing to do	<del>Disagree</del>		2.0p dom, delete one	Cigic	.,	a.apic Li
KR0663		The census serves no good purpose that I can see	Agree		Drop down, select one	Single	N	Multiple Li
		The senese convect no good purpose that I can see	Disagree		2.5p down, select one	Jingie		.viaitipie Li
KR0664-	1	The census helps people in my community	Agree		Drop down, select one	Single	N	Multiple Li
		Constant helps people in my community	Disagree		Drop down, Scient one	Single	1.4	marapic Ti
			12.04g.00	1	1	1	l	l
KR0665-		In your opinion, how much do you think we can trust the	Just about always		Radio button, one-up vertical	Single	N	

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blue + -->: REWORDING
violet (bold): SKIP-LOGIC

QID	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructio
QID.	Laber	Question Text	Almost never	OKIP to				
			<del>Don't know</del>					
<del>7990</del>		Please indicate the age category that best describes you.	<del>Under 18</del>		Radio button, one up vertical	Single	N	
			<del>18-24</del>					
			<del>25-34</del>					
			<del>35-44</del>					
			45-54					
			55-64					
7001		NAME AND THE PROPERTY OF THE P	65 or older		Tara anno an aban Baria	Circula	N.	
7991		What, if anything, should be done to <b>improve the Web Site</b> ? (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	
'975		From the following list, please mark the business sector that	Individual (students of any age, or other person with		Radio button, one-up vertical	Single	N	
		best describes your work.	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	İ				
			Other	İ				
976		Please indicate which of the following best describes your	Student (K-6)		Radio button, one-up vertical	Single	N	
		occupation/role.	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	1				
			Statistician	İ				
			Self employed	1				
			Unemployed					

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underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING
violet (bold): SKIP-LOGIC

- 1								
	Skip Logic		Answer Choices			Single or	Required	
<b>QID</b> 974	Label	Question Text Before today how many times have you visited the Census Bureau's	(limited to 50 characters)	Skip to	Type (select from list) Radio button, one-up vertical	Multi Single	Y/N N	Special Instr
3,4		Web site in the past six months?	Once		Radio button, one-up vertical	Siligie	"	
			2-5 Times					
			6-9 Times 10 or more Times					
978			Find population or household information (age, education,		Radio button, one-up vertical	<u>Single</u>	N	1
			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					
			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					
			<u>Find employment</u>					
			See what's new on the site Other					
977		What area of this site are you primarily visiting today?	New on the site		Radio button, one-up vertical	Single	N	
			<u>Data finders and access tools</u> <u>American FactFinder</u>			1		
			Jobs@Census			1		
			<u>Catalog</u>					
			Publications Are you in the Survey			1		
			About the Bureau					
			Regional offices Doing business with us	-				
			Related sites			1		
			Census 2000 People and households					
			Business and industry					
			Geography Newsroom					
			Special topics					
70.70			Other		Chaelthou and un vertical	A.d. alei	A/	
<u>'979</u>		products and information you searched for today?	For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment)		Checkbox, one-up vertical	<u>Multi</u>	N	
			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)					
980	A	Other information usage	To update data bases Other, please specify	<u>A</u>	Text field, <100 char	Single	N	
981		What is your primary method of searching for information on this	Census Bureau search engine		Radio button, one-up vertical	Single	N	
		site?	Links in the page Data tools			1		
			Frequently asked questions (FAQs)					
			Subjects A to Z QuickFacts					
			Just browsing the site	İ		1		
			American FactFinder Other					
300356		If you used a search feature TODAY on www.census.gov, which	Uther I did not use a search feature today		Radio button, one-up vertical	Single	N	
		search feature did you use?	I do not recall					
			FAQs (Frequently Asked Questions, Question and Answer Center)					
			Google-powered Search					
			Help NAICS 2007 Search			1		
			NAICS 2002-Search			1		
			Staff Search State and County QuickFacts			1		
			Subjects A to Z	İ		1		
03385	8	What was you primary method used today to search for information	View Maps (U.S. Gazetteer) I had the page bookmarked, and went right to the info I needed			single	n	
	0	on www.census.gov?	nad the page bookmarked, and went right to the into i needed		radio	Sirigite	"	
			I manually entered the URL I used links on the page from which I was referred to your site			1		
			a documents on the page from which i was referred to your site			1		
			I used links on the page from which I was referred within your			1		
			Ltelephoned 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			1		
		II.	ii ciickeu on the Census Bureau's Subjects A to Z	I	1	1	I	I
			I clicked on the Census Bureau's Subjects A to Z (www.census.gov/main/www/subjects.html)					

