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

Questionnaire Skip Set Up Guidelines

Goals:

- Ensure all skip setup included in the questionnaire is consistent with skip logic rules
- Decrease down time due to skip corrections within submitted surveys

Basic Skip Rules:

"Other Please Specify" (OPS) Skip Rules:

Type 1 "Other Please Specify" Rules (Text box to the right of the answer choice "Other, please specify:"):

- 1 OPS questions must be set up as a radio-button or checkbox to have the text box appear next to the answer choice "Other, please specify:"
- 2 The open ended text box for "Other Please Specify" has it's own question ID and needs *full question text* included in questionnaire. (This will be used by clients, SRAs, etc, in the portal and comment cluster to differentiate between OPS questions within a measure)
- 3 The open ended text box has a character limit of 100. No exceptions! if more characters are needed, please request a Type 5 group.
- 4 In the special instructions column, indicate that this is a "OPS Group" for the PARENT and CHILD questions.

Type 5 "Other Please Specify" Rules (More than two questions within question group):

- 1 Open-ended boxes will not show up next to the answer choice "Other" in this type of skip logic. They will pop as separate questions that require additional question text. Please include full question text.
- 2
- Radio-button, checkbox or drop-down CQs can have an "other please specify" in this type of skip set up but the text box will pop as a separate question.
- 3 In the special instructions column, indicate that this is a "Skip Logic Group" for the PARENT and CHILD questions.

Please refer to the Current Custom Qsts tab for examples (OPS Type 1 and OPS Type 5 are marked in the comment boxes)

General Skip Rules:

- 1 The parent question must come first, and child questions must immediately follow. Skip logic groups cannot be broken up by other questions that are not included within the skip.
- 2 A CO can only have one parent question; a single question CANNOT be triggered by different questions.
- 3 Answers within one question can be set up so that different answer combinations trigger different questions, through the use of "answer groups".
- 4 A question can only be a part of ONE group type i.e. skip logic, matrix, or multiple lists
- 5 Horizontal scale questions CANNOT be parent CQs, but they can be child CQs. NOTE: By changing a horizontal scale question to a dropdown they can become parent questions.
- 6 Open End text questions cannot be a parent questions, but they can be child CQs.
- 7 Multi-select questions can be used in skip logic.

As a general tip for SRAs: The more complex the skip logic, the more difficult it is to keep the tabs and labels concise in SPRs. It is important to know when to just use filters versus creating skip logic.

Caution: Measures without enhanced/segmented reports might require intricate skip to gather necessary data for standard reports.

UNICOR Satisfaction Survey
MID: BY5UEQMxZp8t0gYl1Ichlw==
Date: 7/22/2009

Model question	ons utilize the ACSI methodology to determine scores and impacts	<u></u>
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Primary Resource (1=Not Very Likely, 10=Very Likely)
1 Please rate how well the site is organized.	23 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26 How likely are you to use this site as your primary resource in obtaining products, services, and information from UNICOR?
2 Please rate the options available for navigating this site.	24 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
3 Please rate how well the site layout helps you find what you are looking for.	25 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	27 How likely are you to return to this site?
4 Please rate the number of clicks to get where you want on this site.		Recommend (1=Not Very Likely, 10=Very Likely)
Look and Feel (1=Poor, 10=Excellent, Don't Know)		28 How likely are you to recommend this site to someone else?
5 Please rate the visual appeal of this site.		Purchase (1=Not Very Likely, 10=Very Likely)
6 Please rate the balance of graphics and text on this site.		29 How likely are you to purchase from UNICOR in the future?
7 Please rate the readability of the pages on this site.		Future Participation (1=Very Unlikely, 10=Very Likely)
Site Performance (1=Poor, 10=Excellent, Don't Know)		30 How likely are you to express your thoughts or ideas to this agency in the next 90 days?
8 Please rate how quickly pages load on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
9 Please rate the consistency of speed from page to page on this site.		31 can count on this agency to act in my best interests.
Delease rate the ability to load pages without getting error messages on this site.		32 consider this agency to be trustworthy.
Product Browsing (1=Poor, 10=Excellent, Don't Know) 1 Please rate the ability to sort products by criteria that are important to you on this site. 2 Please rate the ability to narrow choices to find the product(s) you are looking for on this site.		33 This agency can be trusted to do what is right.
3 Please rate how well the features on the site help you find the product(s) you are looking for .		
Merchandise (1=Poor, 10=Excellent, Don't Know)		
4 Please rate the extent to which the products on this website appeal to you . 5 Please rate the variety of products offered on this website. 6 Please rate the availability of the specific product(s) you were looking for on this site.		
Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)		
7.Please rate the process for completing task(s) on this site. 8.Please rate your impression of the level of security in completing tasks on this site.		
9 Please rate the verification of task completion on this site. Online Transparency (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how thoroughly this website discloses information about what this agency is doing.		
11 Please rate how quickly agency information is made available on this website. 12 Please rate how well information about this agency's actions can be accessed by the public on this website.		

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		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
KFB05130		Which best describes you?	Administrative Assistant		Radio button, one-up vertical	Single	Υ	OPS Group	Role
			Contracting Officer/Specialist Program Manager						
			Project Manager						
			End user of UNICOR products Procurement (Buyer, Purchaser, etc.)	-					
			Researcher / Academic	1					
			Vendor Competitor	-					
			BOP Employee	1 .					
KFB05131	Α	Other Role	Other (Please Specify)	A	Text field, <100 char		No	OPS Group	OE_Role
KFB05132		How frequently do you visit UNICOR.gov?	First time		Radio button, one-up	Single	Y		Visit Frequency
			Daily	1	vertical				
			About once per week About once per month	-					
			About once per quarter	1					
AED10806		Are you visiting UNICOR.gov to conduct market research?	About once per year Yes		Radio button, one-up	Single	Y		Mkt Research
					vertical				
EDO08305		What is your primary reason for visiting UNICOR.gov today?	No Purchase products or services	N,C,Z,E	Radio button, one-up	Single	Y	Skip Logic	Visit Reason
			Browse products or services for a future purchase		vertical			Group	
			Seek information	AB					
			Other	Υ					
KFB05136	Υ	Please describe your primary reason for visiting.			Text field, <100 char		No	Skip Logic Group	OE_Primary Reason
AED10807	N				Radio button, one-up	Single	Υ	Skip Logic	Cycle
		Where are you in the purchase process?	I have no intentions of purchasing UNICOR products Just browsing to see what is available.	F	vertical			Group	
			Gathering product information for later purchase (Conducting						
			market research)	F					
KFB05140	F	Which UNICOR business group(s) did you purchase or plan to	I am ready to make a purchase from UNICOR Clothing & Textiles	F	Checkbox, one-up	Multi	Y	Skip Logic	Product Group
		purchase products and services from?	Office Furniture		vertical			Group	
			Industrial Products	1					
			Electronics						
			Recycling Fleet Solutions	1					
KFB05137		How often do you buy from UNICOR?	Services Weekly or more often	D, M	Radio button, one-up	Single	Y	Skin Logic	Buy Frequency
KI D03131	05137 C	liow often do you bay from orvice it:		1	vertical	Sirigic		Skip Logic Group	Buy Frequency
			Every 1-3 months Every 3-6 months	D, M	-				
			Every 6-12 months	D, M	1				
			Less often than every 12 months	D, M	1				
KFB05138	D	How much do you typically spend on UNICOR products and	Never purchased from UNICOR \$1 - \$10,000		Dadio button, one un	Single	Y	Skip Logic	Annual Spending
KLB03130		services per year?			Radio button, one-up vertical	Sirigie	'	Group	Ailidai Speliding
			\$10,001- \$25,000 \$25,001 - \$100,000	-					
			\$100,001 - \$250,000						
			\$250,000 or more None	-					
KFB05141	М	Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following:	Much Better		Drop down, select one	Single	Y	Multiple Lists Group	Ordering Process
		Product ordering process	Better		Drop down, select one			Отопр	
			About the same Worse	-					
			Much Worse						
KFB05142	М	Product pricing	Much Better		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
			Better						
			About the same Worse	1					
KFB05143	М	Shinning ontions	Much Worse Much Better			Single	Y	Multiple Lists	Shipping Options
KFB03143	IVI	Shipping options			Drop down, select one	Single	'	Multiple Lists Group	Shipping Options
			Better About the same						
			Worse						
EDO05193	Z	Did you make a purchase on UNICOR.gov today?	Much Worse Yes		Radio button, one-up	Single	Yes	Skip Logic	
					vertical			Group	
EDO05194	AA	Why didn't you make a purchase during your visit today?	Couldn't find the item I was looking for	AA	Radio button, one-up	Single	No	Skip Logic	
			Didn't have exact style or size I needed		vertical			Group	
			Didn't like the colors or materials available						
			Item was too expensive Chose to purchase the item offline	CC, DD					
			Chose to purchase from another site	FF					
			I didn't plan on making a purchase Other	ВВ					
EDO05195	BB	Please explain briefly why you didn't make a purchase during your visit today.			Text area, no char limit	Single	No	Skip Logic Group	
EDO05196	СС	Where do you plan on making your offline purchase?				Single	No	Skip Logic	
EDO05197	DD	Why do you prefer to purchase offline?	I want to see the item before I purchase it		Text area, no char limit Radio button, one-up	Single	No	Group Skip Logic	
		22) Su protot to paromote offinite:	· ·		vertical	Unigic		Group	
			I did not want to pay shipping costs I can find the best price offline	-					
			I know it will be easier to return the product if I purchase it in a						
			store More flexible delivery options	1					
EDO05198	EE	Digage explain briefly why you profer to surphage efflice	Other	EE		Single	No	Skin Logic	
		Please explain briefly why you prefer to purchase offline.			Text area, no char limit	-		Skip Logic Group	
EDO05199	FF	Where do you plan on making your online purchase?			Text area, no char limit	Single	No	Skip Logic Group	
KFB05139	E	What is the primary method you use when purchasing from	Online at UNICOR.gov		Radio button, one-up	Single	Y	Skip Logic	Purchase Method
		UNICOR?	By phone	-	vertical			Group	
			-,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,						

QID (Group ID)

EDO08306

EDO08307

AG Please describe what other kind of information you are seeking.

Skip Logic Label

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UNICOR Satisfaction Survey CUSTOM QUESTION LIST Required Y/N CQ Label Question Text Skip to Type (select from list) By mail
By fax
I have not purchased
Order status What kind of information are you seeking? Skip Logic Group Radio button, one-up vertical Single Waiver
UNICOR corporate information
UNICOR general information
Event/Tradeshow information
Inmate training and transition programs
Other

Text field, <100 char

Skip Logic Group

OE_Information

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		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
QID	Skip Logic		Answer Choices			Single or	Required	Special	
(Group ID)	Label	Question Text	(limited to 50 characters)		Type (select from list)		Y/N	Instructions	CQ Label
KFB05144		What primary method did you use to locate information on UNICOR.gov today?	Basic Search	Н	Radio button, one-up vertical	Single	Y	Skip Logic Group	Locate Info
			Advanced Search	н	l critical				
			Left-hand menu	jı .					
			Site map	-!					
			Top navigation bar Bottom navigation bar	-¦					
			Links within the page	i					
			Other	J					
KFB05145	J	Please describe your method for locating information.			Text field, <100 char			Skip Logic Group	OE_Locate Info
KFB05146	н	Please tell us what your search experience was.	Search results were helpful		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search Experience
			Too many results Not enough results	1					
			No results Results were too similar/redundant	-					
			Results were not relevant	+					
			Not sure what words to use	1					
			Required too many refinements						
			Search speed was too slow	٠.,					
(FB05147	К	Please tell us about your search experience	Other	K			No	Skip Logic	OE_Other Search
			Llad no difficulty with the posigation		Text area, no char limit	Multi	Y	Group	_
(FB05148	1	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation		Checkbox, one-up vertical	Multi	1	Skip Logic Group	Nav Experience
			Site has too many links Site has too few links	+					
			Links/labels are difficult to understand	1					
			Often could not determine the best link						pgic OE_Other Nav
			Links did not take me where I expected	AH					
			Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages)	1					
			Navigated to general area but could not find the specific	-					
			content I needed						
			Could not navigate back to previous information Other	١.					
KFB05149	L	Please tell us about your navigation experience	Outer		Text area, no char limit		No	Skip Logic Group	OE_Other Nav
EDO08315	AH	Please describe any specific navigation links or paths that did not take you where they should have?					No	Skip Logic Group	OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes		Text area, no char limit	Single	Y	Skip Logic	Find Looking For
			No No	P, Q	Drop down, select one			Group	
			Still looking	P, Q					
AED10808	Р	What specifically were you looking for?			Text field, <100 char	Single	N	Skip Logic Group	OE_Spec Look For
DO05200	Q	What will you do next?	Call the customer service center		Radio button, one-up vertical	Single	Y	Skip Logic Group	
			Call a sales representative	1	l critical				
			Return to the website later and try again						
			Try another website	4					
			Nothing, although I did not find what I wanted Other	R					
EDO05201	R	Please briefly explain what you will do next.	Ottlei	_ K		Single	N	Skip Logic	
ED10809		What government agency/department do you work for?	Department of Agriculture		Text area, no char limit Drop down, select	Single	Υ	Group Skip Logic	Agency Work For
			Donartment of Commerce	-	one			Group	
			Department of Commerce Department of Defense	1					
			Department of Education						
			Department of Health and Human Services						
			Department of Homeland Security	-					
			Department of Housing and Urban Development Department of Justice	s					
			Department of Justice Department of Labor	1 .					
			Department of State						
			Department of State Department of the Interior						
			Department of State Department of the Interior Department of the Treasury						
			Department of State Department of the Interior Department of the Treasury Department of Transportation						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other	т					
DO01703	S	Do you work for the Bureau of Prisons?	Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt	т	Radio button, one-up	Single	Y	Skip Logic	Work for BOP
			Department of State Department of the Interior Department of the Treasury Department of Treasury Department of Transportation Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other None of the above	т	Radio button, one-up vertical			Group	
ED10810	S	What agency do you work for?	Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other None of the above Yes	т	Radio button, one-up vertical Text field, <100 char	Single Single	Y	Skip Logic Group Skip Logic Group	Work for BOP
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other None of the above Yes	т	vertical	Single		Group Skip Logic	

