

Model Instance Name:
 FDA Satisfaction Survey
 MID: xUE4gkERpoi5QVAK1J94RQ==
 Date: 7/31/2009

FDA Satisfaction Survey MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><i>NOTE: All questions under each element are required. Element questions are partitioned among surveys.</i></p>	<p>Satisfaction questions are required. Satisfaction questions appear on all surveys.</p>	<p>Future behaviors may be modified based on your site's objectives.</p>
<p>REQUIRED ELEMENTS (common to all websites)</p>	<p>Satisfaction</p>	<p>Likelihood to Return (1=Very Unlikely, 10=Very Likely)</p>
<p>Content (1=Poor, 10=Excellent, Don't Know)</p>	<p>18 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p>	<p>21 How likely are you to return to this site?</p>
<p>1 Please rate the accuracy of information on this site.</p>	<p>19 How well does this site meet your expectations? (1= Falls Short, 10=Exceeds)</p>	<p>Recommend (1=Very Unlikely, 10=Very Likely)</p>
<p>2 Please rate the quality of information on this site.</p>	<p>20 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)</p>	<p>22 How likely are you to recommend this site to someone else?</p>
<p>3 Please rate the freshness of content on this site.</p>		<p>Primary Resource (1=Very Unlikely, 10=Very Likely)</p>
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p>		<p>23 How likely are you to use this site as your primary resource for obtaining information from this organization?</p>
<p>4 Please rate the visual appeal of this site.</p>		<p>Trust (1=Strongly Disagree, 10=Strongly Agree)</p>
<p>5 Please rate the balance of graphics and text on this site.</p>		<p>24 I can count on this agency to act in my best interests.</p>
<p>6 Please rate the readability of the pages on this site.</p>		<p>25 I consider this agency to be trustworthy.</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know)</p>		<p>26 This agency can be trusted to do what is right.</p>
<p>7 Please rate how well the site is organized.</p>		<p>Future Participation (1=Very Unlikely, 10=Very Likely)</p>
<p>8 Please rate the options available for navigating this site.</p>		<p>27 How likely are you to express your thoughts or ideas to this agency in the next 90 days?</p>
<p>9 Please rate how well the site layout helps you find what you are looking for.</p>		
<p>10 Please rate the number of clicks to get where you want on site.</p>		
<p>Online Transparency (1=Poor, 10=Excellent)</p>		
<p>11 Please rate how thoroughly this website discloses information about what this agency is doing.</p>		
<p>12 Please rate how quickly agency information is made available on this website.</p>		
<p>13 Please rate how well information about this agency's actions can be accessed by the public on this website.</p>		
<p>Site Performance (1=Poor, 10=Excellent, Don't Know)</p>		
<p>14 Please rate how quickly pages load on this site.</p>		
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<p>Search (1=Poor, 10=Excellent, Don't Know)</p>		
<p>17 Please rate the relevance of search results on this site.</p>		
<p>18 Please rate the organization of search results on this site.</p>		
<p>19 Please rate how well the search result descriptions helped you decide which one to select.</p>		
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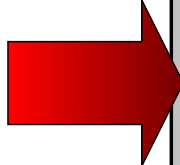
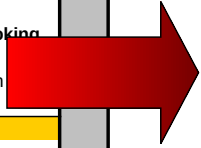
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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi	Required Y/N
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I			
ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single	N
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single	
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single	N
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend		Radio Button One Up Vertical	Single	

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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
ACQSto0005583	K	Please describe how you are going to use the tobacco information:	Other, please specify	K	Text area, no char limit	Single	N
ACQCol0010516	L	Did you view a photo of a recalled product on the FDA website today?	Yes No Not Sure	M	Radio Button One Up Vertical	Single	Y
ACQCol0010487	M	Was viewing the photo helpful?	Yes No		Radio Button One Up Vertical	Single	Y
ACQCol0010488	N	FDA also provides photos of recalled products on the FDA Flickr page. Have you ever visited the FDA Flickr page?	Yes No Not Sure		Radio Button One Up Vertical	Single	Y
ACQCol0010489	O	Which of the following ways would you prefer to see photos of recalled products: (Select one)	On the FDA website On the FDA Flickr page No preference I do not view photos of recalled products Other	P	Radio Button One Up Vertical	Single	Y
ACQCol0010490	P	Please specify how you prefer to see photos of recalled products:			Text field, <100 char	Single	N
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:	A	Radio Button One Up Vertical	Single	Y
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer	B B B			

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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
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Other Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco	B			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single	N
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single	Y
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single	Y