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		US Cen	sus Bureau Satisfaction Survey v2 CUSTOM QUES	TION LIST				
	Skip Logic		Answer Choices			Single or	Required	
QID	Label	Question Text	(limited to 50 characters) I clicked on the Census Bureau's Help	Skip to	Type (select from list)	Multi	Y/N	Special Instructions
			(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					
KFB00357		Please enter the <b>search term(s)</b> 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	
			I found most of the information I needed I found some of the information I needed					
7983		If you answered "No" for finding information, what specifically were	I was unable to find any information I needed			Single	N	
		you trying to find today? Please specify.	My initial approb request ratio and no regults and I guit		Text area, no char limit			
KFB00358		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your <b>search activity</b> TODAY:	searching		Radio button, one-up vertical	Single	N	
		iopai.	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:	Α				
KFB00359	Α	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?	Very satisfied Satisfied		Drop down, select one	single	N	Multiple List
		American FactFinder	Undecided					
			Dissatisfied Very dissatisfied					
AKR1897		Economic Indicators	N/A Very satisfied		Drop down, select one	single	N	Multiple List
74442007			Satisfied			Sirigic		manple List
			Undecided Dissatisfied					
			Very dissatisfied N/A					
AKR1898		Population Clocks	Very satisfied Satisfied		Drop down, select one	single	N	Multiple List
			Undecided Dissatisfied					
			Very dissatisfied					
AKR1900		State and County QuickFacts	N/A <u>Very satisfied</u>		Drop down, select one	single	N	Multiple List
			<u>Satisfied</u> <u>Undecided</u>					
			<u>Dissatisfied</u>					
AKD1001		Other interesting ground tools (s.g. Date Francis LIGA Francis Co.	Very dissatisfied N/A		Dran down coloat and	oir!-		Multiple Lie
AKR1901		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very satisfied Satisfied		<u>Drop down, select one</u>	<u>single</u>	<u>N</u>	<u>Multiple List</u>
			<u>Undecided</u> Dissatisfied					
			Very dissatisfied N/A					
AKR1902		PDF files	Very satisfied		Drop down, select one	single	N	Multiple List
			<u>Satisfied</u> <u>Undecided</u>					
			<u>Dissatisfied</u> Very dissatisfied					
AKR1903		HTML files	N/A Very satisfied		Drop down, select one	single	<u>N</u>	Multiple List
			<u>Satisfied</u>		Ja St, Scient one	Single	<u></u>	aupic List
			<u>Undecided</u> <u>Dissatisfied</u>					
			Very dissatisfied N/A					
AKR1904		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied Satisfied		Drop down, select one	<u>single</u>	N	Multiple List
			<u>Undecided</u>					
			<u>Dissatisfied</u> <u>Very dissatisfied</u>					
AKR1906		Census Bureau search engine	N/A Very satisfied		Drop down, select one	single	N	Multiple List
			<u>Satisfied</u>			21910		The second second
			Undecided Dissatisfied					
			Very dissatisfied N/A					
AKR1905		Frequently asked questions (FAQs)	Very satisfied Satisfied		Drop down, select one	<u>single</u>	N	Multiple List
			<u>Undecided</u>					
			<u>Dissatisfied</u> Very dissatisfied					
AKR1907		NAICS Search	<u>N/A</u> <u>Very satisfied</u>		Drop down, select one	single	N	Multiple List
			Satisfied					