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		UNICON	Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
FB05130		Which best describes you?	Administrative Assistant		Radio button, one-up vertical	Single	Υ	OPS Group	Role
FB03130		which best describes you?	Contracting Officer/Specialist	1	verucai	Sirigie		OF 3 Gloup	Role
			Program Manager Project Manager	-					
			End user of UNICOR products	1					
			Procurement (Buyer, Purchaser, etc.)]					
			Researcher / Academic Vendor	1					
			Competitor	1					
			BOP Employee Other (Please Specify)	A					
FB05131	Α	Other Role			Text field, <100 char			OPS Group	OE_Role
FB05132		How frequently do you visit UNICOR.gov?	First time		Radio button, one-up vertical	Single	Y		Visit Frequency
			Daily	1					
			About once per week About once per month	1					
			About once per quarter	1					
ED10806		Are you visiting UNICOR.gov to conduct market research?	About once per year Yes		Radio button, one-up	Single	Y		Mkt Research
					vertical	5			
0008305		What is your primary reason for visiting UNICOR.gov today?	No Purchase products or services	N,C,Z,E	Radio button, one-up	Single		Skin Logic	Visit Reason
DO06305		What is your primary reason for visiting divicor.gov today?	Fulction products of services	N,C,Z,E	vertical	Sirigie	'	Skip Logic Group	VISIT REASON
			Browse products or services for a future purchase						
			Seek information Other	AB					
B05136	Y	Please describe your primary reason for visiting.	Outer	<u> </u>			No	Skip Logic	OE_Primary Reason
		2200 DO YOU PHILLY (SUBOTION VISITING.			Text field, <100 char			Group	
D10807	N	Whore are you in the purchase avecage?	I have no intentions of purchasing LINICOD product		Radio button, one-up	Single	Y	Skip Logic	Cycle
		Where are you in the purchase process?	I have no intentions of purchasing UNICOR products Just browsing to see what is available. Gathering product information for later purchase (Conducting market research) I am ready to make a purchase from UNICOR	F	vertical			Group	
B05140	F	Which UNICOR business group(s) did you purchase or plan to	Clothing & Textiles		Checkbox, one-up	Multi	Y	Skip Logic	Product Group
		purchase products and services from?	Office Furniture		vertical			Group	
			Industrial Products	1					
			Electronics	1					
			Recycling Fleet Solutions	+					
			Services						
B05137	С	How often do you buy from UNICOR?	Weekly or more often	D, M	Radio button, one-up vertical	Single	Y	Skip Logic Group	Buy Frequency
			Every 1-3 months	D, M	Vertical			Огоир	
			Every 3-6 months	D, M					
			Every 6-12 months	D, M					
			Less often than every 12 months	D, M					
B05138	D	How much do you typically spend on UNICOR products and	Never purchased from UNICOR \$1 - \$10,000		Dadia hutton ana un	Single		Skip Logic	Annual Spending
D03130		services per year?			Radio button, one-up vertical	Sirigic		Group	Annual Spending
			\$10,001- \$25,000 \$25,001 - \$100,000	-					
			\$100,001 - \$250,000	1					
			\$250,000 or more						
B05141	M	Compared to other online shopping experiences, how would	None Much Better			Single	Y	Multiple Lists	Ordering Process
		you rate UNICOR.gov on each of the following:			Drop down, select one	5		Group	
		Product ordering process	Better About the same	-					
			Worse	1					
DOE1 10		Donat de la contraction de la	Much Worse			Cin ele		M. deinto I into	Design of Deleter
B05142	М	Product pricing	Much Better		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
			Better						
			About the same Worse						
			Much Worse	1					
				_		Cincella.	Υ	Multiple Lists	Shipping Options
B05143	М	Shipping options	Much Better		Dron down select one	Single		Group	
B05143	М	Shipping options	Much Better Better		Drop down, select one	Single		Group	
B05143	М	Shipping options	Better About the same		Drop down, select one	Single		Group	
B05143	М	Shipping options	Better		Drop down, select one	Single		Group	
	M	Shipping options Did you make a purchase on UNICOR.gov today?	Better About the same Worse		Drop down, select one Radio button, one-up	Single		Skip Logic	
			Better About the same Worse Much Worse Yes		Drop down, select one				
DO05193			Better About the same Worse Much Worse	AA	Drop down, select one Radio button, one-up vertical		Yes	Skip Logic Group Skip Logic	
0005193	Z	Did you make a purchase on UNICOR.gov today ?	Better About the same Worse Much Worse Yes No Couldn't find the item I was looking for	AA	Drop down, select one Radio button, one-up	Single	Yes	Skip Logic Group	
O05193	Z	Did you make a purchase on UNICOR.gov today ?	Better About the same Worse Much Worse Yes	AA	Drop down, select one Radio button, one-up vertical Radio button, one-up	Single	Yes	Skip Logic Group Skip Logic	
0005193	Z	Did you make a purchase on UNICOR.gov today ?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive		Drop down, select one Radio button, one-up vertical Radio button, one-up	Single	Yes	Skip Logic Group Skip Logic	
0005193	Z	Did you make a purchase on UNICOR.gov today ?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase the item offline	AA CC, DD FF	Drop down, select one Radio button, one-up vertical Radio button, one-up	Single	Yes	Skip Logic Group Skip Logic	
O05193	Z	Did you make a purchase on UNICOR.gov today ?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase from another site I didn't plan on making a purchase	CC, DD FF	Drop down, select one Radio button, one-up vertical Radio button, one-up	Single	Yes	Skip Logic Group Skip Logic	
O05193	Z	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase the item offline Chose to purchase from another site	CC, DD	Drop down, select one Radio button, one-up vertical Radio button, one-up	Single Single	Yes	Skip Logic Group Skip Logic Group	
0005193	Z AA	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today.	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase from another site I didn't plan on making a purchase	CC, DD FF	Drop down, select one Radio button, one-up vertical Radio button, one-up	Single Single	Yes No	Skip Logic Group Skip Logic Group Skip Logic Group	
0005193	Z	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase from another site I didn't plan on making a purchase	CC, DD FF	Drop down, select one Radio button, one-up vertical Radio button, one-up vertical	Single Single	Yes	Skip Logic Group Skip Logic Group Skip Logic Group	
DO05193 DO05194 DO05195 DO05196	Z AA	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today.	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase from another site I didn't plan on making a purchase	CC, DD FF	Padio button, one-up vertical Radio button, one-up vertical Text area, no char limit Text area, no char limit Radio button, one-up	Single Single	Yes No No No No No	Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group	
0005193	Z AA BB CC	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today. Where do you plan on making your offline purchase?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other	CC, DD FF	Drop down, select one Radio button, one-up vertical Radio button, one-up vertical	Single Single Single Single	Yes No No No No No	Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic	
DO05193 DO05194 DO05195 DO05196	Z AA BB CC	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today. Where do you plan on making your offline purchase?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't like the colors or materials available Item was too expensive Chose to purchase the item offline I didn't plan on making a purchase Other	CC, DD FF	Padio button, one-up vertical Radio button, one-up vertical Text area, no char limit Text area, no char limit Radio button, one-up	Single Single Single Single	Yes No No No No No	Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group	
DO05193	Z AA BB CC	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today. Where do you plan on making your offline purchase?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't like the colors or materials available Item was too expensive Chose to purchase the item offline I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs I can find the best price offline I know it will be easier to return the product if I purchase it in a	CC, DD FF BB	Padio button, one-up vertical Radio button, one-up vertical Text area, no char limit Text area, no char limit Radio button, one-up	Single Single Single Single	Yes No No No No No	Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group	
DO05193 DO05194 DO05195 DO05196	Z AA BB CC	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today. Where do you plan on making your offline purchase?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or materials available Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs I can find the best price offline I know it will be easier to return the product if I purchase it in a store	CC, DD FF BB	Padio button, one-up vertical Radio button, one-up vertical Text area, no char limit Text area, no char limit Radio button, one-up	Single Single Single Single	Yes No No No No No	Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group	
0005193 0005194 0005195 0005196 0005197	Z AA BB CC DD	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today. Where do you plan on making your offline purchase? Why do you prefer to purchase offline?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't like the colors or materials available Item was too expensive Chose to purchase the item offline I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs I can find the best price offline I know it will be easier to return the product if I purchase it in a	CC, DD FF BB	Padio button, one-up vertical Radio button, one-up vertical Text area, no char limit Text area, no char limit Radio button, one-up	Single Single Single Single Single	No No No No	Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group	
0005193	Z AA BB CC	Did you make a purchase on UNICOR.gov today? Why didn't you make a purchase during your visit today? Please explain briefly why you didn't make a purchase during your visit today. Where do you plan on making your offline purchase?	Better About the same Worse Worse Yes No Couldn't find the item I was looking for Didn't linke the colors or materials available Item was too expensive Chose to purchase the item offline I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs I can find the best price offline I know it will be easier to return the product if I purchase it in a store More flexible delivery options	CC, DD FF BB	Padio button, one-up vertical Radio button, one-up vertical Text area, no char limit Text area, no char limit Radio button, one-up	Single Single Single Single	No No No No	Skip Logic Group Skip Logic Group Skip Logic Group Skip Logic Group	

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		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	China	T(-1(-1	Single or Multi	Required Y/N	Special Instructions	994 shal
(Group ID) (FB05139	E	What is the primary method you use when purchasing from	Online at UNICOR.gov	Skip to	Type (select from list) Radio button, one-up		Y/N	Skip Logic	CQ Label Purchase Method
.FD03139	_	UNICOR?	By phone By mail By fax I have not purchased		vertical	Sirigle	ı	Group	Purchase Method
EDO08306	AB	What kind of information are you seeking?	Order status Waiver UNICOR corporate information UNICOR general information EvenUTradeshow information Inmate training and transition programs	AF, AC, AD, AM, AE	Radio button, one-up vertical	Single	Y	Skip Logic Group	Kind of Information
DO08307	AG	Please describe what other kind of information you are seeking.	Other	AG			No	Skip Logic	OE_Information
.000307	AG	rease describe what other kind of information you are seeking.			Text field, <100 char		140	Group	OZ_IIIIO/IIIation
<u>≡DO08308</u>	AF	Which-UNICOR business group(e) did you purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services	-	Checkbox, one-up vertical	Multi	¥	Skip Logic Group	Product Group
DO08309	AC	How often do you buy from UNICOR?	Weekly or more often		Radio button, one-up	Single	¥	Skip Logic	Order_Buy Freq
			Every 1-3 months Every 3-6 months Every 6-12 months Less often than every 12 months		vertical - -			Group	
:DO08310	AĐ	How much do you typically spend on UNICOR products and services per year?	\$1-\$10,000 \$10,001-\$25,000 \$25,001-\$100,000 \$250,001-\$255,000 \$250,000 or more None		Radio button, one up vertical	Single	¥	Skip Logic Group	Order_Annual-Spen
DO08311	AM	Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following: Product ordering process	Much Better Better About the same Werse Much Worse		Drop down, select one	Single	¥	Multiple Lists Group	Order_Ordering Pro
DO08312	AM	Product pricing	Much Better Better About the same Werse Much Worse		Drop down, select one	Single	¥	Multiple Lists Group	Order_Product Prici i
DO08313	AM	Shipping options	Much Better Better About the same Werse Much Worse		Drop down, select one	Single	¥	Multiple Lists Group	Order_Shipping Options
DO08314	Æ	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR:gov By phone By mail By fax		Radio button, one up vertical	Single	¥	Skip Logie Group	Purchase Method