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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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single	N

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ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single	N
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single	
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single	N
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend		Radio Button One Up Vertical	Single	

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ACQSto0005583	K	Please describe how you are going to use the tobacco information:	Other, please specify	K	Text area, no char limit	Single	N
ACQCol0010516	L	Did you view a photo of a recalled product on the FDA website today?	Yes No Not Sure	M	Radio Button One Up Vertical	Single	Y
ACQCol0010487	M	Was viewing the photo helpful?	Yes No		Radio Button One Up Vertical	Single	Y
ACQCol0010488	N	FDA also provides photos of recalled products on the FDA Flickr page. Have you ever visited the FDA Flickr page?	Yes No Not Sure		Radio Button One Up Vertical	Single	Y
ACQCol0010489	O	Which of the following ways would you prefer to see photos of recalled products: (Select one)	On the FDA website On the FDA Flickr page No preference I do not view photos of recalled products Other	P	Radio Button One Up Vertical	Single	Y
ACQCol0010490	P	Please specify how you prefer to see photos of recalled products:			Text field, <100 char	Single	N
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:	A	Radio Button One Up Vertical	Single	Y
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer	B B B			

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EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Other Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco	B			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single	N
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single	Y
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single	Y

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ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single	
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single	N
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend		Radio Button One Up Vertical	Single	

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ACQCol0010490	P	Please specify how you prefer to see photos of recalled products:			Text field, <100 char	Single	N
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AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single	Y

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FDA Satisfaction Survey
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7/31/2009

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

FDA Satisfaction Survey 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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single	N

Model Instance Name:
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FDA Satisfaction Survey 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
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I			
ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single	N
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single	
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single	N
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend		Radio Button One Up Vertical	Single	

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FDA Satisfaction Survey 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
ACQSto0005583	K	Please describe how you are going to use the tobacco information:	Other, please specify	K	Text area, no char limit	Single	N
ACQCol0010516	L	Did you view a photo of a recalled product on the FDA website today?	Yes No Not Sure	M	Radio Button One Up Vertical	Single	Y
ACQCol0010487	M	Was viewing the photo helpful?	Yes No		Radio Button One Up Vertical	Single	Y
ACQCol0010488	N	FDA also provides photos of recalled products on the FDA Flickr page. Have you ever visited the FDA Flickr page?	Yes No Not Sure		Radio Button One Up Vertical	Single	Y
ACQCol0010489	O	Which of the following ways would you prefer to see photos of recalled products: (Select one)	On the FDA website <u>On the FDA Flickr page</u> No preference I do not view photos of recalled products Other	P	Radio Button One Up Vertical	Single	Y
ACQCol0010490	P	Please specify how you prefer to see photos of recalled products:			Text field, <100 char	Single	N
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:	A	Radio Button One Up Vertical	Single	Y
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer	B B B			

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FDA Satisfaction Survey 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
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Other Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco	B			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single	N
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single	Y
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single	Y

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FDA Satisfaction Survey 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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single	N

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I		
ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend Other, please specify:	K	Radio Button One Up Vertical	Single
ACQSto0005583	K	Please describe how you are going to use the tobacco information:			Text area, no char limit	Single
	L	Did you view a photo of a recalled product on the FDA website today?	Yes No Not Sure	M	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
	M	Was viewing the photo helpful?	Yes No		Radio Button One Up Vertical	Single
	N	FDA also provides photos of recalled products on the FDA Flickr page. Have you ever visited the FDA Flickr page?	Yes No Not Sure		Radio Button One Up Vertical	Single
	O	Which of the following ways would you prefer to see photos of recalled products: (Select one)	On the FDA website On the FDA Flickr page No preference I do not view photos of recalled products Other	P	Radio Button One Up Vertical	Single
	P	Please specify how you prefer to see photos of recalled products:			Text field, <100 char	Single
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:	A	Radio Button One Up Vertical	Single
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer Other	B B B B		
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food			

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Dietary Supplements Cosmetics Tobacco			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single



Required
Y/N

Y

N

Y

N

Y



Required
Y/N

N

N

N

Y



Required
Y/N

Y

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Y

Y



Required
Y/N

Y/N

N

Y

Y

Y



Required
Y/N

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I		
ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend Other, please specify:	K	Radio Button One Up Vertical	Single
ACQSto0005583	K	Please describe how you are going to use the tobacco information:			Text area, no char limit	Single
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher	A	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:			
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer Other	C B B B		
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single