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		US Cens	sus Bureau Satisfaction Survey v2 CUSTOM QUES	STION LIST				
	Skip Logic		Answer Choices			Single or	Required	
QID	Label	Question Text	(limited to 50 characters)  Undecided	Skip to	Type (select from list)	Multi	Y/N	Special Instruction
			<u>Dissatisfied</u> Very dissatisfied	1				
KD1000			N/A		Drop down polast one	oinalo	A/	Multiple Liet
KR1899			<u>Very satisfied</u> <u>Satisfied</u>		Drop down, select one	<u>single</u>	<u>N</u>	Multiple List
			<u>Undecided</u> Dissatisfied	-				
			Very dissatisfied N/A					
7984		How important to you are the listed media and features?	Very important		Drop down, select one	Single	N	Multiple List
			Important Neutral					
AKR1908			Not important Very important		Drop down, select one	Single	N	Multiple List
			Important Neutral					
AKR1909			Not important Very important		Drop down, select one	Single	N	Multiple List
MKK1909			Important		Diop down, Scient one	Sirigie	l N	Wulliple List
			Neutral Not important					
AKR1911			Very important Important		Drop down, select one	<u>Single</u>	N	<u>Multiple List</u>
			Neutral Not important					
AKR1912		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very important		Drop down, select one	Single	N	Multiple List
			<u>Important</u> <u>Neutral</u>					
<u>7985</u>			Not important Very important		Drop down, select one	Single	N	
			Important Neutral				_	<u>Multiple List</u>
7000			Not important		Dana dana antoni	0. 1		
<u>7986</u>			Very important Important		<u>Drop down, select one</u>	Single	N	Multiple List
			Neutral Not important					
<u>7987</u>		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important		Drop down, select one	<u>Single</u>	N	<u>Multiple List</u>
			Neutral Neutral					
7989		Census Bureau search engine	Not important Very important		Drop down, select one	Single	N	Multiple List
			<u>Important</u> Neutral					
<u>7988</u>			Not important Very important		Drop down, select one	Single	<u>N</u>	Multiple List
7500			<u>Important</u>		Brop down, Sciect one	Sirigie	<u></u>	<u>iviuiupie List</u>
			<u>Neutral</u> <u>Not important</u>					
AKR1913			Very important Important		<u>Drop down, select one</u>	<u>Single</u>	N	<u>Multiple List</u>
			Neutral Not important					
AKR1910		Schedule B Search Engine	Very important		Drop down, select one	Single	N	Multiple List
			<u>Important</u> <u>Neutral</u>					
AKR0656			Not important Agree			Single	N	Multiple List
		opinions. (Check one for each): Most people answer the census questions only because the law says						,
		they have to	-		Drop down, select one			
AKR0657		The Census Bureau's promise of confidentiality can be trusted	Disagree Agree		Drop down, select one	Single	N	Multiple List
AKR0658			Disagree Agree		Drop down, select one	Single	N	Multiple List
AKR0659			Disagree		Drop down, select one	Single	N	Multiple List
			Agree Disagree					
AKR0660			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			Agree		Drop down, select one	Single	N	Multiple List
AKR0664		The census helps people in my community	Disagree Agree		Drop down, select one	Single	N	Multiple List
AKR0665			Disagree Just about always		Radio button, one-up vertical	Single	N	
		government in Washington to do what is right?	Most of the time Some of the time	-				
			Almost never	]				
7990		Please indicate the age category that best describes you.	Don't know Under 18		Radio button, one-up vertical	Single	N	
			18-24 25-34	1				
			35-44 45-54	1				
			55-64	1				
- 1		If you can make <b>one improvement</b> to this site, what would it be?	65 or older			Single	N	
7991					Text area, no char limit  Radio button, one-up vertical	Single	<u>N</u>	
7991 <u>7975</u>		From the following list, please mark the business sector that <b>best</b>	Individual (students of any age, or other person with no					
		describes your work.	business affiliations)		readio Battori, one ap vertical	-		
		describes your work.	business affiliations) Federal government State, county, local or tribal government		ixadio battori, one ap veracar			
		describes your work.	business affiliations) Federal government		reduce belief, one up versear			
		describes your work.	business affiliations) Federal government State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company		reads deleter. Site up venicus			
		describes your work	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		name ballon, one of female			
		describes your work	Dusiness affiliations) Federal government State, county, local or tribal government College/university, Finance, insurance or real estate Retail/wholesale.company		nado basar. Sie Sp Feired			