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		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
	Skip								
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB05144		What primary method did you use to locate information on UNICOR.gov today?	Basic Search	Н	Radio button, one-up vertical	Single		Skip Logic Group	Locate Info
			Advanced Search	H	- Cruoui				
			Left-hand menu Site map	╣					
			Top navigation bar						
			Bottom navigation bar Links within the page	<u>j</u> i					
KFB05145	J	Please describe your method for locating information.	Other	J			No	Skip Logic	OE_Locate Info
			Constitution to the same half of		Text field, <100 char	h dlai		Group Skip Logic	
KFB05146	н	Please tell us what your search experience was.	Search results were helpful		Checkbox, one-up vertical	Multi	Y	Group	Search Experience
			Too many results Not enough results	1					
			No results	1					
			Results were too similar/redundant Results were not relevant	1					
			Not sure what words to use Required too many refinements	-					
			Search speed was too slow	1					
KFB05147	К	Please tell us about your search experience	Other	К			No	Skip Logic	OE_Other Search
					Text area, no char limit			Group	
KFB05148	ı	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Nav Experience
			Site has too many links	1					
			Site has too few links Links/labels are difficult to understand						
			Often could not determine the best link Links did not take me where I expected	АН					
			Could not get started or did not know where to begin						
			Had technical difficulties (e.g. broken links, error messages)						
			Navigated to general area but could not find the specific	1					
			content I needed Could not navigate back to previous information	1					
(ED 054 10			Other	L					25.00
KFB05149	L	Please tell us about your navigation experience			Text area, no char limit		No	Skip Logic Group	OE_Other Nav
EDO08315	AH	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		No	Skip Logic Group	OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes			Single	Y	Skip Logic	Find Looking For
			No No	P, Q	Drop down, select one			Group	
AED10808	P	What specifically were you looking for?	Still looking	P, Q		Single	N	Skip Logic	OE_Spec Look For
					Text field, <100 char			Group	02_0pc0 200K10I
EDO05200	Q	What will you do next?	Call the customer service center		Radio button, one-up vertical	Single	Y	Skip Logic Group	
			Call a sales representative Return to the website later and try again	7					
			Try another website	1					
			Nothing, although I did not find what I wanted Other	R					
EDO05201	R	Please briefly explain what you will do next.			Text area, no char limit	Single	N	Skip Logic Group	
AED10809		What government agency/department do you work for?	Department of Agriculture		Drop down, select	Single	Y	Skip Logic	Agency Work For
			Department of Commerce		one			Group	
			Department of Defense	1					
			Department of Education Department of Health and Human Services						
			Department of Homeland Security Department of Housing and Urban Development	-					
			Department of Justice	s					
			Department of Labor Department of State	-					
			Department of the Interior						
			Department of the Treasury Department of Transportation						
			Department of Veterans Affairs						
			Executive Office of the President Federal Legislative Branch	1					
			Independent Agencies Judicial Branch	-					
			Private Vendor	1					
			Quasi Official INTNL & Non Govt Other	т					
DO01702		Do you work for the Bureau of Drieses?	None of the above		Dadie b	Cinal	V	Chin I cais	Work for DOD
EDO01703	S	Do you work for the Bureau of Prisons?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Work for BOP
AED10810	т	What agency do you work for?	No			Single	N	Skip Logic	Agency
					Text field, <100 char	Jirigie		Group	
KFB05152		What do you like most about the UNICOR.gov site?			Text area, no char limit		N		Like Most
KFB05153		If you could suggest one improvement to help UNICOR make this site better, what would it be?					N		Improvement
		uno one petter, what would it be?			Text area, no char limit				L

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UNICOR Satisfaction Survey CUSTOM QUESTION LIST

Skip Logic Label								
		Answer Choices			Single or	Required	Special	
Lauti	Question Text	(limited to 50 characters)	Skip to	Type (select from list) Radio button, one-up	Multi	Ϋ́/N	Instructions	CQ Label
	Which best describes you?	Administrative Assistant Contracting Officer/Specialist		vertical	Single	Y	OPS Group	Role
		Program Manager	1					
		Project Manager End user of UNICOR products	-					
		Procurement (Buyer, Purchaser, etc.)	1					
		Researcher / Academic Vendor	-					
		Competitor	1					
		BOP Employee Other (Please Specify)	A					
Α	Other Role	Other (Flease Specify)	_	Toyt field <100 char		No	OPS Group	OE_Role
	How frequently do you visit UNICOR.gov?	First time		Radio button, one-up	Single	Y		Visit Frequency
		Daily	-	vertical				
		About once per week	1					
		About once per month						
			1					
	Are you visiting UNICOR.gov to conduct market research?	Yes		Radio button, one-up	Single	Y		Mkt Research
		No	+	vertical				
	What is your primary reason for visiting UNICOR.gov today?	Purchase products or services	N,C,Z,E		Single	Y	Skip Logic	Visit Reason
		Browse products or services for a future nurchase		vertical			Group	
		Seek information	AB					
		Other	Υ					
Υ	Please describe your primary reason for visiting.			Tout field 1100 -h		No	Skip Logic	OE_Primary Reason
N					Single	Y		Cycle
	Where are you in the purchase process?	I have no intentions of purchasing UNICOR products		vertical			Group	,
		Just browsing to see what is available.	F					
		Gathering product information for later purchase (Conducting market research)	F					
			F					
F	Which UNICOR business group(s) did you purchase or plan to	Clothing & Textiles			Multi	Y	Skip Logic	Product Group
	purchase products and services from?	Office Furniture	-	vertical			Group	
		Industrial Products	1					
		Electronics	1					
			+					
		Services						
С	How often do you buy from UNICOR?	Weekly or more often	D, M		Single	Y	Skip Logic Group	Buy Frequency
		Every 1-3 months	D. M	vertical			Отоир	
		Every 3-6 months	D, M					
		Every 6-12 months	D, M					
		Less often than every 12 months	D, M					
	How much do you timically around an LINICOD products and			Dadia kuman ana un	Cinalo	V	Chin Logio	Annual Spending
U	services per year?	\$1 - \$10,000		vertical	Sirigie	'	Group	Annual Spending
		\$10,001- \$25,000						
			+					
		\$250,000 or more	1					
M	Compared to other online shopping experiences how would				Single		Multinla Liete	Ordering Process
	you rate UNICOR.gov on each of the following:	Wideli Better		Drop down, select one	Sirigic		Group	Ordering Frocess
	Product ordering process	Better						
		Worse	1					
		Much Worse						
М	Product pricing	Much Better		Dron down select one	Single	Y		Product Pricing
				op down, select one				
		worse Much Worse						
М	Shipping options	Much Better		David day	Single	Y	Multiple Lists	Shipping Options
		Better	-	prop down, select one			Group	
		About the same						
		Worse Much Worse	-					
Z	Did you make a purchase on UNICOR.gov today?	Yes		Radio button, one-up	Single	Yes	Skip Logic	
	3			vertical	J.2		Group	
AA	Why didn't you make a purchase during your visit today?	No Couldn't find the item I was looking for	AA	Radio button, one-up	Single	No	Skip Logic	
				vertical	Cirigie	140	Group	
		Didn't have exact style or size I needed Didn't like the colors or materials available	-					
		nature use the colors of malerials available	1					
		Item was too expensive Chose to purchase the item offline	CC, DD					
		Item was too expensive Chose to purchase the item offline Chose to purchase from another site	CC, DD FF					
		Item was too expensive Chose to purchase the item offline						
ВВ	Please explain briefly why you didn't make a purchase during vour visit today.	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase	FF	Teyt area no char limit	Single	No	Skip Logic Group	
ВВ	Please explain briefly why you didn't make a purchase during your visit today. Where do you plan on making your offline purchase?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase	FF	Text area, no char limit	Single Single	No No	Group Skip Logic	
CC	your visit today. Where do you plan on making your offline purchase?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other	FF	Text area, no char limit	Single	No	Group Skip Logic Group	
	your visit today.	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase	FF	Text area, no char limit Radio button, one-up			Group Skip Logic Group Skip Logic	
CC	your visit today. Where do you plan on making your offline purchase?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs	FF	Text area, no char limit	Single	No	Group Skip Logic Group	
CC	your visit today. Where do you plan on making your offline purchase?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs I can find the best price offline	BB	Text area, no char limit Radio button, one-up	Single	No	Group Skip Logic Group Skip Logic	
CC	your visit today. Where do you plan on making your offline purchase?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs	BB	Text area, no char limit Radio button, one-up	Single	No	Group Skip Logic Group Skip Logic	
CC	your visit today. Where do you plan on making your offline purchase?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs Lan find the best price offline I know it will be easier to return the product if I purchase it in a store More flexible delivery options	BB	Text area, no char limit Radio button, one-up	Single	No	Group Skip Logic Group Skip Logic	
CC	your visit today. Where do you plan on making your offline purchase? Why do you prefer to purchase offline?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs I can find the best price offline I know it will be easier to return the product if I purchase it in a store	BB	Text area, no char limit Radio button, one-up	Single Single	No No	Group Skip Logic Group Skip Logic Group	
CC	your visit today. Where do you plan on making your offline purchase?	Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other I want to see the item before I purchase it I did not want to pay shipping costs Lan find the best price offline I know it will be easier to return the product if I purchase it in a store More flexible delivery options	BB	Text area, no char limit Radio button, one-up	Single	No	Group Skip Logic Group Skip Logic	
	Y N N M M	How frequently do you visit UNICOR.gov? Are you visiting UNICOR.gov to conduct market research? What is your primary reason for visiting UNICOR.gov today? Y Please describe your primary reason for visiting. N Where are you in the purchase process? F Which UNICOR business group(s) did you purchase or plan to purchase products and services from? C How often do you buy from UNICOR? D How much do you typically spend on UNICOR products and services per year? M Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following: Product ordering process M Product pricing	How frequently do you visit UNICOR.gov? Prist time	How frequently do you visit UNICOR.gov? Pirst time	Now frequently do you visit UNICOR gov? First time	Now frequently do you visit UNICOR gov? Single	How frequently do you visit UNICOR gov? Product price per veries Products Product	Now frequently do you visit UNICOR gov? Past time Past time

UNICOR Satisfaction Survey
MID: BY5UEQMxZp8t0gYl1lchlw==
Date: 5/6/2011

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UNICOR Satisfaction Survey CUSTOM QUESTION LIST Skip Logic Label QID (Group ID) Answer Choices (limited to 50 characters) Single or Multi Required Y/N Question Text Type (select from list) CQ Label Quesion Text
What is the primary method you use when purchasing from UNICOR? Online at UNICOR.gov Radio button Skip Logic Group one-up vertical By phone By mail By fax I have not purchased What kind of information are you seeking? Skip Logic Group EDO08306 AB AF, AC,AD, AM,AE Radio button, Kind of Information one-up vertical Waiver
UNICOR corporate information
UNICOR general information
Event/Tradeshow information nmate training and transition programs EDO08307 Please describe what other kind of information you are seekin Skip Logic OE_Information No Text field, <100 char Which UNICOR business group(s) did you purchase products and services from? Clothing & Textiles EDO08308 Skip Logic Group roduct Group Office Furniture Industrial Products Electronics AC How often do you buy from UNICOR? EDO08309 Veekly or more often Skip Logic Group Order_Buy Freq Radio button, one-up Single very 1-3 months Every 3-6 months Every 6-12 months ess often than every 12 months Radio button, one-up vertical How much do you typically spend on UNICOR products and services per year? Skip Logic Group EDO08310 \$1 - \$10,000 Order_Annual Spend Single \$10,001-\$25,000 \$25,001 - \$100,000 \$100,001 - \$250,000 \$250,000 or more None Much Better Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following: EDO08311 AM Single Multiple Lists Group Order_Ordering Proc Drop down, select one Product ordering process Setter About the same EDO08312 Product pricing Single Drop down, select one Better About the same Much Worse Much Better Shipping options Multiple Lists Group Order_Shipping Options EDO08313 Single Drop down, select one Better About the same Worse Much Worse Online at UNICOR.gov Skip Logic Group EDO08314 What is the primary method you use when purchasing from UNICOR? urchase Method Radio button. one-up vertical By phone By mail By fax

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		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
QID	Skip Logic	Quarter Turn	Answer Choices	Glaire As-	T(-1(-1	Single or	Required	Special	001-1-1
(Group ID) KFB05144	Label	Question Text What primary method did you use to locate information on	(limited to 50 characters) Basic Search	Skip to	Type (select from list) Radio button, one-up	Multi Single	Ý/N Ý	Instructions Skip Logic	CQ Label Locate Info
5001		UNICOR gov today?	Advanced Search Left-hand menu Site map Top navigation bar Bottom navigation bar Links within the page	H 	vertical	S. I.g.c		Group	
KFB05145	J	Please describe your method for locating information.	Other	J			No	Skin Logic	OE_Locate Info
					Text field, <100 char		NO	Skip Logic Group	
KFB05146	н	Please tell us what your search experience was.	Search results were helpful Too many results Not enough results No results Results were too similar/redundant Results were not relevant Not sure what words to use Required too many refinements Search speed was too slow		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search Experience
			Other	к					
KFB05147	К	Please tell us about your search experience			Text area, no char limit		No	Skip Logic Group	OE_Other Search
KFB05148		Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation Site has too many links Site has too few links Links/labels are difficult to understand Often could not determine the best link Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Navigated to general area but could not find the specific content I needed Could not navigate back to previous information Other	AH	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Nav Experience
KFB05149	L	Please tell us about your navigation experience	Outci	_			No	Skip Logic	OE_Other Nav
EDO08315	AH	Please describe any specific navigation links or paths that did			Text area, no char limit		No	Group Skip Logic	OE_Other Nav
	АП	not take you where they should have?			Text area, no char limit		NO	Group	
KFB05150		Did you find what you were looking for?	Yes No Still looking	P, Q P, Q	Drop down, select one	Single	Y	Skip Logic Group	Find Looking For
AED10808	P	What specifically were you looking for?	<u> </u>	, ,		Single	N	Skip Logic Group	OE_Spec Look For
EDO05200	Q	What will you do next?	Call the customer service center Call a sales representative Return to the website later and try again Try another website Nothing, although I did not find what I wanted Other	R	Text field, <100 char Radio button, one-up vertical	Single	Y	Skip Logic Group	
EDO05201	R	Please briefly explain what you will do next.	Guidi			Single	N	Skip Logic	
AED10809		What government agency/department do you work for?	Department of Agriculture Department of Commerce Department of Defense Department of Education Department of Health and Human Services Department of Health and Human Services Department of Homeland Security Department of Housing and Urban Development Department of Justice Department of State Department of State Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other	S	Text area, no char limit Drop down, select one	Single	٧	Group Skip Logic Group	Agency Work For
EDO01703	S	Do you work for the Bureau of Prisons?	None of the above Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Work for BOP
AED10810	Т	What agency do you work for?				Single	N	Skip Logic	Agency
KFB05152		What do you like most about the UNICOR.gov site?			Text field, <100 char		N	Group	Like Most
KFB05153		If you could suggest one improvement to help UNICOR make			Text area, no char limit		N		Improvement
		this site better, what would it be?			Text area, no char limit				