Required
Y/N

Y

N

Y

N

Y



Required
Y/N

N

N

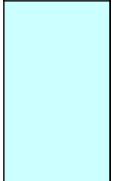
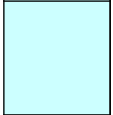
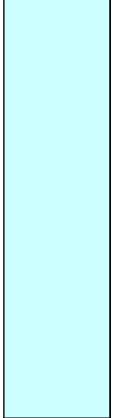
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Required
Y/N

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Required
Y/N

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	Food Drugs Recalls Medical Devices Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:	A,B,C,D	Checkbox One Up Vertical	Multi
AED08557	H	Please specify the type of information you were looking for:		H	Text area, no char limit	Single
ACQSto0005572	A	Which best describes the primary role that brought you to the FDA website to look for tobacco information?	Retailer who sells tobacco products Cashier or employee at a retail establishment Manufacturer of tobacco products Employee of a tobacco manufacturing company Tobacco retailer association Public health professional State/local government agency employee Tobacco cessation or tobacco control organization employee Person who uses tobacco products General consumer Other, please specify:	G	Radio Button One Up Vertical	Single
ACQSto0005554	G	Please describe the role that brought you to the FDA website today to look for tobacco information:			Text area, no char limit	Single
ACQSto0005574	B	Which of the following best describes the information you were looking for today?	Family Smoking Prevention and Tobacco Control Act Guidance, compliance and regulatory information Warning labels (low, light and mild descriptions and smokeless tobacco warning labels)		Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I		
ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend Other, please specify:	K	Radio Button One Up Vertical	Single
ACQSto0005583	K	Please describe how you are going to use the tobacco information:			Text area, no char limit	Single
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer	A	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:			
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer Other	C B B B		
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single



Required
Y/N

Y

N

Y

N

Y



Required
Y/N

N

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Required
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Required
Y/N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi	Required Y/N
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I			
ACQSto0005580	I	Please describe the information you came to the site for:			Text area, no char limit	Single	N
ACQSto0005576	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single	
ACQSto0005582	J	Please describe the type of information you were looking for:			Text area, no char limit	Single	N
ACQSto0005577	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend Other, please specify:	K	Radio Button One Up Vertical	Single	
ACQSto0005583	K	Please describe how you are going to use the tobacco information:			Text area, no char limit	Single	N
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer	A	Radio Button One Up Vertical	Single	Y

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FDA Satisfaction Survey 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
			Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:				
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer Other	C B B B B			
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco				
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single	N
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single	Y
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single	Y

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FDA Satisfaction Survey 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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single	N

Model Instance Name:
 FDA Satisfaction Survey
 MID: xUE4gkERpol5QVak1J94RQ==
 7/31/2009

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

FDA Satisfaction Survey 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
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	<u>Food</u> <u>Drugs</u> <u>Recalls</u> <u>Medical Devices</u> <u>Vaccines</u> <u>Blood</u> <u>Biologics</u> <u>Animal/Veterinary</u> <u>Cosmetics</u> <u>Radiation-Emitting Products</u> <u>Tobacco Products</u> <u>Combination Products</u> <u>Advisory Committees</u> <u>Science & Research</u> <u>Regulatory Information</u> <u>Safety</u> <u>Emergency Preparedness</u> <u>International Programs</u> <u>News & Events</u> <u>Training and Continuing Education</u> <u>Inspections/Compliance</u> <u>Information for State & Local Officials</u> <u>Information for Consumers</u> <u>Information for Industry</u> <u>Information for Health Professionals</u> <u>Other, please specify:</u>	A,B,C,D	Checkbox One Up Vertical	Multi	Y
AED08557	H	Please specify the type of information you were looking for:		H	Text area, no char limit	Single	N
	A	Which best describes the primary role that brought you to the FDA website to look for tobacco information?	Retailer who sells tobacco products Cashier or employee at a retail establishment Manufacturer of tobacco products Employee of a tobacco manufacturing company Tobacco retailer association Public health professional State/local government agency employee Tobacco cessation or tobacco control organization employee Person who uses tobacco products General consumer Other, please specify:	G	Radio Button One Up Vertical	Single	Y
	G	Please describe the role that brought you to the FDA website today to look for tobacco information:			Text area, no char limit	Single	N
	B	Which of the following best describes the information you were looking for today?	Family Smoking Prevention and Tobacco Control Act Guidance, compliance and regulatory information Warning labels (low, light and mild descriptions and smokeless tobacco warning labels)		Radio Button One Up Vertical	Single	Y