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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	
			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/lengineer Statistician						
7992		Do you have any <b>other comments</b> about this site?	Self employed Unemployed Other		Text area, no char limit	Single	N		

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	Skip			
	Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip to
		Before today how many times have you visited the Census Bureau's	Never	
7974		Web site in the past six months?		
			Once	
			2-5 Times	
			6-9 Times	
			10 or more Times	
7975		From the following list, please mark the business sector that <b>best describes your work</b> .	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	Student (K-6)	
7370		occupation/role.	` '	
			Student (K7-12)	
			College/university student	
			Professor/teacher 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 Cetalog	
			Catalog	
			Publications Are you in the Survey	
			About the Bureau	
			Regional offices	
			Doing business with us	
1		ı	ForeSee Pesults - Con	i I fidential and Dr.

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	Skip			
	Logic		Answer Choices	
QID	Label	Question Text	(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 <b>primary use</b> for these Census Bureau products and information you <b>searched for today</b> ?	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 forcasting (e.g., area/master planning, business startups)	
			To update data bases	
			Other, please specify	Skip to A
7980	Α	Other, please specify		- p .57
7981		What is your <b>primary method</b> of searching for information on this site?	Census Bureau search engine	
			Links in the page	
	1	I .	Data tools	i

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Answer Choices (limited to 50 characters)  RF800396  KF800396  KF800396  KF800397  Answer Choices (limited to 50 characters)  Frequently asked questions (FAQs) Superior No. 12 Superior No. 1				Co Contain Dantain Canton Carto, 12 Coot on Que Contain	
Frequently asked questions (EAQs)		Logic			
Subjects A to Z   Quick-Pacts   Just browing the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the site American Facility the search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on drube a search feature today of on the search feature today of on the search feature today of on the search feature today of on the search feature today of	QID	Label	Question Text	,	Skip to
Ido not recall     Ido not recall   Ido not recall     Ido not recall   Ido not recall     Ido not recall   Ido not recall     Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recall   Ido not recal				Subjects A to Z QuickFacts Just browsing the site American FactFinder Other	
RFB00358   Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity TODAY:    After several search attempts, I received too many results and I quit searching			search feature did you use?	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 Staff Search State and County QuickFacts Subjects A to Z	
Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity TODAY:    After several search attempts, I received too many results and I quit searching	KFB00357				
On my first search request, I received exactly the information I sought On my first search request, I received most of the information I sought 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 most of the information I sought After several attempts, I received some of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I sought After several attempts, I received most of the information I needed I found most of the information I needed I found most of the information I needed I found some of the information I needed I found some of the information I needed I found some of the information I needed I was unable to find any information I needed Undecided	KFB00358		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your <b>search activity</b>		
Cor, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:   Skip to A				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	-
MATCHES the résults of your search effort and results:  7982 Did you <b>find</b> the information you were <b>looking for?</b> 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 I was unable to find any information I needed  Wery satisfied are you with access to Census Bureau data using the listed <b>media</b> and <b>features?</b> American FactFinder  Wery satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied Very dissatisfied Very dissatisfied Very dissatisfied Very dissatisfied Very dissatisfied Very dissatisfied					Skip to A
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 I was unable to find any information I needed  How satisfied are you with access to Census Bureau data using the listed media and features? American FactFinder  Wery satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied N/A	KFB00359	Α			
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 Undecided Dissatisfied Very dissatisfied Very dissatisfied N/A	7982		Did you <b>find</b> the information you were <b>looking for</b> ?	I found most of the information I needed I found some of the information I needed	
How satisfied are you with access to Census Bureau data using the listed media and features? American FactFinder  Satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied N/A	7983		If you answered "No" for finding information, what <b>specifically</b> were you trying to find <b>today</b> ? Please specify.		
Economic Indicators Very satisfied			the listed <b>media</b> and <b>features</b> ? American FactFinder	Satisfied Undecided Dissatisfied Very dissatisfied N/A	
			Economic Indicators	Very satisfied	