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		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
OID	Skip		Answer Choices			Circula au	Did	0	
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB05130		Which best describes you?	Administrative Assistant		vertical	Single	Y	OPS Group	Role
			Contracting Officer/Specialist Program Manager	1					
			Project Manager End user of UNICOR products	1					
			Procurement (Buyer, Purchaser, etc.) Researcher / Academic	1					
			Vendor Competitor						
			Other (Please Specify)	А					
KFB05131 KFB05132	Α	Other Role How frequently do you visit UNICOR.gov?	First time			Single	Y	OPS Group	OE_Role Visit Frequency
			Daily	-	vertical				
			About once per week About once per month						
			About once per quarter	1					
KFB05133		What kind(s) of information were you looking for when you	About once per year UNICOR products		Checkbox, one-up	Multi	¥	OPS Group	Visit Purpose
		came to www.unicor.gov today?	Order Status	1	vertical				
			UNICOR corporate information Waivers						
			Event/Tradeshow information Inmate training and transition programs	-					
VED05101		Other Roman	Other (Please-Specify)	В	Total field at 00 above	Cinala	V	000 0	OF Other Burners
AED10806	B	Are you visiting UNICOR.gov to conduct market research?	Yes			Single Single	Y	ons Group	Mkt Research
			No		vertical			<u></u>	
EDO08305		What is your primary reason for visiting UNICOR.gov today?	Purchase products or services	N,C,Z,E, D, F, M	Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Reason
			Browse products or services for a future purchase						
			Seek information Other	AB Y					
KFB05136	<u>Y</u>	Please describe your primary reason for visiting.					Y	Skip Logic	OE Primary Reason
AED10807	N				Text field, <100 char Radio button, one-up	Single	Υ	Group Skip Logic	Cycle
		Where are you in the purchase process?	I have no intentions of purchasing UNICOR products Just browsing to see what is available.	<u> </u>	vertical			Group	
			Gathering product information for later purchase (Conducting	_					
			market research) I am ready to make a purchase from UNICOR	F					
KFB05140	Ε	Which UNICOR business group(s) did you purchase or plan to purchase products and services from?	Clothing & Textiles		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Product Group
			Office Furniture		VC/IICIA				
		<u>El</u>	Industrial Products Electronics	1					
			Recycling Fleet Solutions	-					
KFB05137	С	How often do you buy from UNICOR?	Services Weekly or more often	D. M	Radio button, one-up	Single	Y	Skip Logic	Buy Frequency
			Every 1-3 months	D M	vertical			Group	
			Every 3-6 months	D, M					
			Every 6-12 months Less often than every 12 months	D, M					
			Never purchased from UNICOR	D, M					
KFB05138	D	How much do you typically spend on UNICOR products and services per year?	\$1 - \$10,000		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Annual Spending
			\$10,001- \$25,000 \$25,001 - \$100,000	-					
			\$100,001 - \$250,000 \$250,000 or more						
VED06141			None			Single	V	Multiple Liets	Ordaring Process
KFB05141	M	Compared to other online shopping experiences, how would you rate UNICOR gov on each of the following:	Much Better		Drop down, select one	<u>Single</u>	T	Multiple Lists Group	Ordering Process
		Product ordering process	Better About the same						
			Worse Much Worse						
KFB05142	<u>M</u>	Product pricing	Much Better		Drop down, select one	<u>Single</u>	Y	Multiple Lists Group	Product Pricing
			Better About the same						
			Worse						
KFB05143	<u>M</u>	Shipping options	Much Worse Much Better			<u>Single</u>	<u>Y</u>	Multiple Lists	Shipping Options
			<u>Better</u>		Drop down, select one			Group	
			About the same Worse	-					
EDO05193	Z	Did you make a purchase on UNICOR.gov today ?	<u>Much Worse</u> Yes		Dodio hutter	Single	Yes	Skip Logic	
		Jos make a parenase on objects, gov aprioraty/102?			Radio button, one-up vertical	gic	.03	Group	
EDO05194	AA	Why didn't you make a purchase during your visit today?	No Couldn't find the item I was looking for	AA	Radio button, one-up	Single	No	Skip Logic	
			Didn't have exact style or size I needed	-	vertical			Group	
			Didn't like the colors or materials available Item was too expensive						
			Chose to purchase the item offline	CC, DD					
			Chose to purchase from another site I didn't plan on making a purchase	FF					
EDO05195	BB	Please explain briefly why you didn't make a purchase during	Other	BB		Single	No	Skip Logic	
EDO05196	СС	your visit today. Where do you plan on making your offline purchase?			Text area, no char limit	Single	No	Group Skip Logic	
EDO05197	DD	Why do you prefer to purchase offline?	I want to see the item before I purchase it		Text area, no char limit Radio button, one-up	Single	No	Group Skip Logic	
		, , , , , , , , , , , , , , , , , , ,	I did not want to pay shipping costs		vertical	gic		Group	
			I did not want to pay shipping costs I can find the best price offline						

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blue + -->: REWORDING

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		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
			I know it will be easier to return the product if I purchase it in a store						
			More flexible delivery options						
EDO05198	EE	Please explain briefly why you prefer to purchase offline.	Other	EE		Single	No	Skip Logic	
EDO05199	FF	Where do you plan on making your online purchase?			Text area, no char limit	Single	No	Group Skip Logic	
KFB05139	E		Online at UNICOR.gov		Text area, no char limit		V	Group	Purchase Method
VLD02123	_	What is the primary method you use when purchasing from UNICOR?			Checkbox, one-up vertical	<u>Single</u>	T	Skip Logic Group	Pulchase Method
			<u>By phone</u> By mail						
			By fax						
EDO08306	AB	What kind of information are you seeking?	I have not purchased Order status	AF, AC,AD AM,AE	Checkbox, one-up vertical	Single	Υ	Skip Logic Group	Kind of Information
				AM,AE	vertical			Group	
			Waiver						
			UNICOR corporate information UNICOR general information						
			Event/Tradeshow information						
			Other	AG					
EDO08307	AG	Please describe what other kind of information you are seeking.			Text field, <100 char		Y	Skip Logic Group	OE_Information
EDO08308	AF	Which UNICOR business group(s) did you purchase products and services from?	Clothing & Textiles		Checkbox, one-up vertical	Multi	Υ	Skip Logic Group	Product Group
		and services non:	Office Furniture		Vertical			Огоар	
			Industrial Products Flectronics						
			Recycling						
			Fleet Solutions Services						
EDO08309	309 AC How often do you buy from UNICO	How often do you buy from UNICOR?	Weekly or more often		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Order_Buy Freq
			Every 1-3 months		vertical			Стопр	
			Every 3-6 months						
			ess often than every 12 months		-				
EDO08310	AD	How much do you typically spend on UNICOR products and services per year?	\$1 - \$10,000		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Order_Annual Spend
		services per year?	\$10,001-\$25,000		vertical			Group	
			\$25,001 - \$100,000						
			\$250,000 or more						
EDO08311	AM	Compared to other online shopping experiences, how would	None Much Better			Single	V	Multiple Lists	Order_Ordering Proc
EDOMOSTI	A	Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following:			Drop down, select one	Single		Multiple Lists Group	Order_Ordering 1 roc
		Product ordering process	Better About the same						
			Worse Much Worse						
EDO08312	AM	Product pricing	Much Better			Single	Υ	Multiple Lists Group	Order_Product Pricing
			Better		Drop down, select one			Group	
			About the same						
			Much Worse						
EDO08313	AM	Shipping options	Much Better		Drop down, select one	Single	Υ	Multiple Lists Group	Order_Shipping Options
			Better		Sp dom, select one				
			About the same Worse						
ED00004.4	ΛE	What is the primary method you use when purchasing from	Much Worse		Charlebou	Single	V	Skin Logio	Purchase Method
EDO08314	AE	What is the primary method you use when purchasing from UNICOR?	Offilials at ONICOR.gov		Checkbox, one-up vertical	Single		Skip Logic Group	ruicitase ivietitioti
			By phone By mail						
VEDOEASE		Maria and a second seco	By fax			CiI	V	Older Lee	Discoura Do
KFB05135		What is your primary reason for visiting UNICOR.gov?	Browse UNICOR products and services		Radio button, one up vertical	Single	¥	Skip Logic Group	Primary Reason
			Seeking-general information about UNICOR Shop UNICOR products & services	C.D.E.F.1					
				C,D,E,F,J, M,N, Z					
			Obtain or check order status	C,D,E,F,J, M					
			Request a waiver	¥					
			Out.o.						

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EDO01703

AED10810

KFB05152

KFB05153

Do you work for the Bureau of Prisons?

What do you like most about the UNICOR.gov site?

If you could suggest one improvement to help UNICOR make this site better, what would it be?

What agency do you work for?

MID: Date:	11/23/20	QMxZp8t0gYl1lchlw== 010	blue +>: REWORDING						
		UNICOR	Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Multi	Required Y/N	Instructions	CQ Label
B05144		What primary method did you use to locate information on UNICOR.gov today?	Basic Search	Н	Radio button, one-up vertical	Single	Y	Skip Logic Group	Locate Info
			Advanced Search	н				i i	
			Left-hand menu Site map	-					
			Top navigation bar	<u> </u>					
			Bottom navigation bar Links within the page	╣					
2051.15			Other	J				01: 1 :	05 1 1 1
B05145	J	Please describe your method for locating information.			Text field, <100 char		Y	Skip Logic Group	OE_Locate Info
B05146	Н	Please tell us what your search experience was.	Search results were helpful		Checkbox, one-up vertical	Multi	Υ	Skip Logic Group	Search Experienc
			Too many results Not enough results	-					
			No results	1					
			Results were too similar/redundant						
			Results were not relevant Not sure what words to use						
			Required too many refinements						
			Search speed was too slow Other	к					
B05147	K	Please tell us about your search experience			Text area, no char limit		Y	Skip Logic Group	OE_Other Search
B05148	1	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Nav Experience
loudy.	loddy.	Site has too many links		Vertical			Огоар		
		Site has too few links Links/labels are difficult to understand	-						
		Often could not determine the best link	1						
			Links did not take me where I expected	AH					
			Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages)						
			Navigated to general area but could not find the specific content I needed						
			Could not navigate back to previous information Other	-					
B05149	L	Please tell us about your navigation experience			Text area, no char limit		Y	Skip Logic Group	OE_Other Nav
0008315	AH	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		Y	Skip Logic Group	OE_Other Nav
B05150		Did you find what you were looking for?	Yes		Drop down, select one	Single	Y	Skip Logic Group	Find Looking For
			No	P, Q	., ,			· ·	
D10808	P	What specifically were you looking for?	Still looking	P, Q		Single	N	Skip Logic	OE_Spec Look Fo
			Call the section of the section of		Text field, <100 char			Group	
0005200	Q	What will you do next?	Call the customer service center		Radio button, one-up vertical	Single	Yes	Skip Logic Group	
			Call a sales representative						
			Return to the website later and try again Try another website	1					
			Nothing, although I did not find what I wanted	R					
O05201	R	Please briefly explain what you will do next.	Other	R		Single	No	Skip Logic	
D10809		What government agency/department do you work for?	Department of Agriculture		Text area, no char limit Drop down, select	Single	Y	Group Skip Logic	Agency Work For
			Department of Commerce		one			Group	
			Department of Defense						
			Department of Education Department of Health and Human Services	-					
			Department of Homeland Security						
			Department of Housing and Urban Development Department of Justice	s					
			Department of Labor						
			Department of State						
			Department of the Interior Department of the Treasury						
			Department of Transportation						
			Department of Veterans Affairs Executive Office of the President	-					
			Federal Legislative Branch						
			Independent Agencies Judicial Branch						
			Private Vendor						
			Quasi Official INTNL & Non Govt	_					

None of the above Yes

Single

Single

N

Ν

Radio button, one-up vertical

Text field, <100 char

Text area, no char limit

Text area, no char limit

Work for BOP

Agency

Like Most

Improvement

Skip Logic Group

Skip Logic Group

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UNICOR Satisfaction Survey CUSTOM QUESTION LIST