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FDA Satisfaction Survey 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
			Information about how to submit new tobacco products for FDA approval Current news and events from Center for Tobacco Products (CTP) Resources on how to quit smoking Resources on how to prevent youth smoking Public dockets for comment Break the Chain of Tobacco Addiction campaign materials Tobacco Products Advisory Committee Information about the Center for Tobacco Products (CTP) Other, please specify:	I			
	I	Please describe the information you came to the site for:			Text area, no char limit	Single	N
	C	Which of the following best describes the type of information you were looking for?	General information about the tobacco regulations and guidance Guidelines and recommendations for retailers and tobacco manufacturers Professional training for retailers and tobacco manufacturers Information about preventing smoking or quitting smoking Educational materials Campaigns and initiatives Print materials (fact sheets, brochures, posters, etc.) Multimedia products (podcasts, videos, widgets, etc.) Data and statistics about tobacco use Scientific research, articles, publications, and journals Tools, software applications, systems, and other resources Grants and funding opportunities Jobs and careers Other, please specify:	J	Radio Button One Up Vertical	Single	
	J	Please describe the type of information you were looking for:			Text area, no char limit	Single	N
	D	How are you primarily planning to use the information you were looking for today?	For a trade association who deals with tobacco For a retailer who sells tobacco products For a manufacturer who produces tobacco products For a business / workplace For a public health agency For a research institution For an educational institution or teaching purposes For a school / class project For my own health For my family member or friend Other, please specify	K	Radio Button One Up Vertical	Single	
	K	Please describe how you are going to use the tobacco information:			Text area, no char limit	Single	N
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer	A	Radio Button One Up Vertical	Single	Y

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FDA Satisfaction Survey 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
			Scientist, researcher				
			Patient				
			Caregiver, friend, family member of a person interested in health issues				
			Physician				
			Nurse, physician's assistant, nurse practitioner				
			Pharmacist				
			Other type of healthcare provider				
			State or local public health professional				
			Not-for-profit public health professional				
			Consultant				
			Attorney/Legal Counsel				
			Educator, professor, teacher				
			Student				
			Journalist/Media				
			Policymaker, legislator, staff				
			FDA grantee				
			FDA employee				
			First responder				
			Other, please specify:	C			
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer	B			
			Distributor	B			
			Importer	B			
			Other	B			
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Drugs & Biologics (Human)				
			Drugs & Biologics (Animal)				
			Medical Devices				
			Food				
			Dietary Supplements				
			Cosmetics				
			Tobacco				
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single	N
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time		Drop down, select one	Single	Y
			Daily				
			Weekly				
			Monthly				
			A couple times a year				
			About once a year				
AKR5241		Did you find the information you were looking for?	Yes		Radio Button One Up Vertical	Single	Y
			Partially	G			
			Still looking				
			No	G			

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FDA Satisfaction Survey 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
			There were not enough results There were NO results There was too little information in the results to decide what to choose Many of the search results looked the same I had a different issue with the search results:	H			
EDO08451	H	My issue was:	Open-ended		Text area, no char limit		
EDO08452	D	What were your issues with sorting, filtering, or advanced search? (Please select all that apply.)	The results were not sorted in a helpful way I want advanced search options I want more sorting/filtering/advanced search options I had a different sorting/filtering issue:	K-I	Checkbox, one-up vertical	Multi	Y
EDO08453	I	My issue was:	Open-ended		Text area, no char limit		
EDO08454	K	The sorting/filtering/advanced search options I would like are:-	Open-ended		Text area, no char limit		
EDO08456	E	The technical issue I had with search was:-	Search speed was too slow I had the following technical issue:	J	Radio button, two-up vertical	Single	Y
EDO08455	J	My issue was:	Open-ended		Text area, no char limit		

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:			
AED08557	H	Please specify the type of information you were looking for:		H	Text area, no char limit	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			There were not enough results There were NO results There was too little information in the results to decide what to choose Many of the search results looked the same Couldn't find item from the catalog/store I had a different issue with the search results:	H		
EDO08451	H	My issue was:	Open-ended		Text area, no char limit	
EDO08452	D	What were your issues with sorting, filtering, or advanced search? (Please select all that apply.)	The results were not sorted in a helpful way I want advanced search options I want more sorting/filtering/advanced search options I had a different sorting/filtering issue:	K I	Checkbox, one-up vertical	Multi
EDO08453	I	My issue was:	Open-ended		Text area, no char limit	
EDO08454	K	The sorting/filtering/advanced search options I would like are:	Open-ended		Text area, no char limit	
EDO08456	E	The technical issue I had with search was:	Search speed was too slow I had the following technical issue:	J	Radio button, two-up vertical	Single
EDO08455	J	My issue was:	Open-ended		Text area, no char limit	



