

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 CQ 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.

Model Instance Name:

UNICOR Satisfaction Survey

MID: BY5UEQMxZp8t0gY1lchlhw==

Date: 7/22/2009

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Navigation (1=Poor, 10=Excellent, Don't Know)</p> <p>1 Please rate how well the site is organized.</p> <p>2 Please rate the options available for navigating this site.</p> <p>3 Please rate how well the site layout helps you find what you are looking for.</p> <p>4 Please rate the number of clicks to get where you want on this site.</p>	<p>Satisfaction</p> <p>23 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>24 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)</p> <p>25 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)</p>	<p>Primary Resource (1=Not Very Likely, 10=Very Likely)</p> <p>26 How likely are you to use this site as your primary resource in obtaining products, services, and information from UNICOR?</p> <p>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</p> <p>27 How likely are you to return to this site?</p>
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p> <p>5 Please rate the visual appeal of this site.</p> <p>6 Please rate the balance of graphics and text on this site.</p> <p>7 Please rate the readability of the pages on this site.</p> <p>Site Performance (1=Poor, 10=Excellent, Don't Know)</p> <p>8 Please rate how quickly pages load on this site.</p> <p>9 Please rate the consistency of speed from page to page on this site.</p> <p>10 Please rate the ability to load pages without getting error messages on this site.</p>		<p>Recommend (1=Not Very Likely, 10=Very Likely)</p> <p>28 How likely are you to recommend this site to someone else?</p> <p>Purchase (1=Not Very Likely, 10=Very Likely)</p> <p>29 How likely are you to purchase from UNICOR in the future?</p> <p>Future Participation (1=Very Unlikely, 10=Very Likely)</p> <p>30 How likely are you to express your thoughts or ideas to this agency in the next 90 days?</p> <p>Trust (1=Strongly Disagree, 10=Strongly Agree)</p> <p>31 I can count on this agency to act in my best interests.</p> <p>32 I consider this agency to be trustworthy.</p>
<p>Product Browsing (1=Poor, 10=Excellent, Don't Know)</p> <p>11 Please rate the ability to sort products by criteria that are important to you on this site.</p> <p>12 Please rate the ability to narrow choices to find the product(s) you are looking for on this site.</p> <p>13 Please rate how well the features on the site help you find the product(s) you are looking for.</p>		<p>33 This agency can be trusted to do what is right.</p>
<p>Merchandise (1=Poor, 10=Excellent, Don't Know)</p> <p>14 Please rate the extent to which the products on this website appeal to you.</p> <p>15 Please rate the variety of products offered on this website.</p> <p>16 Please rate the availability of the specific product(s) you were looking for on this site.</p>		
<p>Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)</p> <p>17 Please rate the process for completing task(s) on this site.</p> <p>18 Please rate your impression of the level of security in completing tasks on this site.</p>		
<p>19 Please rate the verification of task completion on this site.</p> <p>Online Transparency (1=Poor, 10=Excellent, Don't Know)</p> <p>20 Please rate how thoroughly this website discloses information about what this agency is doing.</p> <p>21 Please rate how quickly agency information is made available on this website.</p> <p>22 Please rate how well information about this agency's actions can be accessed by the public on this website.</p>		

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
 Date: 08/14/2014

~~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)
KFB05130		Which best describes you?	Contracting/Procurement Official Program Manager/Project Manager/specifyer End user BOP Employee Other		Radio button, one-up vertical
HAR00632 16		Have you visited UNICOR.GOV in the past 12 months?	Yes No		Radio button, one-up vertical
EDO08305		Why are you visiting UNICOR.GOV today?	Purchase products/services Browsing site Other	ABB Y	Radio button, one-up vertical
KFB05136	Y	Please describe your primary reason for visiting.			Text field, <100 char
HAR00632 17	ABB	What information are you seeking?	Technical Information Purchasing Information FPI Program Information Order/Invoice status Establish Vendor/Partnering relationship with UNICOR Answers to questions/Assistance Other	ABC	Drop down, select one
HAR00632 18	ABC	Please describe what information you are seeking.			Text field, <100 char