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	Skip			
	Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip to
			Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	-
		Population Clocks		
		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	
		State and Sound Quieki deta	Satisfied	
			Undecided	-
			Dissatisfied	-
			Very dissatisfied	-
			very uissausiieu	-
		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very satisfied	
		Other interactive query tools (e.g., DataFerrett, OSA Trade Offline)		
			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	
		20111104444.00 filed (org.) oproductions of the filed)	Satisfied	
			Undecided	
			Dissatisfied	
				-
			Very dissatisfied	
		Fraguenthy solved guestions (FAOs)	N/A	
		Frequently asked questions (FAQs)	Very satisfied	

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			55 contain Burtau cantinuonen cun voj 12 coci cini gozonian zion	
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Satisfied Undecided Dissatisfied Very dissatisfied	
		Census Bureau search engine	N/A Very satisfied Satisfied	
			Undecided Dissatisfied Very dissatisfied N/A	
		NAICS Search	Very satisfied Satisfied Undecided Dissatisfied	
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	
		Population Clocks	Not important Very important Important Neutral	
		Schedule B Search Engine	Not important Very important Important	
		State and County QuickFacts	Neutral Not important Very important Important	
		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Neutral Not important Very important	
			Important Neutral	
7985			Not important Very important Important Neutral	
7986		HTML Files	Not important Very important	

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		,	<u> </u>	
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	
	1		Not important	
7988		Frequently Asked Questions (FAQs)	Very important	
			Important	
			Neutral	
			Not important	
7989		Census Bureau search engine	Very important Very important	
			Important	
			Neutral	
			Not important	
		NAICS Search	Very important 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) Radio button, one-up vertical	Single or Multi	Required Y/N N	Special Instructions
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 Radio button, one-up vertical		N 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			
Toyt field <100 abor		N	
Text field, <100 char Radio button, one-up vertical		N	
Text area incident limit		N	
Text area, no char limit Radio button, one-up vertical 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	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	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	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
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	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Drop down, select one		N	Matrix

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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
CQ0004444		How frequently do you visit this site?	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	Α	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 C A	Radio button, one-up vertical	Single
CQ0004444	Α	Other primary reason			Text area, no char limit	Single
CQ0004444	В	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	What type of information were you looking for when researching products for the <b>possible inclusion in a design</b> ?	Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

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Date: 3/1/2008

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blue + -->: REWORDING
violet (bold): SKIP-LOGIC

	Skip					
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
4.5	Laber	Question Text	Other	On p to	Type (Select Holli list)	Wildle
CQ0004444		How were you primarily seeking information on sweets.com?	Search by keyword feature			Single
					Radio button, one-up vertical	
			Browse by master format feature			
			Other (please specify)	Α		
CQ0004444	Α	Other reason seeking information			Text field, <100 char	Single
CQ0004444		Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
			No	В		
			Not sure	C,D		
CQ0004444	Α	Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for		Radio button, one-up vertical	Single
			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			
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		Drop down, select one	Single
			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	E		
			Other			
CQ0004444	С	Why were you <b>not sure</b> ?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			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			
CQ0004444	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one	Single
			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	F		
200004444		What ather sits(s) do you plan to visit?	Other		Tout area in about limit	Cinal-
CQ0004444	E F	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?	Coogle		Text area, no char limit	Single
CQ0004444		What <b>other sources</b> do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
	1		Manufacturers websites			1

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

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