Required
Y/N

Y

N

Y

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Required
Y/N



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Y



Required
Y/N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:	A C	Radio Button One Up Vertical	Single
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor Importer Other	B B B		
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	Food Drugs Recalls Medical Devices		Checkbox One Up Vertical	Multi

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:			
AED08557	H	Please specify the type of information you were looking for:		H	Text area, no char limit	Single
EDO03240		While on the FDA.gov site, please describe how you reached the page you were on before taking this survey:--			Text area, no char limit	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			There were not enough results There were NO results There was too little information in the results to decide what to choose Many of the search results looked the same Couldn't find item from the catalog/store I had a different issue with the search results:	H		
EDO08451	H	My issue was:	Open-ended		Text area, no char limit	
EDO08452	D	What were your issues with sorting, filtering, or advanced search? (Please select all that apply.)	The results were not sorted in a helpful way I want advanced search options I want more sorting/filtering/advanced search options I had a different sorting/filtering issue:	K I	Checkbox, one-up vertical	Multi
EDO08453	I	My issue was:	Open-ended		Text area, no char limit	
EDO08454	K	The sorting/filtering/advanced search options I would like are:	Open-ended		Text area, no char limit	
EDO08456	E	The technical issue I had with search was:	Search speed was too slow I had the following technical issue:	J	Radio button, two-up vertical	Single
EDO08455	J	My issue was:	Open-ended		Text area, no char limit	
AED11042		Did you use the Search Feature on the site to look for information?--	Yes- No	A	Radio button, one-up vertical	Single
AED11043	A	Which of the following best describes your experience with the Search Tools?--	I did not encounter any difficulties/search worked well Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:--	B	Radio button, one-up vertical	Single
AED11044	B	Please describe your experience with the search tool:			Text area, no char limit	Single
AED11045		While on the FDA.gov site today, which of the following describes your experience? (Please select all that apply)	I could not navigate back to previous information I would often feel lost, not know where I was Links did not take me where I expected Links/labels were difficult to understand There were too many links or navigational choices I had technical difficulties (e.g. broken links, error messages) Other, please specify:-- None of the above	A	Checkbox, one-up vertical	Multi
AED11046	A	Please describe the difficulty you had while on the FDA.gov site today:--			Text area, no char limit	Single
AED11039		Have you visited the FDA Basics area of the site today? --	Yes- No Not Sure	A	Radio button, one-up vertical	Single

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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
EDO03241	A	What were you hoping to find on the FDA Basics area of the site?			Text area, no char limit	Single
EDO03242	A	How did you hear about FDA Basics?			Text area, no char limit	Single
AED11040	A	On a scale of 1 to 10, how useful was the information provided in the FDA Basics area of the site?	1=Not at all useful 2 3 4 5 6 7 8 9 10=Very useful Don't Know		Drop down, select one	Single
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes- No- Not Sure		Radio button, one up vertical	Single



Required
Y/N

Y

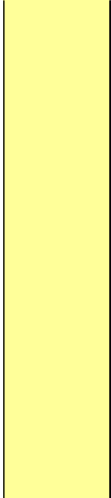
N

Y

Y



Required
Y/N



N

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Y



Required
Y/N

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Required
Y/N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:			
AED08557	H	Please specify the type of information you were looking for:		H	Text area, no char limit	Single
EDO03240		While on the FDA.gov site, please describe how you reached the page you were on before taking this survey:			Text area, no char limit	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
AED11042		Did you use the Search Feature on the site to look for information?	Yes No	A	Radio button, one-up vertical	Single
AED11043	A	Which of the following best describes your experience with the Search Tools?	I did not encounter any difficulties/search worked well Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:	B	Radio button, one-up vertical	Single
AED11044	B	Please describe your experience with the search tool:			Text area, no char limit	Single
AED11045		While on the FDA.gov site today, which of the following describes your experience? (Please select all that apply)	I could not navigate back to previous information I would often feel lost, not know where I was Links did not take me where I expected Links/labels were difficult to understand There were too many links or navigational choices I had technical difficulties (e.g. broken links, error messages) Other, please specify: None of the above	A	Checkbox, one-up vertical	Multi
AED11046	A	Please describe the difficulty you had while on the FDA.gov site today:			Text area, no char limit	Single
AED11039		Have you visited the FDA Basics area of the site today?	Yes No Not Sure	A	Radio button, one-up vertical	Single
EDO03241	A	What were you hoping to find on the FDA Basics area of the site?			Text area, no char limit	Single
EDO03242	A	How did you hear about FDA Basics?			Text area, no char limit	Single
AED11040	A	On a scale of 1 to 10, how useful was the information provided in the FDA Basics area of the site?	1=Not at all useful 2 3 4 5 6 7 8 9 10= Very useful Don't Know		Drop down, select one	Single
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No		Radio button, one-up vertical	Single