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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)
KFB05144		What primary method did you use to find information on UNICOR.GOV?	Navigation menus and links	I	Radio button, one-up vertical
			Key word site search	H	
			Other	J	
KFB05145	J	Please describe your method to locate information.			Text field, <100 char
KFB05148	I	Please describe your navigation experience today.	Information was easy to find	AHH	Checkbox, one-up vertical
			Unable to access needed content		
			Links did not take me where I expected		
			Other		
KFB05149	L	Please tell us about your navigation experience			Text area, no char limit
HAR0063219	AHH	Please provide specific paths/links that did not take you to the required information.			Text field, <100 char
KFB05146	H	What was your search experience?	Achieved required information quickly	K	Checkbox, one-up vertical
			Too many results		
			Insufficient or no results		
			Results were not relevant		
			Other		
KFB05147	K	Please tell us about your search experience			Text area, no char limit
KFB05150		Did you find what you were looking for?	Yes	P, Q P, Q	Drop down, select one
			No		
			Still looking		
AED10808	P	What specifically did you look for?			Text field, <100 char
EDO05200	Q	What will you do next?	Try back later	R	Radio button, one-up vertical
			Call or email UNICOR		
			Go to another website		
			Other		
EDO05201	R	Please explain what you will do next.			Text area, no char limit
KFB05153		Please suggest one improvement to help us improve UNICOR.GOV.			Text area, no char limit

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y		Role
Single	Yes		Visit in Twelve Months
Single	Y	Skip Logic Group	Visit Reason
	No	Skip Logic Group	OE Primary Reason
Single	Yes	Skip Logic Group	Info Sought
		Skip Logic Group	Other Info

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	Skip Logic Group	Locate Info
	No	Skip Logic Group	OE_Locate Info
Multi	Y	Skip Logic Group	Nav Experience
	No	Skip Logic Group	OE_Other Nav
		Skip Logic Group	Links
Multi	Y	Skip Logic Group	Search Experience
	No	Skip Logic Group	OE_Other Search
Single	Y	Skip Logic Group	Find Looking For
Single	N	Skip Logic Group	OE_Spec Look For
Single	Y	Skip Logic Group	Do Next
Single	N	Skip Logic Group	Other Do Next
	N		Improvement

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
KFB05130		Which best describes you?	Administrative Assistant Contracting Officer/Specialist Program Manager Project Manager Researcher / Academic Vendor Competitor Procurement (Buyer, Purchaser, etc.) Contracting/Procurement Official Program Manager/Project Manager/specifier End user of UNICOR products BOP Employee Other (Please Specify)	A	Radio button, one-up vertical
KFB05131	A	Other Role			Text field, <100 char
NEW		Have you visited UNICOR.GOV in the past 12 months?	Yes No		Radio button, one-up vertical
KFB05132		How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month About once per quarter About once per year		Radio button, one-up vertical
AED10806		Are you visiting UNICOR.gov to conduct market research?	Yes No		Radio button, one-up vertical
EDO08305		Why are you visiting UNICOR.GOV today? What is your primary reason for visiting UNICOR.gov today?	Purchase products or services products/services Browsing site Browse products or services for a future purchase Seek information Other	N, C, Z, E ABB AB Y	Radio button, one-up vertical
KFB05136	Y	Please describe your primary reason for visiting.			Text field, <100 char
NEW	ABB	What information are you seeking?	Technical Information Purchasing Information FPI Program Information Order/Invoice status Establish Vendor/Partnering relationship with UNICOR Answers to questions/Assistance Other	ABC	Drop down, select one
NEW	ABC	Please describe what information you are seeking.			Text field, <100 char
AED10807	N	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 F F	Radio button, one-up vertical
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
KFB05137	C	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 Never purchased from UNICOR	D, M D, M D, M D, M D, M	Radio button, one-up vertical
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 None		Radio button, one-up vertical
KFB05141	M	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
KFB05142	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one
KFB05143	M	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one
EDO05193	Z	Did you make a purchase on UNICOR.gov today?	Yes No	AA	Radio button, one-up vertical
EDO05194	AA	Why didn't you make a purchase during your visit today?	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 BB	Radio button, one-up vertical
EDO05195	BB	Please explain briefly why you didn't make a purchase during your visit today.			Text area, no char limit
EDO05196	CG	Where do you plan on making your offline purchase?			Text area, no char limit
EDO05197	DD	Why do you prefer to purchase offline?	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 Other	EE	Radio button, one-up vertical
EDO05198	EE	Please explain briefly why you prefer to purchase offline.			Text area, no char limit
EDO05199	FF	Where do you plan on making your online purchase?			Text area, no char limit
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR.gov		Radio button, one-up vertical