			DR Satisfaction Survey CUSTOM QUESTION LIST						
	Skip								
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB05130		Which best describes you?	Administrative Assistant		Radio button, one-up vertical	Single	Y	OPS Group	Role
			Contracting Officer/Specialist Program Manager]					
			Project Manager	1					
			End user of UNICOR products Procurement (Buyer, Purchaser, etc.)						
			Researcher / Academic Vendor						
			Competitor	1					
KFB05131	Α	Other Role	Other (Please Specify)	Α	Text field, <100 char		Y	OPS Group	OE_Role
KFB05132		How frequently do you visit UNICOR.gov?	First time		Radio button, one-up	Single	Y		Visit Frequency
			Daily	1	vertical				
			About once per week About once per month	-					
			About once per quarter	1					
			Every 6 months or less						
KFB05133		What kind(s) of information were you looking for when you came to www.unicor.gov today?	UNICOR products		Checkbox,	Multi	Y	OPS Group	Visit Purpose
			Order Status	-	one-up vertical				
			UNICOR corporate information Waivers						
			Event/Tradeshow information						
			Inmate training and transition programs Other (Please Specify)	В					
CFB05134 NED10806	В	Other Purpose Are you visiting UNICOR.gov to conduct market	Yes		Text field, <100 char Radio button, one-up	Single Single	Y	OPS Group	OE_Other Purpose Mkt Research
		research?		1	vertical	Jingic			resoured
(FB05135		What is your primary reason for visiting UNICOR.gov?	No Browse UNICOR products and services		Radio button, one-up	Single	Υ	Skip Logic	Primary Reason
			Seeking general information about UNICOR		vertical			Group	
			Shop UNICOR products & services	C,D,E,F,J, M,N, Z					
			Obtain or check order status	C,D,E,F,J,					
			Request a waiver	M					
/ED05100			Other	Υ					05.0:
(FB05136	Υ	Please describe your primary reason for visiting.			Text field, <100 char		Y	Skip Logic Group	OE_Primary Reason
AED10807	N	Where are you in the purchase process?	I have no intentions of purchasing UNICOR products		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Cycle
			Just browsing to see what is available. market research) I am ready to make a purchase from UNICOR						
KFB05137	С	How often do you buy from UNICOR?	Weekly or more often		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Buy Frequency
			Every 1-3 months	1	Vertical			Олоцр	
			Every 3-6 months Every 6-12 months						
			Less often than every 12 months]					
KFB05138	D	How much do you typically spend on UNICOR products	\$1 - \$10,000		Radio button, one-up	Single	Υ	Skip Logic	Annual Spending
		and services per year?	\$10,001-\$25,000	-	vertical			Group	
			\$25,001 - \$100,000 \$100,001 - \$250,000						
			\$250,000 or more						
KFB05139	Е	What is the primary method you use when purchasing	None Online at UNICOR.gov		Checkbox, one-up	Single	Υ	Skip Logic	Purchase Method
		from UNICOR?	By phone	-	vertical			Group	
			By mail						
			By fax I have not purchased	-					
EDO05193	Z	Did you make a purchase on UNICOR.gov today?	Yes		Radio button, one-up vertical	Single	Yes	Skip Logic Group	
D00545		Address of the control of the contro	No.	AA		Oir 1			
EDO05194	AA	Why didn't you make a purchase during your visit today?	Couldn't find the item I was looking for		Radio button, one-up vertical	Single	No	Skip Logic Group	
			Didn't have exact style or size I needed Didn't like the colors or materials available						
			Item was too expensive	00.00					
			Chose to purchase the item offline Chose to purchase from another site	CC, DD FF					
			l didn't plan on making a purchase Other	BB					
EDO05195	BB	Please explain briefly why you didn't make a purchase during your visit today.			Text area. no char limit	Single	No	Skip Logic Group	
DO05196	СС	Where do you plan on making your offline purchase?				Single	No	Skip Logic	
DO05197	DD	Why do you prefer to purchase offline?	I want to see the item before I purchase it		Text area, no char limit Radio button, one-up	Single	No	Skip Logic	
			I did not want to pay shipping costs		vertical			Group	
			I can find the best price offline I know it will be easier to return the product if I purchase it in a						
			store						
			More flexible delivery options Other	EE					
DO05198	EE	Please explain briefly why you prefer to purchase offline.			Text area, no char limit	Single	No	Skip Logic Group	
EDO05199	FF	Where do you plan on making your online purchase?			Text area, no char limit	Single	No	Skip Logic Group	
(FB05140	F	Which UNICOR business group(s) did you purchase or	Clothing & Textiles		Checkbox, one-up	Multi	Y	Skip Logic	Product Group
		plan to purchase products and services from?	Office Furniture		vertical			Group	
			Industrial Products Electronics	-					
				-					
			Recycling Fleet Solutions	-					

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		UNICO	OR Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
KFB05141		would you rate UNICOR.gov on each of the following: Product ordering process	Much Better Better About the same Worse Much Worse		Drop down, select one	Single		Multiple Lists Group	Ordering Process
KFB05142	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single		Multiple Lists Group	Product Pricing
KFB05143	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single		Multiple Lists Group	Shipping Options

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		UNICO	PR Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
KFB05144		What primary method did you use to locate information on UNICOR.gov today?	Basic Search Advanced Search Left-hand menu Site map	H H	Radio button, one-up vertical	Single	Υ	Skip Logic Group	Locate Info
V5D05445			Top navigation bar Bottom navigation bar Links within the page Other	 			V	Chia Lania	OE Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y	Skip Logic Group	-
KFB05146	н	Please tell us what your search experience was.	Search results were helpful Too many results Not enough results No results Results were too similar/redundant Results were not relevant Not sure what words to use Required too many refinements Search speed was too slow Other	К	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search Experience
KFB05147	К	Please tell us about your search experience			Text area, no char limit		Y	Skip Logic Group	OE_Other Search
KFB05148	I	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation Site has too many links Site has too few links Site has too few links Links/labels are difficult to understand Often could not determine the best link Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Navigated to general area but could not find the specific content I needed Could not navigate back to previous information	L	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Nav Experience
KFB05149	L	Please tell us about your navigation experience		_	Text area, no char limit		Y	Skip Logic Group	OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes No Still looking	P, Q P, Q	Drop down, select one	Single	Y	Skip Logic Group	Find Looking For
AED10808	Р	What specifically were you looking for?		- / \	Text field, <100 char	Single	N	Skip Logic Group	OE_Spec Look For
EDO05200	Q	What will you do next?	Call the customer service center Call a sales representative Return to the website later and try again Try another website Nothing, although I did not find what I wanted Other	R	Radio button, one-up vertical	Single	Yes	Skip Logic Group	
EDO05201	R	Please briefly explain what you will do next.			Text area, no char limit	Single	No	Skip Logic Group	
AED10809		What government agency/department do you work for?	Department of Agriculture Department of Commerce Department of Defense Department of Education Department of Education Department of Health and Human Services Department of Housing and Urban Development Department of Justice Department of Labor Department of Labor Department of Labor Department of the Interior Department of the Treasury Department of Transportation Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other None of the above	В	Drop down, select one	Single	Y	Skip Logic Group	Agency Work For
	В	Do you work for the Bureau of Prisons?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Work for BOP
ED001703		Market and the control of the contro	No			0:- 1		Oldin 1	
AED10810	A	What agency do you work for?	No		Text field, <100 char	Single	N	Skip Logic Group	Agency
	A	What agency do you work for? What do you like most about the UNICOR.gov site? If you could suggest one improvement to help UNICOR	No.		Text field, <100 char Text area, no char limit	Single	N N	Skip Logic Group	Agency Like Most

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		UNICO	DR Satisfaction Survey CUSTOM QUESTION LIST	г					
QID (Group ID)	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	CQ Label
KFB05130		Which best describes you?	Administrative Assistant Contracting Officer/Specialist	4	Radio button, one-up vertical	Single	Y		Role
			Program Manager	_					
			Project Manager End user of UNICOR products	_					
			Procurement (Buyer, Purchaser, etc.) Researcher / Academic						
			Vendor	Ⅎ					
			Competitor Other (Please Specify)	A					
KFB05131 KFB05132	Α	Other Role How frequently do you visit UNICOR.gov?	First time		Text field, <100 char Radio button, one-up	Single	Y		OE_Role Visit Frequency
			Daily	_	vertical	_			
			About once per week						
			About once per month Every 6 months or less	-					
KFB05133		What kind(s) of information were you looking for when you came to www.unicor.gov today?	UNICOR products		Checkbox, one-up	Multi	Υ		Visit Purpose
		you came to www.unicor.gov today?	Order Status		vertical				
			UNICOR corporate information Waivers	-					
			Event/Tradeshow information						
			Inmate training and transition programs Other (Please Specify)	G					
KFB05134 AED10806	G	Other Purpose Are you visiting UNICOR.gov to conduct market			Text field, <100 char	Single	Y		OE_Other Purpose Mkt Research
VED10000		research?	Yes	4	Radio button, one-up vertical	Single	'		MINE INCOUNTED
KFB05135		What is your primary reason for visiting UNICOR.gov?	No Browse UNICOR products and services		Radio button, one-up	Single	Υ		Primary Reason
			Seeking general information about UNICOR		vertical				
			Shop UNICOR products & services	C,D,E,F,J, M,N					
			Obtain or check order status	C,D,E,F,J, M					
			Request a waiver Other	В					
KFB05136		Please describe your primary reason for visiting.			Text field, <100 char	0: 1	Y		OE_Primary Reason
AED10807	N	Where are you in the purchase process?	I have no intentions of purchasing UNICOR products		Radio button, one-up vertical	Single	Y		Cycle
			Just browsing to see what is available. market research)						
			I am ready to make a purchase from UNICOR						
KFB05137	С	How often do you buy from UNICOR?	Weekly or more often		Radio button, one-up vertical	Single	Y		Buy Frequency
			Every 1-3 months Every 3-6 months						
			Every 6-12 months						
KFB05138	D	How much do you typically spend on UNICOR products	Less often than every 12 months \$1 - \$10,000		Radio button, one-up	Single	Y		Annual Spending
		and services per year?	\$10,001- \$25,000	_	vertical				
			\$25,001 - \$100,000						
			\$100,001 - \$250,000 \$250,000 or more	-					
VED05100		NAME A STATE OF THE PARTY OF TH	None			CiI-	V		Donaha an Madhad
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR.gov		Checkbox, one-up vertical	Single	ľ		Purchase Method
			By mail	+					
			By fax I have not purchased	-					
KFB05140	F	Which UNICOR business group(s) did you purchase or	Clothing & Textiles		Checkbox, one-up	Multi	Υ		Product Group
		plan to purchase products and services from?	Office Furniture	+	vertical				
			Industrial Products	7					
			Electronics Recycling Fleet Solutions						
			Fleet Solutions Services	+					
KFB05141	М	Compared to other online shopping experiences, how	Much Better		Daniel de la companya	Single	Υ	Multiple Lists Group	Ordering Process
		would you rate UNICOR.gov on each of the following: Product ordering process	Better		Drop down, select one			Group	
			About the same Worse	+					
			Much Worse						
KFB05142	М	Product pricing	Much Better		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
			Better About the same	-					
			Worse						
KFB05143	M	Shipping options	Much Worse Much Better			Single	Y	Multiple Lists	Shipping Options
500140				-	Drop down, select one	Jg.C		Group	pping Options
			Better About the same						
			Worse Much Worse	-					

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		UNICO	OR Satisfaction Survey CUSTOM QUESTION LIST						
QID	Skip Logic		Answer Choices			Single or	Required	Special	
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ϋ́/N	Instructions	CQ Label
KFB05144		What primary method did you use to locate information on UNICOR.gov today?	Basic Search	Н	Radio button, one-up vertical	Single	Y		Locate Info
			Advanced Search	H					
			Left-hand menu Site map	i					
			Top navigation bar	!					
			Bottom navigation bar Links within the page	ť					
KFB05145	J	Please describe your method for locating information.	Other	J	Text field, <100 char		Y		OE Locate Info
KFB05145 KFB05146	Н	Please tell us what your search experience was.	Search results were helpful		Checkbox, one-up	Multi	Y		Search Experience
		, ,	·	-	vertical				·
			Too many results Not enough results	1					
			No results	1					
			Results were too similar/redundant Results were not relevant	+					
			Not sure what words to use	1					
			Required too many refinements Search speed was too slow	-					
			Other	К					
KFB05147	К	Please tell us about your search experience			Text area, no char limit		Y		OE_Other Search
KFB05148	- 1	Please describe your navigation experience on	Had no difficulty with the navigation		Checkbox, one-up	Multi	Y		Nav Experience
		UNICOR.gov today.	Site has too many links	-	vertical				
			Site has too few links	1					
			Links/labels are difficult to understand	1					
			Often could not determine the best link Links did not take me where I expected	1					
			Could not get started or did not know where to begin	1					
			Had technical difficulties (e.g. broken links, error messages)						
			Navigated to general area but could not find the specific	1					
			content I needed Could not navigate back to previous information	+					
			Other	L					
KFB05149	L	Please tell us about your navigation experience			Text area, no char limit		Y		OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes		Drop down, select one	Single	Y		Find Looking For
			No	м	Drop down, select one				
AED10808	M	Affect are efficient to a second and the second and	Still looking	М	Text field, <100 char	Circula			05 0 1 -5
AED10808 AED10809		What specifically were you looking for? What government agency/department do you work for?	Department of Agriculture		Drop down, select	Single Single	N Y		OE_Spec Look For Agency Work For
					one	Ů			,
			Department of Commerce Department of Defense						
			Department of Education						
			Department of Health and Human Services Department of Homeland Security						
			Department of Housing and Urban Development						
			Department of Justice Department of Labor	В					
			Department of State						
			Department of the Interior Department of the Treasury						
			Department of the Treasury Department of Transportation						
			Department of Veterans Affairs						
			Executive Office of the President Federal Legislative Branch						
			Independent Agencies						
			Judicial Branch Private Vendor						
			Quasi Official INTNL & Non Govt						
			Other None of the above	Α					
ED001703		Do you work for the Bureau of Prisons?	Yes		Radio button, one-up	Single	Y		Work for BOP
	В		No		vertical				
AED10810	A	What agency do you work for?				Single	N		Agency
KFB05152		What do you like most about the UNICOR.gov site?			Text field, <100 char		N		
					Text area, no char limit				Like Most
KFB05153		If you could suggest one improvement to help UNICOR make this site better, what would it be?			Tout organ		N		Improvement
		make una site better, what would it be?	<u> </u>	1	Text area, no char limit	1			1