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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
			Not Sure			



Required
Y/N

Y

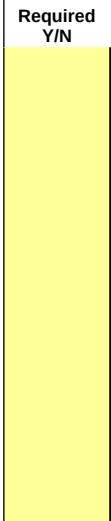
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Y/N



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Y/N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry/manufacturer Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:		Radio Button One Up Vertical	Single
EDO03237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:	A	Radio Button One Up Vertical	Single
EDO03238	A	Which of the following best describes your company/organization?	Manufacturer Distributor	B		

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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
			Importer Other	B B		
EDO03239	B	Which of the following industry categories is your company/organization a part of? (Please select all that apply)	Drugs & Biologics (Human) Drugs & Biologics (Animal) Medical Devices Food Dietary Supplements Cosmetics Tobacco			
AKR5238	C	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	Food Drugs Medical Devices Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:		Checkbox One Up Vertical	Multi
AED08557	H	Please specify the type of information you were looking for:		H	Text area, no char limit	Single
EDO03240		While on the FDA.gov site, please describe how you reached the page you were on before taking this survey:			Text area, no char limit	Single
AKR5241		Did you find the information you were looking for?	Yes Partially	G	Radio Button One Up Vertical	Single

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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
			Still looking			
			No	G		

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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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
AED11042		Did you use the Search Feature on the site to look for information?	Yes No	A	Radio button, one-up vertical	Single
AED11043	A	Which of the following best describes your experience with the Search Tools?	I did not encounter any difficulties/search worked well Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:	B	Radio button, one-up vertical	Single
AED11044	B	Please describe your experience with the search tool:			Text area, no char limit	Single
AED11045		While on the FDA.gov site today, which of the following describes your experience? (Please select all that apply)	I could not navigate back to previous information I would often feel lost, not know where I was Links did not take me where I expected Links/labels were difficult to understand There were too many links or navigational choices I had technical difficulties (e.g. broken links, error messages) Other, please specify: None of the above	A	Checkbox, one-up vertical	Multi
AED11046	A	Please describe the difficulty you had while on the FDA.gov site today:			Text area, no char limit	Single
AED11039		<i>Have you visited the FDA Basics area of the site today? _</i>	<i>Yes</i> <i>No</i> <i>Not Sure</i>	A	<i>Radio button, one-up vertical</i>	<i>Single</i>
EDO03241	A	<i>What were you hoping to find on the FDA Basics area of the site? _</i>			<i>Text area, no char limit</i>	<i>Single</i>
EDO03242	A	<i>How did you hear about FDA Basics?</i>			<i>Text area, no char limit</i>	<i>Single</i>
AED11040	A	<i>On a scale of 1 to 10, how useful was the information provided in the FDA Basics area of the site? _</i>	<i>1=Not at all useful</i> <i>2</i> <i>3</i> <i>4</i> <i>5</i> <i>6</i> <i>7</i> <i>8</i> <i>9</i> <i>10= Very useful</i> <i>Don't Know</i>		<i>Drop down, select one</i>	<i>Single</i>
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No		Radio button, one-up vertical	Single

Model Instance Name:
FDA Satisfaction Survey
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7/31/2009

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Not Sure			



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Y/N

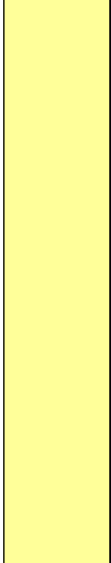


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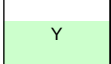


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Y/N





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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry/manufacturer Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:		Radio Button One Up Vertical	Single
AKR5238	A	Please describe your role in visiting the site today:		A	Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	Food Drugs Medical Devices Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs		Checkbox One Up Vertical	Multi