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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)
			By phone By mail By fax I have not purchased		
EDO08306	AB	What kind of information are you seeking?	Order status- Waiver- UNICOR corporate information- UNICOR general information- Event/Tradeshow information- Inmate training and transition programs- Other-		Radio button, one up vertical
EDO08307	AG	Please describe what other kind of information you are seeking.		AG	Text field, <=100 char

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
KFB05144		What primary method did you use to find locate information on UNICOR.GOV gov today?	Basic Search Advanced Search Left-hand menu Site map Top navigation bar Bottom navigation bar Links within the page Navigation menus and links Key word site search Other	H H H H H H H I H J	Radio button, one-up vertical
KFB05145	J	Please describe your method to locate for locating information.			Text field, <100 char
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 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 Information was easy to find Unable to access needed content Links did not take me where I expected Other	AH AHH L	Checkbox, one-up vertical
KFB05149	L	Please tell us about your navigation experience			Text area, no char limit
NEW	AHH	Please provide specific paths/links that did not take you to the required information.			Text field, <100 char
EDO08315	AH	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit
KFB05146	H	What was your search experience? Please tell us what your search experience was:	Search results were helpful No results Results were too similar/redundant Not sure what words to use Required too many refinements Search speed was too slow Not enough results Achieved required information quickly Too many results Insufficient or no results Results were not relevant Other	K	Checkbox, one-up vertical
KFB05147	K	Please tell us about your search experience			Text area, no char limit
KFB05150		Did you find what you were looking for?	Yes No Still looking	P, Q P, Q	Drop down, select one
AED10808	P	What specifically did you look for? What specifically were you looking for?			Text field, <100 char
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 Try back later Call or email UNICOR Go to another website Other	R	Radio button, one-up vertical
EDO05201	R	Please briefly explain what you will do next.			Text area, no char limit
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 Homeland Security Department of Housing and Urban Development Department of Justice 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 Other None of the above	S T	Drop down, select one
EDO01703	S	Do you work for the Bureau of Prisons?	Yes No		Radio button, one-up vertical
AED10810	T	What agency do you work for?			Text field, <100 char
KFB05152		What do you like most about the UNICOR.gov site?			Text area, no char limit
KFB05153		Please suggest one improvement to help us improve UNICOR.GOV. If you could suggest one improvement to help UNICOR make this site better, what would it be?			Text area, no char limit

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	OPS-Group	Role
	No	OPS-Group	OE-Role
Single	Yes		Visit in Twelve Months
Single	Y		Visit-Frequency
Single	Y		Mkt-Research
Single	Y	Skip Logic Group	Visit Reason
	No	Skip Logic Group	OE Primary Reason
Single	Yes	Skip Logic Group	Info Sought
		Skip Logic Group	Other Info
Single	Y	Skip-Logic-Group	Cycle
Multi	Y	Skip-Logic-Group	Product-Group
Single	Y	Skip-Logic-Group	Buy-Frequency
Single	Y	Skip-Logic-Group	Annual-Spending
Single	Y	Multiple-Lists-Group	Ordering-Process
Single	Y	Multiple-Lists-Group	Product-Pricing
Single	Y	Multiple-Lists-Group	Shipping-Options
Single	Yes	Skip-Logic-Group	
Single	No	Skip-Logic-Group	
Single	No	Skip-Logic-Group	
Single	No	Skip-Logic-Group	
Single	No	Skip-Logic-Group	
Single	No	Skip-Logic-Group	
Single	No	Skip-Logic-Group	
Single	Y	Skip-Logic-Group	Purchase-Method

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	Skip Logic Group	Kind of Information
	No	Skip Logic Group	OE Information

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y	Skip Logic Group	Locate Info
	No	Skip Logic Group	OE_Locate Info
Multi	Y	Skip Logic Group	Nav Experience
	No	Skip Logic Group	OE_Other Nav
		Skip Logic Group	Links
	No	Skip Logic Group	OE_Other Nav
Multi	Y	Skip Logic Group	Search Experience
	No	Skip Logic Group	OE_Other Search
Single	Y	Skip Logic Group	Find Looking For
Single	N	Skip Logic Group	OE_Spec Look For
Single	Y	Skip Logic Group	Do Next
Single	N	Skip Logic Group	Other Do Next
Single	Y	Skip Logic Group	Agency Work For
Single	Y	Skip Logic Group	Work for BOP
Single	N	Skip Logic Group	Agency
	N		Like Most
	N		Improvement