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		UNICC	DR Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
KFB05130		Which best describes you?	Administrative Assistant Contracting Officer/Specialist Program Manager Project Manager End user of UNICOR products Procurement (Buyer, Purchaser, etc.) Researcher / Academic Vendor Competitor Other (Please Specify)		Radio button, one-up vertical	Single	Y		Role
KFB05131	Α	Other Role			Text field, <100 char		Υ		OE_Role
KFB05132		How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month Every 6 months or less		Radio button, one-up vertical	Single	Y		Visit Frequency
KFB05133		What kind(s) of information were you looking for when you came to www.unicor.gov today?	UNICOR products Order Status UNICOR corporate information Walvers Event/Tradeshow information Inmate training and transition programs Other (Please Specify)	G	Checkbox, one-up vertical	Multi	Y		Visit Purpose
KFB05134	G	Other Purpose			Text field, <100 char	Single	Y		OE_Other Purpose
AED10806		Are you visiting UNICOR.gov to conduct market research?	Yes No		Radio button, one-up vertical	Single	Y		Mkt Research
KFB05135		What is your primary reason for visiting UNICOR.gov?	Seeking general information about UNICOR Shop UNICOR products & services Obtain or check order status	C,D,E,F,J, M,N C,D,E,F,J,	Radio button, one-up vertical	Single	Y		Primary Reason
KFB05136	В	Please describe your primary reason for visiting.	Other	В	Text field, <100 char		Υ		OE Primary Reason
AED10807	N	Where are you in the purchase process?	I have no intentions of purchasing UNICOR products Just browsing to see what is available. market research) I am ready to make a purchase from UNICOR		Radio button, one-up vertical	Single	Y		Cycle
KFB05137	С	How often do you buy from UNICOR?	Weekly or more often Every 1-3 months Every 3-6 months Every 6-12 months Less often than every 12 months		Radio button, one-up vertical	Single	Y		Buy Frequency
KFB05138	D	How much do you typically spend on UNICOR products and services per year?	\$1 - \$10,000 \$10,001 - \$25,000 \$25,001 - \$100,000 \$100,001 - \$250,000 \$250,000 or more		Radio button, one-up vertical	Single	Y		Annual Spending
KFB05139	E		None Online at UNICOR.gov By phone By mail By fax I have not purchased		Checkbox, one-up vertical	Single	Y		Purchase Method
KFB05140	F	Which UNICOR business group(s) did you purchase or plan to purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services		Checkbox, one-up vertical	Multi	Y		Product Group
KFB05141	М	Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following: Product ordering process	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Ordering Process
KFB05142	М	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	М	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options

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		UNICO	DR Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
KFB05144	Laber	What primary method did you use to locate information	Basic Search	Н	Radio button, one-up	Single	Y	manactions	Locate Info
		on UNICOR.gov today?			vertical	9			
			Advanced Search	Н					
			Left-hand menu Site map	-{					
			Top navigation bar	-{					
			Bottom navigation bar	ji					
			Links within the page Other	4.					
KFB05145	J	Please describe your method for locating information.	Other	J	Text field, <100 char		Y		OE_Locate Info
KFB05146		Please tell us what your search experience was.	Search results were helpful		Checkbox, one-up vertical	Multi	Y		Search Experience
			Too many results						
			Not enough results No results	-					
			Results were too similar/redundant	1					
			Results were not relevant	1					
			Not sure what words to use Required too many refinements	-					
			Search speed was too slow	1					
			Other	к					
KFB05147	К	Please tell us about your search experience			Text area, no char limit		Y		OE_Other Search
KFB05148	T.	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation		Checkbox, one-up vertical	Multi	Y		Nav Experience
			Site has too many links]					
			Site has too few links	-					
			Links/labels are difficult to understand Often could not determine the best link	+					
			Links did not take me where I expected	1					
			Could not get started or did not know where to begin						
			Had technical difficulties (e.g. broken links, error messages)						
			Navigated to general area but could not find the specific content I needed						
			Could not navigate back to previous information Other	1 .					
KFB05149	L	Please tell us about your navigation experience	Omer	L	Text area, no char limit		Y		OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes		rext area, no char illnit	Single	Y		Find Looking For
				1	Drop down, select one	Ů			, and the second
			No Still looking	M					
AED10808	M	What specifically were you looking for?	Still looking	IVI	Text field, <100 char	Single	N		OE_Spec Look For
AED10808 AED10809		What specifically were you looking for? What government agency/department do you work for?	Department of Agriculture		Drop down, select one	Single Single	Y		Agency Work For
			Department of Commerce Department of Defense Department of Defense Department of Education Department of Health and Human Services Department of Homeland Security Department of Housing and Urban Development Department of Justice Department of Labor Department of State						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Transportation Department of Yeterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other None of the above	A					
AED10810	Α	What agency do you work for?	PROTE OF THE MADUVE		Text field, <100 char	Single	N		Agency
KFB05152		What do you like most about the UNICOR.gov site?					N		Like Most
KFB05153		If you could suggest one improvement to help UNICOR			Text area, no char limit		N		Improvement

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		UNICC	DR Satisfaction Survey CUSTOM QUESTION LIST		·				ı
QID (Group ID)	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	CQ Label
KFB05130		Which best describes you?	Administrative Assistant		Radio button, one-up vertical	Single	Y		Role
			Contracting Officer/Specialist Program Manager	-					
			Project Manager	1					
			End user of UNICOR products Procurement (Buyer, Purchaser, etc.)	+					
			Researcher / Academic Vendor	7					
			Competitor						
KFB05131	Α	Other Role	Other (Please Specify)	A	Text field, <100 char		Y		OE_Role
KFB05132		How frequently do you visit UNICOR.gov?	First time		Radio button, one-up	Single	Y		Visit Frequency
			Daily	+	vertical				
			About once per week About once per month]					
			Every 6 months or less						
KFB05133		What kind(s) of information were you looking for when you came to www.unicor.gov today?	UNICOR products		Checkbox, one-up vertical	Multi	Y		Visit Purpose
		, and the second	Order Status		Vertical				
			UNICOR corporate information Waivers						
			Event/Tradeshow information						
			Inmate training and transition programs Other (Please Specify)	G					
KFB05134	G	Other Purpose			Text field, <100 char	Single	Y		OE_Other Purpose
AED10806		Are you visiting UNICOR.gov to conduct market research?	Yes		Radio button, one-up vertical	Single	Y		Mkt Research
KFB05135		What is your primary reason for visiting UNICOR.gov?	No Seeking general information about UNICOR		Dadia buttan ana un	Cinalo	V		Primary Reason
KED02192		what is your primary reason for visiting divicor.gov?			Radio button, one-up vertical	Single	ľ		Plillary Reason
			Shop UNICOR products & services	C,D,E,F,J, M.N					
			Obtain or check order status	C,D,E,F,J,					
			Other	B B					
KFB05136	В	Please describe your primary reason for visiting.			Text field, <100 char		Υ		OE_Primary Reason
AED10807	N	Where are you in the purchase process?	I have no intentions of purchasing UNICOR products		Radio button, one-up vertical	Single	Y		Cycle
			Just browsing to see what is available.						
			market research) I am ready to make a purchase from UNICOR	-					
KFB05137	С	How often do you buy from UNICOR?	Weekly or more often		Radio button, one-up vertical	Single	Υ		Buy Frequency
			Every 1-3 months		Vertical				
			Every 3-6 months Every 6-12 months	-					
			Less often than every 12 months						
KFB05138	D	How much do you typically spend on UNICOR products and services per year?	\$1 - \$10,000		Radio button, one-up vertical	Single	Y		Annual Spending
			\$10,001-\$25,000						
			\$25,001 - \$100,000 \$100,001 - \$250,000	+					
			\$250,000 or more None	1					
KFB05139	Е	What method(s) do you use when purchasing from	Online at UNICOR.gov			Multi>	Υ		Purchase Method
		UNICOR? -> What is the primary method you use when purchasing from UNICOR?			Checkbox, one-up vertical	Single			
			By phone						
			By mail By fax	-					
VEDOE4 10		Military UNICOD husianana () "	I have not purchased			h de elec	V		Decident Co
KFB05140	F	Which UNICOR business group(s) did you purchase or plan to purchase products and services from?	Clothing & Textiles		Checkbox, one-up vertical	Multi	Y		Product Group
			Office Furniture Industrial Products						
			Electronics						
			Recycling Fleet Solutions						
			Services						
KFB05141	М	Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following:	Much Better		Drop down, select one	Single	Υ	Multiple Lists Group	Ordering Process
		Product ordering process	Better						
			About the same Worse						
VEDOE142	M	Product pricing	Much Worse			Cingle	V	Multiple Liets	Product Prining
KFB05142	IVI	Product pricing	Much Better		Drop down, select one	Single	[Multiple Lists Group	Product Pricing
			Better About the same	-					
			About the same Worse						
KFB05143	M	Shipping options	Much Worse Much Better			Single	Y	Multiple Lists	Shipping Options
003143	W	Curpping options			Drop down, select one	Unigie		Group	C. apping Options
			Better About the same	-					
			Worse						
			Much Worse						

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		UNICO	DR Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	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	CQ Label
KFB05144	Laber	What primary method did you use to locate information	Basic Search	Н	Radio button, one-up	Single	Y	manactions	Locate Info
		on UNICOR.gov today?			vertical	9			
			Advanced Search	Н					
			Left-hand menu Site map	-{					
			Top navigation bar	-{					
			Bottom navigation bar	jı					
			Links within the page Other	4.					
KFB05145	J	Please describe your method for locating information.	Other	J	Text field, <100 char		Y		OE_Locate Info
KFB05146		Please tell us what your search experience was.	Search results were helpful		Checkbox, one-up vertical	Multi	Y		Search Experience
			Too many results						
			Not enough results No results	-					
			Results were too similar/redundant	1					
			Results were not relevant	1					
			Not sure what words to use Required too many refinements	-					
			Search speed was too slow	1					
			Other	к					
KFB05147	К	Please tell us about your search experience			Text area, no char limit		Y		OE_Other Search
KFB05148	T.	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation		Checkbox, one-up vertical	Multi	Y		Nav Experience
			Site has too many links]					
			Site has too few links	-					
			Links/labels are difficult to understand Often could not determine the best link	+					
			Links did not take me where I expected	1					
			Could not get started or did not know where to begin						
			Had technical difficulties (e.g. broken links, error messages)						
			Navigated to general area but could not find the specific content I needed						
			Could not navigate back to previous information Other	1 .					
KFB05149	L	Please tell us about your navigation experience	Omer	L	Text area, no char limit		Y		OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes		rext area, no char illnit	Single	Y		Find Looking For
				1	Drop down, select one	Ů			, and the second
			No Still looking	M					
AED10808	M	What specifically were you looking for?	Still looking	IVI	Text field, <100 char	Single	N		OE_Spec Look For
AED10808 AED10809		What specifically were you looking for? What government agency/department do you work for?	Department of Agriculture		Drop down, select one	Single Single	Y		Agency Work For
			Department of Commerce Department of Defense Department of Defense Department of Education Department of Health and Human Services Department of Homeland Security Department of Housing and Urban Development Department of Justice Department of Labor Department of State						
			Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Transportation Department of Yeterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other None of the above	A					
AED10810	Α	What agency do you work for?	PROTE OF THE MADUVE		Text field, <100 char	Single	N		Agency
KFB05152		What do you like most about the UNICOR.gov site?					N		Like Most
KFB05153		If you could suggest one improvement to help UNICOR			Text area, no char limit		N		Improvement

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		UNICO	OR Satisfaction Survey CUSTOM QUESTION LIST						
QID	Skip Logic	Accepting Town	Answer Choices	China		Single or	Required	Special	99 Label
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list) Radio button, one-up	Multi	Ý/N	Instructions	CQ Label
KFB05130			Administrative Assistant Contracting Officer/Specialist Program Manager Project Manager End user of UNICOR products Procurement (Buyer, Purchaser, etc.) Researcher / Academic Vendor Competitor Other (Please Specify)	A	vertical	Single	Y		Role
KFB05131	Α	Other Role	C Table (Table)		Text field, <100 char		Y		OE_Role
KFB05132			First time Daily About once per week About once per month Every 6 months or less		Radio button, one-up vertical	Single	Y		Visit Frequency
KFB05133		What kind(s) of information were you looking for when you came to www.unicor.gov today?	UNICOR products Order Status UNICOR corporate information Walvers Event/Tradeshow information programs Other (Please Specify)	G	Checkbox, one-up vertical	Multi	Y		Visit Purpose
KFB05134	G	Other Purpose			Text field, <100 char	Single	Y		OE_Other Purpose
AED10806		Are you visiting UNICOR.gov to conduct market research?	Yes No		Radio button, one-up vertical	Single	Y		Mkt Research
KFB05135		What is your primary reason for visiting UNICOR.gov?	Seeking general information about UNICOR Shop UNICOR products & services Obtain or check order status Other	C,D,E,F,J, M,N C,D,E,F,J, M	Radio button, one-up vertical	Single	Y		Primary Reason
KFB05136	В	Please describe your primary reason for visiting.	Culti		Text field, <100 char		Υ		OE_Primary Reason
AED10807	N	Where are you in the purchase process?	I have no intentions of purchasing UNICOR products Just browsing to see what is available. market research) I am ready to make a purchase from UNICOR		Radio button, one-up vertical	Single	Υ		Cycle
KFB05137	С	How often do you buy from UNICOR?	Weekly or more often Every 1-3 months Every 3-6 months Every 6-12 months Less often than every 12 months		Radio button, one-up vertical	Single	Y		Buy Frequency
KFB05138	D	and services per year?	\$1 - \$10,000 \$10,001 - \$25,000 \$25,001 - \$100,000 \$100,001 - \$250,000 \$250,000 or more None	-	Radio button, one-up vertical	Single	Υ		Annual Spending
KFB05139	E		Online at UNICOR.gov By phone By mail By fax I have not purchased		Checkbox, one-up vertical	Multi	Y		Purchase Method
KFB05140	F	Which UNICOR business group(s) did you purchase or plan to purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services		Checkbox, one-up vertical	Multi	Y		Product Group
KFB05141	М	Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following: Product ordering process	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Ý	Multiple Lists Group	Ordering Process
KFB05142	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single		Multiple Lists Group	Product Pricing
KFB05143	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options