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:	H		
AED08557	H	Please specify the type of information you were looking for:			Text area, no char limit	Single
AED11039		Have you visited the FDA Basics area of the site?	Yes No Not Sure	A	Radio button, one-up vertical	Single
AED11040	A	On a scale of 1 to 10, how useful was the information provided in the FDA Basics area of the site?	1=Not at all useful 2 3 4 5 6 7 8 9 10= Very useful Don't Know		Drop down, select one	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
AED11042		Did you use the Search Feature on the site to look for information?	Yes No	A	Radio button, one-up vertical	Single
AED11043	A	Which of the following best describes your experience with the Search Tools?	I did not encounter any difficulties/search worked well Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:	B	Radio button, one-up vertical	Single
AED11044	B	Please describe your experience with the search tool:			Text area, no char limit	Single
AED11045		While on the FDA.gov site today, which of the following describes your experience? (Please select all that apply)	I could not navigate back to previous information I would often feel lost, not know where I was Links did not take me where I expected Links/labels were difficult to understand There were too many links or navigational choices I had technical difficulties (e.g. broken links, error messages) Other, please specify: None of the above	A	Checkbox, one-up vertical	Multi
AED11046	A	Please describe the difficulty you had while on the FDA.gov site today:			Text area, no char limit	Single
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No Not Sure		Radio button, one-up vertical	Single



**Required
Y/N**

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Required
Y/N

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**Required
Y/N**

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry/manufacturer Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Pharmacist Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:		Radio Button One Up Vertical	Single
AKR5238	A	Please describe your role in visiting the site today:		A	Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	Food Drugs Medical Devices Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs		Checkbox One Up Vertical	Multi

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:			
AED08557	H	Please specify the type of information you were looking for:		H	Text area, no char limit	Single
AED11039		Have you visited the FDA Basics area of the site?	Yes No Not Sure	A	Radio button, one-up vertical	Single
AED11040	A	On a scale of 1 to 10, how useful was the information provided in the FDA Basics area of the site?	1=Not at all useful 2 3 4 5 6 7 8 9 10= Very useful Don't Know		Drop down, select one	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
AED11042		Did you use the Search Feature on the site to look for information?	Yes No	A	Radio button, one-up vertical	Single
AED11043	A	Which of the following best describes your experience with the Search Tools?	I did not encounter any difficulties/search worked well Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:	B	Radio button, one-up vertical	Single
AED11044	B	Please describe your experience with the search tool:			Text area, no char limit	Single
AED11045		While on the FDA.gov site today, which of the following describes your experience? (Please select all that apply)	I could not navigate back to previous information I would often feel lost, not know where I was Links did not take me where I expected Links/labels were difficult to understand There were too many links or navigational choices I had technical difficulties (e.g. broken links, error messages) Other, please specify: None of the above	A	Checkbox, one-up vertical	Multi
AED11046	A	Please describe the difficulty you had while on the FDA.gov site today:			Text area, no char limit	Single
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No Not Sure		Radio button, one-up vertical	Single



**Required
Y/N**

Y

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Y



Required
Y/N

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**Required
Y/N**

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry/manufacturer Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:		Radio Button One Up Vertical	Single
AKR5238	A	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	Food Drugs Medical Devices Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness International Programs News & Events		Checkbox One Up Vertical	Multi

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:	H		
AED08557	H	Please specify the type of information you were looking for:			Text area, no char limit	Single
AED11039		Have you visited the FDA Basics area of the site?	Yes No Not Sure	A	Radio button, one-up vertical	Single
AED11040	A	On a scale of 1 to 10, how useful was the information provided in the FDA Basics area of the site?	1=Not at all useful 2 3 4 5 6 7 8 9 10= Very useful Don't Know		Drop down, select one	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
AED11042		Did you use the Search Feature on the site to look for information?	Yes No	A	Radio button, one-up vertical	Single
AED11043	A	Which of the following best describes your experience with the Search Tools?	I did not encounter any difficulties/search worked well Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:	B	Radio button, one-up vertical	Single
AED11044	B	Please describe your experience with the search tool:			Text area, no char limit	Single
AED11045		While on the FDA.gov site today, which of the following describes your experience? (Please select all that apply)	I could not navigate back to previous information I would often feel lost, not know where I was Links did not take me where I expected Links/labels were difficult to understand There were too many links or navigational choices I had technical difficulties (e.g. broken links, error messages) Other, please specify: None of the above	A	Checkbox, one-up vertical	Multi
AED11046	A	Please describe the difficulty you had while on the FDA.gov site today:			Text area, no char limit	Single
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No Not Sure		Radio button, one-up vertical	Single