Model Instance Name:
UNICOR Satisfaction Survey
MID: BY5UEQMxZp8t0gY11chlW==
Date: 1/31/2012

~~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	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 BOP Employee Other (Please Specify)	A	Radio button, one-up vertical	Single	Y	OPS Group	Role
KFB05131	A	Other Role			Text field, <100 char		No	OPS Group	OE Role
KFB05132		How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month About once per quarter About once per year		Radio button, one-up vertical	Single	Y		Visit Frequency
AED10806		Are you visiting UNICOR.gov to conduct market research?	Yes No		Radio button, one-up vertical	Single	Y		Mkt Research
EDO08305		What is your primary reason for visiting UNICOR.gov today?	Purchase products or services Browse products or services for a future purchase Seek information Other	N,C,Z,E A B Y	Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Reason
KFB05136	Y	Please describe your primary reason for visiting.			Text field, <100 char		No	Skip Logic Group	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. Gathering product information for later purchase (Conducting market research) I am ready to make a purchase from UNICOR	F F F F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Cycle
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	Skip Logic Group	Product Group
KFB05137	C	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 Never purchased from UNICOR	D, M D, M D, M D, M D, M	Radio button, one-up vertical	Single	Y	Skip Logic Group	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 None		Radio button, one-up vertical	Single	Y	Skip Logic Group	Annual Spending
KFB05141	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options
EDO05193	Z	Did you make a purchase on UNICOR.gov today?	Yes No		Radio button, one-up vertical	Single	Yes	Skip Logic Group	
EDO05194	AA	Why didn't you make a purchase during your visit today?	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	AA CC, DD FF BB	Radio button, one-up vertical	Single	No	Skip Logic Group	
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	CC	Where do you plan on making your offline purchase?			Text area, no char limit	Single	No	Skip Logic Group	
EDO05197	DD	Why do you prefer to purchase offline?	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 Other		Radio button, one-up vertical	Single	No	Skip Logic Group	
EDO05198	EE	Please explain briefly why you prefer to purchase offline.		EE	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	

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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
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR.gov By phone By mail By fax I have not purchased		Radio button, one-up vertical	Single	Y	Skip Logic Group	Purchase Method
EDO08306	AB	What kind of information are you seeking?	Order status Waiver UNICOR corporate information UNICOR general information Event/Tradeshaw information Inmate training and transition programs Other	AF, AC, AD, AM, AE	Radio button, one-up vertical	Single	Y	Skip Logic Group	Kind of Information
EDO08307	AG	Please describe what other kind of information you are seeking.		AG	Text field, <100 char		No	Skip Logic Group	OE_Information
EDO08308	AF	Which UNICOR business group(s) did you purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Product Group
EDO08309	AG	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	Skip Logic Group	Order_Buy Freq
EDO08310	AD	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 None		Radio button, one-up vertical	Single	Y	Skip Logic Group	Order_Annual Spend
EDO08311	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 Worse Much Worse		Drop-down, select one	Single	Y	Multiple Lists Group	Order_Ordering Proc
EDO08312	AM	Product pricing	Much Better Better About the same Worse Much Worse		Drop-down, select one	Single	Y	Multiple Lists Group	Order_Product Pricing
EDO08313	AM	Shipping options	Much Better Better About the same Worse Much Worse		Drop-down, select one	Single	Y	Multiple Lists Group	Order_Shipping Options
EDO08314	AE	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	Y	Skip Logic Group	Purchase Method

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
 Date: 1/31/2012

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	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 Top navigation bar Bottom navigation bar Links within the page Other	H H H H H H H H H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		No	Skip Logic Group	OE_Locate Info
KFB05146	H	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	Skip Logic Group	Search Experience
KFB05147	K	Please tell us about your search experience			Text area, no char limit		No	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 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 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		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 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?			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	Y	Skip Logic Group	
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 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 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	S T	Drop down, select one	Single	Y	Skip Logic Group	Agency Work For
EDO01703	S	Do you work for the Bureau of Prisons?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Work for BOP
AED10810	T	What agency do you work for?			Text field, <100 char	Single	N	Skip Logic Group	Agency
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