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		UNICO	OR Satisfaction Survey CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or	Required Y/N	Special Instructions	CQ Label
KFB05144		What primary method did you use to locate information	Basic Search	Н	Radio button, one-up	Single	Υ		Locate Info
		on UNICOR.gov today?			vertical	-			
			Advanced Search Left-hand menu	H					
			Site map Top navigation bar	ľ					
			Bottom navigation bar	j.					
			Links within the page Other	ļ.					
KFB05145	J	Please describe your method for locating information.	Other	J	Text field, <100 char		Υ		OE_Locate Info
KFB05146		Please tell us what your search experience was.	Search results were helpful		Checkbox, one-up vertical	Multi	Υ		Search Experience
			Too many results	1					
			Not enough results No results	-					
			Results were too similar/redundant						
			Results were not relevant						
			Not sure what words to use Required too many refinements	-					
			Search speed was too slow						
			Other	К					
KFB05147	К	Please tell us about your search experience			Text area, no char limit		Y		OE_Other Search
KFB05148	T.	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation		Checkbox, one-up vertical	Multi	Y		Nav Experience
			Site has too many links						
			Site has too few links Links/labels are difficult to understand	-					
			Often could not determine the best link	1					
			Links did not take me where I expected	1					
			Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages)						
			Navigated to general area but could not find the specific content I needed						
			Could not navigate back to previous information Other						
KFB05149	L	Please tell us about your navigation experience			Text area, no char limit		Y		OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes			Single	Y		Find Looking For
			No	м	Drop down, select one				
AED10808	M	What specifically were you looking for?	Still looking	М	Text field, <100 char	Single	N		OE_Spec Look For
AED10809	IVI		Department of Agriculture		Drop down, select	Single	Y		Agency Work For
			Department of Commerce Department of Defense Department of Education Department of Health and Human Services Department of Health and Human Services Department of Housing and Urban Development Department of Justice Department of State Department of State Department of State Department of the Interior Department of the Treasury Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt Other None of the above	A	one Section 1				
AED10810 KFB05152		What agency do you work for? What do you like most about the UNICOR.gov site?			Text field, <100 char	Single	N N		Agency Like Most
KFB05153		If you could suggest one improvement to help UNICOR			Text area, no char limit		N		Improvement
IVI D00100		make this site better, what would it be?			Text area, no char limit		14		mprovement

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LIMICOD Satio	faction Survey	CHISTOMIO	HESTION LIST

		UNICC	R Satisfaction Survey CUSTOM QUESTION LIST						
	Skip								
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB05130		Which best describes you?	Contracting Officer -> Contracting Officer/Specialist Program Manager Project Manager End user -> End user of UNICOR products Procurement Buyer, Purchaser, etc.) Researcher / Academic Vendor Competitor		Radio button, one-up vertical	Single	Y		Role
KFB05131	Α	Other Role	Other (Please Specify)	Α	Text field, <100 char		Y		OE_Role
KFB05132	A	How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month Every 6 months or less		Radio button, one-up vertical	Single	Y		Visit Frequency
KFB05133			UNICOR products Order Status UNICOR corporate information Waivers Event/Tradeshow information Inmate training and transition programs	-	Checkbox, one-up vertical	Multi	Y		Visit Purpose
KFB05134	G	Other Purpose	Other (Please Specify)	G	Text field, <100 char	Single	Y		OE_Other Purpose
500204	J	Are you visiting UNICOR.gov to conduct market research?	Yes No		Radio button, one-up vertical	Single	Y		Mkt Research
KFB05135			Seeking general information about UNICOR Shop UNICOR products & services Obtain or check order status	C,D,E,F,J, M,N C,D,E,F,J,	Radio button, one-up vertical	Single	Y		Primary Reason
VEDOE100			Other	В					05.0
KFB05136	N N	Please describe your primary reason for visiting. Where are you in the purchase process?	I have no intentions of purchasing UNICOR products Just browsing to see what is available, market research) Law ready to make a purchase from UNICOR		Text field, <100 char Radio button, one-up vertical	Single	Y		OE_Primary Reason Cycle
KFB05137	С	How often do you buy from UNICOR?	Weekly or more often Every 1-3 months Every 3-6 months Every 6-12 months Less often than every 12 months		Radio button, one-up vertical	Single	Y		Buy Frequency
KFB05138	D	and services per year?	\$1 - \$10,000 \$10,001 - \$25,000 \$25,001 - \$100,000 \$25,001 - \$255,000 \$250,000 or more None	-	Radio button, one-up vertical	Single	Y		Annual Spending
KFB05139	E	What method(s) do you use when purchasing from UNICOR?	Online at UNICOR.gov By phone By mail By fax I have not purchased		Checkbox, one-up vertical	Multi	Y		Purchase Method
KFB05140	F	plan to purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services		Checkbox, one-up vertical	Multi	Y		Product Group
KFB05141	М	Compared to other online shopping experiences, how would you rate UNICOR.gov on each of the following: Product ordering process	Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Ordering Process
KFB05142	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options

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		UNICO	OR Satisfaction Survey CUSTOM QUESTION LIST						
QID	Skip Logic		Answer Choices			Single or	Required	Special	
(Group ID) KFB05144	Label	Question Text What primary method did you use to locate information	(limited to 50 characters) Basic Search	Skip to	Type (select from list) Radio button, one-up	Multi Single	Ý/N Y	Instructions	CQ Label Locate Info
		on UNICOR.gov today?	Advanced Search	L	vertical				
			Left-hand menu	ſ					
			Site map Top navigation bar	ł					
			Bottom navigation bar	1					
			Links within the page Other J						
KFB05145 KFB05146	J H	Please describe your method for locating information. Please tell us what your search experience was.	Search results were helpful		Text field, <100 char Checkbox, one-up	Multi	Y		OE_Locate Info Search Experience
		,	· ·	1	vertical				
			Too many results Not enough results	1					
			No results Results were too similar/redundant						
			Results were not relevant	1					
			Not sure what words to use Required too many refinements	1					
			Search speed was too slow Other	к					
KFB05147	К	Please tell us about your search experience		<u> </u>			Y		OE_Other Search
KFB05148	- 1	Please describe your navigation experience on	Had no difficulty with the navigation		Text area, no char limit Checkbox, one-up	Multi	Y		Nav Experience
		UNICOR.gov today.	Site has too many links		vertical				
			Site has too few links	1					
			Links/labels are difficult to understand Often could not determine the best link	1					
			Links did not take me where I expected Could not get started or did not know where to begin	1					
			Had technical difficulties (e.g. broken links, error messages)	1					
			Navigated to general area but could not find the specific	-					
			content I needed Could not navigate back to previous information	-					
	05149 L Please tell us ai		Other	L					
KFB05149		Please tell us about your navigation experience					Y		OE_Other Nav
		r loade ton as about your navigation experience			Text area, no char limit				
KFB05149		Did you find what you were looking for?	Yes			Single	Y		Find Looking For
			No	M	Text area, no char limit Drop down, select one	Single	Y		
KFB05150	M	Did you find what you were looking for? What specifically were you looking for?	No Still looking	M M	Drop down, select one Text field, <100 char	Single	N		Find Looking For OE Spec Look For
			No			Single Single	Y N Y		
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency	No Still looking		Drop down, select one Text field, <100 char Radio button, scale,	Single	N		Find Looking For OE Spec Look For Encouragement of
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency	No Still looking		Drop down, select one Text field, <100 char Radio button, scale,	Single	N		Find Looking For OE Spec Look For Encouragement of
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency	No Still looking		Drop down, select one Text field, <100 char Radio button, scale,	Single	N		Find Looking For OE Spec Look For Encouragement of
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency	No Still looking		Drop down, select one Text field, <100 char Radio button, scale,	Single	N		Find Looking For OE Spec Look For Encouragement of
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency	No Still looking 1=Poer 2 3 4 5 6 7 8 9		Drop down, select one Text field, <100 char Radio button, scale,	Single	N		Find Looking For OE Spec Look For Encouragement of
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency	No Still looking		Drop down, select one Text field, <100 char Radio button, scale,	Single	N		Find Looking For OE Spec Look For Encouragement of
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency	No Still looking 1=Poor 2 3 4 5 6 7 8 9 10=Execilent		Drop down, select one Text field, <100 char Radio button, scale,	Single	N		Find Looking For OE Spec Look For Encouragement of
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poer 2 3 4 5 6 7 8 9 19-Excellent Department of Agriculture Department of Commerce		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't Know Department of Agriculture		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 5 6 7 8 9 10=Execilent Don't Know Department of Agriculture Department of Defense Department of Defense Department of Defense Department of Health and Human Services		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poer 2 3 4 5 6 7 8 9 9-Seellent Don't Know Department of Agriculture Department of Agriculture Department of Defense Department of Health and Human Services Department of Health and Human Services Department of Howards Dep		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 4 5 6 7 8 9 9 10=Excellent Pont Know Department of Agriculture Department of Commerce Department of Education Department of Education Department of Homeland Security		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 5 6 7 8 9 19=Excellent Don't Know Department of Agriculture Department of Defense Department of Education Department of Health and Human Services Department of Homeland Security Department of Housing and Urban Development Department of Justice		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking i=Poor a a 4 5 6 7 8 9 10=Execilent Bon't Know Department of Agriculture Department of Commerce Department of Defense Department of Education Department of Homeland Security Department of Homeland Security Department of Housing and Urban Development Department of Justice Department of Justice Department of Justice Department of State Department of State Department of State Department of State Department of the Interior Department of the Interior Department of the Treasury		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 5 6 6 7 8 9 9 10=Excellent Bont Know Department of Agriculture Department of Commerce Department of Defense Department of Health and Human Services Department of Homeland Security Department of Justice Department of Justice Department of State Department of State Department of State		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 5 6 7 2 8 9 9 10=Execilent Poort throw Department of Agriculture Department of Agriculture Department of Defense Department of Education Department of Housing and Urban Development Department of Housing and Urban Development Department of Labor Department of Labor Department of Ustice Department of Housing and Urban Development Department of Ustice Depa		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 5 6 7 2 9 16=Excellent Bont Know Department of Agriculture Department of Jediculture Department of Jediculture Department of Health and Human Services Department of Homeland Security Department of Homeland Security Department of Homeland Security Department of Justice Department of Labor Department of I state Department of the Treasury Department of Transportation		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 5 6 6 7 8 9 9 10=Excellent Bont Know Department of Agriculture Department of Agriculture Department of Defense Department of Education Department of Health and Human Services Department of Homeland Security Department of Homeland Security Department of Homeland Security Department of Liste Department of Liste Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Independent Agencies Judicial Branch		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poor 2 3 4 4 5 6 6 7 8 9 9 10=Excellent Don't Know Department of Agriculture Department of Agriculture Department of Education Department of Education Department of Health and Human Services Department of Homeland Security Department of Homeland Security Department of I stude to Department of Looking and Urban Development Department of I stude to Department of Transportation Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor Quasi Official INTNL & Non Govt	M	Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen-participation-in-government. What government agency/department do you work for?	No Still looking i=Poor a a 4 5 6 7 8 9 10=Execilent Bon't Know Department of Agriculture Department of Agriculture Department of Defense Department of Defense Department of Housing and Human Services Department of Homeland Security Department of Housing and Urban Development Department of I dusing and Urban Development Department of I state Department of State Department of I state Department of State Department of State Department of Veterans Affairs Executive Office of the President Federal Legislative Branch Independent Agencies Judicial Branch Private Vendor		Drop down, select one Text field, <100 char Radio button, -scale; has-don't know	Single Single	N ¥		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150		Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen participation in government.	No Still looking 1=Poer 2 3 4 5 6 7 8 9 9-Seellent Don't Know Department of Agriculture Department of Agriculture Department of Defense Department of Health and Human Services Department of Housing and Urban Development Department of Itabor Department	M	Drop down, select one Text field, <100 char Radio button, -seale; has-don't know Drop down, select one	Single Single	N		Find Looking For OE Spec Look For Encouragement of Participation
KFB05150	M	Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages citizen-participation-in-government. What government agency/department do you work for?	No Still looking 1=Poer 2 3 4 5 6 7 8 9 9-Seellent Don't Know Department of Agriculture Department of Agriculture Department of Defense Department of Health and Human Services Department of Housing and Urban Development Department of Itabor Department	M	Drop down, select one Text field, <100 char Radio button, scale; has don't know Drop down, select one Text field, <100 char	Single Single	N ¥		Find Looking For OE Spec Look For Encouragement of Participation Agency Work For
KFB05150 KFB05151	A	Did you find what you were looking for? What specifically were you looking for? Please rate your impression of how well this agency encourages oitizen-participation-in-government. What government agency/department do you work for? What agency do you work for?	No Still looking 1=Poer 2 3 4 5 6 7 8 9 9-Seellent Don't Know Department of Agriculture Department of Agriculture Department of Defense Department of Health and Human Services Department of Housing and Urban Development Department of Itabor Department	M	Drop down, select one Text field, <100 char Radio button, -seale; has-don't know Drop down, select one	Single Single Single	Y		Find Looking For OE: Spec Look For Encouragement of Participation Agency Work For