Required
Y/N

Y

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Y



Required
Y/N

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**Required
Y/N**

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5237		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry/manufacturer Consumer Scientist, researcher Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Other type of healthcare provider State or local public health professional Not-for-profit public health professional Consultant Attorney/Legal Counsel Educator, professor, teacher Student Journalist/Media Policymaker, legislator, staff FDA grantee FDA employee First responder Other, please specify:		Radio Button One Up Vertical	Single
AKR5238	A	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year		Drop down, select one	Single
AKR5240		For this visit to the FDA web site, what were you primarily looking for?			Text area, no char limit	Single
AED08556		Which of the following best describes the type of information you were looking for? (Please select all that apply.)	Food Drugs Medical Devices Vaccines Blood Biologics Animal/Veterinary Cosmetics Radiation-Emitting Products Tobacco Products Combination Products Advisory Committees Science & Research Regulatory Information Safety Emergency Preparedness		Checkbox One Up Vertical	Multi

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FDA Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
			International Programs News & Events Training and Continuing Education Inspections/Compliance Information for State & Local Officials Information for Consumers Information for Industry Information for Health Professionals Other, please specify:	H		
AED08557	H	Please specify the type of information you were looking for:			Text area, no char limit	Single
		Have you visited the FDA Basics area of the site today?	Yes No Not Sure	A	Radio button, one-up vertical	Single
	A	On a scale of 1 to 10, how useful was the information provided in the FDA Basics area of the site?	1=Not at all useful 2 3 4 5 6 7 8 9 10= Very useful Don't Know		Drop down, select one	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
		Did you use the Search Feature on the site to look for information?	Yes No	A	Radio button, one-up vertical	Single
	A	Which of the following best describes your experience with the Search Tools?	I did not encounter any difficulties/search worked well Returned too many results Returned results that were similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search returned no results at all Other, please specify:	B	Radio button, one-up vertical	Single
	B	Please describe your experience with the search tool:			Text area, no char limit	Single
		While on the FDA.gov site today, which of the following describes your experience? (Please select all that apply)	I could not navigate back to previous information I would often feel lost, not know where I was Links did not take me where I expected Links/labels were difficult to understand There were too many links or navigational choices I had technical difficulties (e.g. broken links, error messages) Other, please specify: None of the above	A	Checkbox, one-up vertical	Multi
	A	Please describe the difficulty you had while on the FDA.gov site today:			Text area, no char limit	Single
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No Not Sure		Radio button, one-up vertical	Single



Required
Y/N

Y

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Y

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Y



Required
Y/N

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Y

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Y



**Required
Y/N**

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
AKR5237		For this visit to the FDA site, which of the following roles best describes you?	Consumer Patient Caregiver, friend, family member of a person interested in health issues Physician Nurse, physician's assistant, nurse practitioner Other type of healthcare provider State or local public health professional Not-for-profit public health professional Scientist, researcher Educator, professor, teacher Student First responder Journalist/Media Policymaker, legislator, staff Regulated industry/manufacturer FDA grantee FDA employee Government employee Health Professional Educator (teacher, professor) Business Other, please specify:	A	Radio Button One Up Vertical	Single
AKR5238	A	Please describe your role in visiting the site today:			Text area, no char limit	Single
AKR5239		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly A couple times a year About once a year Several times a year or less		Drop down, select one	Single
AKR5240		For this visit to the FDA web site, what were you primarily looking for?			Text area, no char limit	Single
AKR5241		Did you find the information you were looking for?	Yes Partially Still looking No	G G	Radio Button One Up Vertical	Single

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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
AKR5242	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	Single
AKR5243		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No Not Sure		Radio button, one-up vertical	Single



Required
Y/N

Y

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**Required
Y/N**

N

Y

Model Instance Name:
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FDA Browse CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip To	Type (select from list)	Single or Multi
		For this visit to the FDA site, which of the following roles best describes you?	Consumer Health Professional Government employee Journalist/Media Educator (teacher, professor) Student Business Other, please specify	A	Radio Button One Up Vertical	Single
	A	Please describe your role in visiting the site today:				
		How frequently do you visit the FDA.gov website?	This is my first time Daily Weekly Monthly Several times a year or less		Drop down, select one	Single
		For this visit to the FDA web site, what were you primarily looking for?			Text area, no char limit	
		Did you find the information you were looking for?	Yes Partially No	G G	Radio Button One Up Vertical	Single

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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
	G	If you didn't find all the information you were looking for, what couldn't you find?			Text area, no char limit	
		Do you feel that the language used on this site is too technical or difficult to understand?	Yes No Not Sure		Radio button, one-up vertical	Single



Required
Y/N

Y

Y

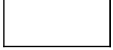
N

Y



Required
Y/N

N



Y