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
 Date: 5/6/2011

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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	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 SCOR Employee Other (Please Specify)	A	Radio button, one-up vertical	Single	Y	OPS Group	Role
KFB05131	A	Other Role			Text field, <100 char		No	OPS Group	OE_Role
KFB05132		How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month About once per quarter About once per year		Radio button, one-up vertical	Single	Y		Visit Frequency
AED10806		Are you visiting UNICOR.gov to conduct market research?	Yes No		Radio button, one-up vertical	Single	Y		Mkt Research
EDO08305		What is your primary reason for visiting UNICOR.gov today?	Purchase products or services Browse products or services for a future purchase Seek information Other	N,C,Z,E AB Y	Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Reason
KFB05136	Y	Please describe your primary reason for visiting.			Text field, <100 char		No	Skip Logic Group	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. Gathering product information for later purchase (Conducting market research) I am ready to make a purchase from UNICOR	F F F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Cycle
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	Skip Logic Group	Product Group
KFB05137	C	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 Never purchased from UNICOR	D, M D, M D, M D, M D, M	Radio button, one-up vertical	Single	Y	Skip Logic Group	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 None		Radio button, one-up vertical	Single	Y	Skip Logic Group	Annual Spending
KFB05141	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options
EDO05193	Z	Did you make a purchase on UNICOR.gov today?	Yes No	AA	Radio button, one-up vertical	Single	Yes	Skip Logic Group	
EDO05194	AA	Why didn't you make a purchase during your visit today?	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 BB	Radio button, one-up vertical	Single	No	Skip Logic Group	
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	CC	Where do you plan on making your offline purchase?			Text area, no char limit	Single	No	Skip Logic Group	
EDO05197	DD	Why do you prefer to purchase offline?	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 Other	EE	Radio button, one-up vertical	Single	No	Skip Logic Group	
EDO05198	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	

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
 Date: 5/6/2011

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 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	Special Instructions	CQ Label
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR.gov By phone By mail By fax I have not purchased		Radio button, one-up vertical	Single	Y	Skip Logic Group	Purchase Method
EDO08306	AB	What kind of information are you seeking?	Order status Waiver UNICOR corporate information UNICOR general information Event/Tradeshaw information Inmate training and transition programs Other	AF, AC, AD, AM, AE AG	Radio button, one-up vertical	Single	Y	Skip Logic Group	Kind of Information
EDO08307	AG	Please describe what other kind of information you are seeking.			Text field, <100 char		No	Skip Logic Group	OE_Information
EDO08308	AF	Which UNICOR business group(s) did you purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Product Group
EDO08309	AC	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	Skip Logic Group	Order_Buy Freq
EDO08310	AD	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 None		Radio button, one-up vertical	Single	Y	Skip Logic Group	Order_Annual Spend
EDO08311	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 Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Order_Ordering Proc
EDO08312	AM	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Order_Product Pricing
EDO08313	AM	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Order_Shipping Options
EDO08314	AE	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	Y	Skip Logic Group	Purchase Method

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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
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 H H H H H H H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		No	Skip Logic Group	OE_Locate Info
KFB05146	H	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	Skip Logic Group	Search Experience
KFB05147	K	Please tell us about your search experience			Text area, no char limit		No	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 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 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		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 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?			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	Y	Skip Logic Group	
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 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 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	S T	Drop down, select one	Single	Y	Skip Logic Group	Agency Work For
EDO01703	S	Do you work for the Bureau of Prisons?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Work for BOP
AED10810	T	What agency do you work for?			Text field, <100 char	Single	N	Skip Logic Group	Agency
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