UNICOR Satisfaction Survey
MID: BY5UEQMxZp8t0gYl1Ichlw==
Date: 7/22/2009

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blue + -->: REWORDING

		- Chicor S	atisfaction Survey CUSTOM QUESTION I						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructions	CQ Label
FB05130		Which best describes you?	Brogram Managar		Radio button, one-up vertical	Single	Y		Role
FB02130		which describes you?	Program Manager Contracting Officer Project Manager End user Researcher / Academic Competitor		vertical	Single	Y		Role
			Other (Please Specify)	Α					
(FB05131 (FB05132	Α	Other Role	First times		Text field, <100 char	Cinala	Y		OE_Role
.FB05132		How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month		Radio button, one-up vertical	Single	Y		Visit Frequency
(FB05133		M/h at hind(a) of information was a value landing for when	Every 6 months or less UNICOR products		Obserbless	Multi	Y		Visit Purpose
500100		What kind(s) of information were you looking for when you came to www.unicor.gov today?	Order Status UNICOR corporate information Waivers EventTradeshow information Inmate training and transition programs Other (Please Specify)	G	Checkbox, one-up vertical	- Tolid			. Sicr dipose
KFB05134	G	Other Purpose	, , , , , , , , , , , , , , , , , , , ,		Text field, <100 char	Single	Υ		OE_Other Purpose
(FB05135			Seeking general information about UNICOR Shop UNICOR products & services Obtain or check order status Other	C,D,E,F,M C,D,E,F,M B	Radio button, one-up vertical	Single	Y		Primary Reason
(FB05136	В	Please describe your primary reason for visiting.			Text field, <100 char		Υ		OE_Primary Reason
KFB05137	С	How often do you buy from UNICOR?	Weekly or more often Every 1-3 months Every 3-6 months Every 6-12 months Less often than every 12 months		Radio button, one-up vertical	Single	Y		Buy Frequency
(FB05138	D	and services per year?	\$1 - \$10,000 \$1 0,001 - \$25,000 \$25,001 - \$100,000 \$100,001 - \$250,000 \$250,000 or more		Radio button, one-up vertical	Single	Y		Annual Spending
(FB05139	Е	UNICOR?	Online at UNICOR.gov By phone By mail By fax I have not purchased		Checkbox, one-up vertical	Multi	Y		Purchase Method
KFB05140	F	Which UNICOR business group(s) did you purchase or plan to purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services		Checkbox, one-up vertical	Multi	Y		Product Group
(FB05141	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Ordering Process
FB05142	М		Much Better Better About the same		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing

UNICOR Satisfaction Survey

MID: BY5UEQMxZp8t0gYl1Ichlw==

Date: 7/22/2009

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		UNICOR S	atisfaction Survey CUSTOM QUESTION L	IST					
QID (Group ID)	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	CQ Label
			Worse						
			Much Worse						
KFB05143	М		Much Better Better About the same Worse Much Worse		Drop down, select one	Single		Multiple Lists Group	Shipping Options

UNICOR Satisfaction Survey

MID: BY5UEQMxZp8t0gYl1Ichlw==

Date: 7/22/2009

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		UNICOR S	atisfaction Survey CUSTOM QUESTION I	JIST					
QID	Skip Logic		Answer Choices				Required	Special	
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Instructions	CQ Label
KFB05144		What primary method did you use to locate information on UNICOR.gov today?	Basic Search Advanced Search Left-hand menu Site map Top navigation bar Bottom navigation bar Links within the page Other	H 	Radio button, one-up vertical	Single	Y		Locate Info
KFB05145	J	Please describe your method for locating information.	Calci		Text field, <100 char		Υ		OE Locate Info
KFB05146	Н	Please tell us what your search experience was.	Search results were helpful Too many results Not enough results No results Results were too similar/redundant Results were not relevant Not sure what words to use Required too many refinements Search speed was too slow Other	K	Checkbox, one-up vertical	Multi	Y		Search Experience
KFB05147	К	Please tell us about your search experience					Υ		OE_Other Search
KFB05148	I	Please describe your navigation experience on UNICOR.gov today.	Had no difficulty with the navigation Site has too many links Site has too few links Links/labels are difficult to understand Often could not determine the best link Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Navigated to general area but could not find the specific content I needed Could not navigate back to previous information Other	L	Text area, no char limit Checkbox, one-up vertical	Multi	Y		Nav Experience
KFB05149	L	Please tell us about your navigation experience			Text area, no char limit		Y		OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes No Still looking		Drop down, select one	Single	Y		Find Looking For
KFB05151		Please rate your impression of how well this agency encourages citizen participation in government.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't Know		Radio button, scale, has don't know	Single	Y		Encouragement of Participation
KFB05152		What do you like most about the UNICOR.gov site?			Text area, no char limit		N		Like Most
KFB05153		If you could suggest one improvement to help UNICOR make this site better, what would it be?			Text area, no char limit		N		Improvement

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UNICOR Satisfaction Su	vey CUSTOM (QUESTION LIST
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			UNICOR Satisfaction Survey CUSTOM QUESTION LIST					
QID Group ID)	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
		Which best describes you?	Program Manager		Radio button, one-up vertical	Single	Y	
			Contracting Officer					
			Project Manager					
			End user Researcher / Academic					
			Competitor					
			Other (Please Specify)	A				
	Α	Other Role			Text field, <100 char		Y	
		How frequently do you visit UNICOR.gov?	First time		Radio button, one-up vertical	Single	Y	
			Daily					
			About once per week About once per month					
			Every 6 months or less					
		What kind(s) of information were you looking for when you came to				Multi	Υ	
		www.unicor.gov today?	ONICON products		Checkbox, one-up vertical	Ividiti	'	
			Order Status					
			UNICOR corporate information					
			Waivers					
			Event/Tradeshow information					
			Inmate training and transition programs					
	0	Other Purpose	Other (Please Specify)	G	Text field. <100 char	Single	V	
	G	What is your primary reason for visiting UNICOR.gov?	Seeking general information about UNICOR		Radio button, one-up vertical	Single	N	
		What is your primary reason for visiting divicory.gov:	Shop UNICOR products & services	C,D,E,F,M	radio battori, oric up vertical	Sirigie	'`	
			Obtain or check order status	C,D,E,F,M				
			Other	В				
	В	Please describe your primary reason for visiting.			Text field, <100 char		Υ	
	С	How often do you buy from UNICOR?	Weekly or more often		Radio button, one-up vertical	Single	Υ	
			Every 1-3 months					
			Every 3-6 months					
			Every 6-12 months Less often than every 12 months					
	D	How much do you typically spend on UNICOR products and	\$1 - \$10,000			Single	V	
		services per year?	ψ1 ψ10,000		Radio button, one-up vertical	Singic	ľ	
			\$1 0,001- \$25,000					
			\$25,001 - \$100,000					
			\$100,001 - \$250,000					
			\$250,000 or more None					
	_	What method(s) do you use when purchasing from UNICOR?	Online at UNICOR.gov		Checkbox, one-up vertical	Multi	V	
	_	What method(s) do you use when purchasing from officore	By phone		Checkbox, one up vertical	Ividiti	'	
			By mail					
			By fax					
			I have not purchased					
	F	Which UNICOR business group(s) did you purchase or plan to	Clothing & Textiles		Sharillan and a	Multi	Y	
		purchase products and services from?	Office Functions		Checkbox, one-up vertical			
			Office Furniture Industrial Products					
			Electronics					
			Recycling					
			Fleet Solutions					
			Services					
	M	Compared to other online shopping experiences, how would you				Single	Υ	Multiple Lists G
		rate UNICOR.gov on each of the following:			Drop down, select one			
		Product ordering process	Much Better Better					
			About the same					
			Worse					
			Much Worse					
	M	Product pricing	Much Better		Drop down, select one	Single	Υ	Multiple Lists (
			Better					
			About the same					
			Worse					
	14	Chinning options	Much Worse		Drop down, select one	Cinala	V	Multiple Light
	IVI	Shipping options	Much Better Better		Drop down, select one	Single	T	Multiple Lists (
			About the same					

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			UNICOR Satisfaction Survey CUSTOM QUESTION LIST					
QID (Group ID)	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
			Worse Much Worse					

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			UNICOR Satisfaction Survey CUSTOM QUESTION LIST					
QID (Group ID)	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
(Group IZ)	Luboi		Basic Search	Н	Type (select nom list)	Single	Y	mon donono
		UNICÒR.gov today?	Advanced Search Left-hand menu Site map Top navigation bar Bottom navigation bar Links within the page Other	H 	Radio button, one-up vertical	Ü		
	J	Please describe your method for locating information.			Text field, <100 char		Υ	
	Н		Search results were helpful Too many results Not enough results No results Results were too similar/redundant Results were not relevant Not sure what words to use Required too many refinements Search speed was too slow Other	К	Checkbox, one-up vertical	Multi	Y	
	K	Please tell us about your search experience			Text area, no char limit		Y	
			Had no difficulty with the navigation Site has too many links Site has too few links Links/labels are difficult to understand Often could not determine the best link Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Navigated to general area but could not find the specific content I needed Could not navigate back to previous information Other	L	Checkbox, one-up vertical	Multi	Y	
	L	Please tell us about your navigation experience			Text area, no char limit		Y	
			Yes No Still looking		Drop down, select one	Single	Y	
		Please rate your impression of how well this agency encourages citizen participation in government.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't Know		Radio button, scale, has don't know	Single	Y	
		What do you like most about the UNICOR.gov site?			Text area, no char limit		N	
		If you could suggest one improvement to help UNICOR make this site better, what would it be?			Text area, no char limit		N	



25 character limit. Leave blank if you want DOT to fill this part out.

CQ Label

25 character limit. Leave blank if you want DOT to fill this part out.

CQ Label Locate Info

OE_Locate Info
Search Experience

OE_Other Search
Nav Experience

OE_Other Nav
Find Looking For

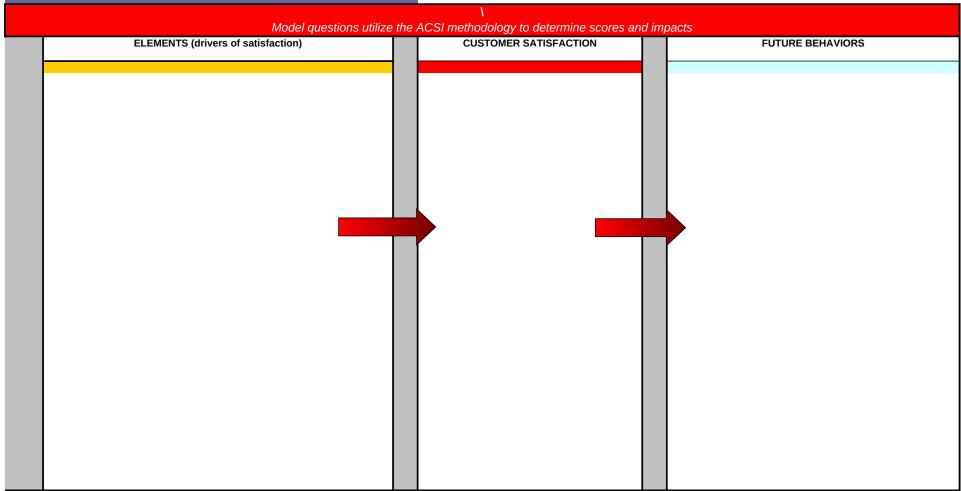
Encouragement of Participation

Like Most Improvement

Model Instance Name: Fill-in Measure Name

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: Fill In Date



Date: 3/1/2008

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

pink: ADDITION

blue + -->: REWORDING

UNICOR Satisfaction Survey CUSTOM QUESTION LIST

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

Date:

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Special Instructions Special Instructions

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UNICOR 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
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
CQ0004445		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	Α	Radio button, one-up vertical	Single
CQ0004446	Α	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004447		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004448	Α	Other primary reason			Text area, no char limit	Single
CQ0004449	В	What type of information were you looking for when researching products for the possible inclusion in a design ?	Spec 3D models Product application Green information Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	С	products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

UNICOR Satisfaction Survey

MID: BY5UEQMxZp8t0gYl1lchlw==

Date: 3/1/2008

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pink: Addition

blue + -->: REWORDING

UNICOR Satisfaction Survey CUSTOM QUESTION LIST

	Skip Logic		Answer Choices			Single or
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi
			Other		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
CQ0004451		How were you primarily seeking information on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Browse by master format feature		· •	
			Other (please specify)	Α		
CQ0004452	Α	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
			No	A,B		_
			Not sure	C,D		
CQ0004454	Α	Why were you not able to find 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			
CQ0004455	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			
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	С	Why were you not sure ?	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			
Q0004457	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		
			Other			
Q0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What other sources 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			1
			4specs			
			Arcat			1
	1		Manufacturers websites			1

Required Y/N Y	Special Instructions
Y	Randomize OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group

Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
N Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
NI	Skip Logic Group
Y Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	