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlw==
 Date: 11/23/2010

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	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	OPS Group	Role
KFB05131	A	Other Role		A	Text field, <100 char		Y	OPS Group	OE Role
KFB05132		How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month About once per quarter About once per year		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 Waivers Event/Tradeshaw information Inmate training and transition programs Other (Please Specify)	B	Checkbox, one-up vertical	Multi	Y	OPS Group	Visit Purpose
KFB05134	B	Other Purpose			Text field, <100 char	Single	Y	OPS Group	OE-Other Purpose
AED10806		Are you visiting UNICOR.gov to conduct market research?	Yes No		Radio button, one-up vertical	Single	Y		Mkt Research
EDO08305		What is your primary reason for visiting UNICOR.gov today?	Purchase products or services Browse products or services for a future purchase Seek information Other	N,C,Z,E D,F,M AB Y	Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Reason
KFB05136	Y	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 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 F F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Cycle
KFB05140	E	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	Skip Logic Group	Product Group
KFB05137	C	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 Never purchased from UNICOR	D, M D, M D, M D, M D, M	Radio button, one-up vertical	Single	Y	Skip Logic Group	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 None		Radio button, one-up vertical	Single	Y	Skip Logic Group	Annual Spending
KFB05141	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options
EDO05193	Z	Did you make a purchase on UNICOR.gov today?	Yes No		Radio button, one-up vertical	Single	Yes	Skip Logic Group	
EDO05194	AA	Why didn't you make a purchase during your visit today?	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	AA CC, DD FF BB	Radio button, one-up vertical	Single	No	Skip Logic Group	
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	CC	Where do you plan on making your offline purchase?			Text area, no char limit	Single	No	Skip Logic Group	
EDO05197	DD	Why do you prefer to purchase offline?	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		Radio button, one-up vertical	Single	No	Skip Logic Group	

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
 Date: 11/23/2010

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 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	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 Other	EE					
EDO05198	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	
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR.gov By phone By mail By fax I have not purchased		Checkbox, one-up vertical	Single	Y	Skip Logic Group	Purchase Method
EDO08306	AB	What kind of information are you seeking?	Order status Waiver UNICOR corporate information UNICOR general information Event/Tradeshaw information Inmate training and transition programs Other	AF, AC, AD, AM, AE AG	Checkbox, one-up vertical	Single	r	Skip Logic Group	Kind of Information
EDO08307	AG	Please describe what other kind of information you are seeking			Text field, <100 char		Y	Skip Logic Group	DE_Information
EDO08308	AF	Which UNICOR business group(s) did you purchase products and services from?	Clothing & Textiles Office Furniture Industrial Products Electronics Recycling Fleet Solutions Services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Product Group
EDO08309	AC	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	Skip Logic Group	Order_Buy Freq
EDO08310	AD	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 None		Radio button, one-up vertical	Single	Y	Skip Logic Group	Order_Annual Spend
EDO08311	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 Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Order_Ordering Proc
EDO08312	AM	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Order_Product Pricing
EDO08313	AM	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Order_Shipping Options
EDO08314	AE	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR.gov By phone By mail By fax		Checkbox, one-up vertical	Single	Y	Skip Logic Group	Purchase Method
KFB05135		What is your primary reason for visiting UNICOR.gov?	Browse UNICOR products and services Seeking general information about UNICOR Shop UNICOR products & services Obtain or check order status Request a waiver Other	C, D, E, F, J, M, N, Z C, D, E, F, J, M	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Reason

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
 Date: 11/23/2010

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 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	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 Top navigation bar Bottom navigation bar Links within the page Other	H H I J	Radio button, one-up vertical	Single	Y	Skip Logic Group	Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y	Skip Logic Group	OE_Locate Info
KFB05146	H	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	Skip Logic Group	Search Experience
KFB05147	K	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 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 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
EDO08315	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
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?			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 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 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	S T	Drop down, select one	Single	Y	Skip Logic Group	Agency Work For
EDO01703	S	Do you work for the Bureau of Prisons?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Work for BOP
AED10810	T	What agency do you work for?			Text field, <100 char	Single	N	Skip Logic Group	Agency
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

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlw==
 Date: 8/13/2010

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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	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	OPS Group	Role
KFB05131	A	Other Role		A	Text field, <100 char		Y	OPS Group	OE_Role
KFB05132		How frequently do you visit UNICOR.gov?	First time Daily About once per week About once per month About once per quarter About once per year 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 Waivers Event/Tradeshaw information Inmate training and transition programs Other (Please Specify)	B	Checkbox, one-up vertical	Multi	Y	OPS Group	Visit Purpose
KFB05134	B	Other Purpose			Text field, <100 char	Single	Y	OPS Group	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?	Browse UNICOR products and services Seeking general information about UNICOR Shop UNICOR products & services Obtain or check order status Request a waiver Other	C,D,E,F,J, M,N,Z C,D,E,F,J, M Y	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Reason
KFB05136	Y	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 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	Skip Logic Group	Cycle
KFB05137	C	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 Never purchased from UNICOR		Radio button, one-up vertical	Single	Y	Skip Logic Group	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 None		Radio button, one-up vertical	Single	Y	Skip Logic Group	Annual Spending
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	Online at UNICOR.gov By phone By mail By fax I have not purchased		Checkbox, one-up vertical	Single	Y	Skip Logic Group	Purchase Method
EDO05193	Z	Did you make a purchase on UNICOR.gov today?	Yes No		Radio button, one-up vertical	Single	Yes	Skip Logic Group	
EDO05194	AA	Why didn't you make a purchase during your visit today?	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	AA CC, DD FF BB	Radio button, one-up vertical	Single	No	Skip Logic Group	
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	CC	Where do you plan on making your offline purchase?			Text area, no char limit	Single	No	Skip Logic Group	
EDO05197	DD	Why do you prefer to purchase offline?	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 Other		Radio button, one-up vertical	Single	No	Skip Logic Group	
EDO05198	EE	Please explain briefly why you prefer to purchase offline.		EE	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	
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	Skip Logic Group	Product Group

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 UNICOR Satisfaction Survey
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KFB05141	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	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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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 H I I I I I J	Radio button, one-up vertical	Single	Y	Skip Logic Group	Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y	Skip Logic Group	OE_Locate Info
KFB05146	H	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	Skip Logic Group	Search Experience
KFB05147	K	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 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	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	P	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 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 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	B A	Drop down, select one	Single	Y	Skip Logic Group	Agency Work For
EDO01703	B	Do you work for the Bureau of Prisons?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Work for BOP
AED10810	A	What agency do you work for?			Text field, <100 char	Single	N	Skip Logic Group	Agency
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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KFB05131	A	Other Role		A	Text field, <100 char		Y		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 Waivers Event/Tradeshaw information Inmate training and transition programs Other (Please Specify)		Checkbox, one-up vertical	Multi	Y		Visit Purpose
KFB05134	G	Other Purpose		G	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?	Browse UNICOR products and services Seeking general information about UNICOR Shop UNICOR products & services Obtain or check order status Request a waiver Other	C,D,E,F,J,M,N C,D,E,F,J,M	Radio button, one-up vertical	Single	Y		Primary Reason
KFB05136	B	Please describe your primary reason for visiting.		B	Text field, <100 char		Y		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	C	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 None		Radio button, one-up vertical	Single	Y		Annual Spending
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	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	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	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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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 Top navigation bar Bottom navigation bar Links within the page Other	H H I I I I I J	Radio button, one-up vertical	Single	Y		Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y		OE_Locate Info
KFB05146	H	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		Checkbox, one-up vertical	Multi	Y		Search Experience
KFB05147	K	Please tell us about your search experience		K	Text area, no char limit		Y		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		Checkbox, one-up vertical	Multi	Y		Nav Experience
KFB05149	L	Please tell us about your navigation experience		L	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
AED10808	M	What specifically were you looking for?		M M	Text field, <100 char	Single	N		OE_Spec Look For
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 Homeland Security Department of Housing and Urban Development Department of Justice 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 Other None of the above		Drop down, select one	Single	Y		Agency Work For
EDO01703		Do you work for the Bureau of Prisons?	Yes No		Radio button, one-up vertical	Single	Y		Work for BOP
AED10810	A	What agency do you work for?			Text field, <100 char	Single	N		Agency
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

Model Instance Name: UNICOR Satisfaction Survey
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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	A	Other Role		A	Text field, <100 char		Y		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 Waivers Event/Tradeshaw 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 Other	C,D,E,F,J,M,N C,D,E,F,J,M B	Radio button, one-up vertical	Single	Y		Primary Reason
KFB05136	B	Please describe your primary reason for visiting.			Text field, <100 char		Y		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	C	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 None		Radio button, one-up vertical	Single	Y		Annual Spending
KFB05139	E	What is the primary method you use when purchasing from UNICOR?	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	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	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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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 H I I I I I J	Radio button, one-up vertical	Single	Y		Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y		OE_Locate Info
KFB05146	H	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		Checkbox, one-up vertical	Multi	Y		Search Experience
KFB05147	K	Please tell us about your search experience		K	Text area, no char limit		Y		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		Checkbox, one-up vertical	Multi	Y		Nav Experience
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AED10808	M	What specifically were you looking for?		M M	Text field, <100 char	Single	N		OE_Spec Look For
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 Homeland Security Department of Housing and Urban Development Department of Justice 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 Other None of the above		Drop down, select one	Single	Y		Agency Work For
AED10810	A	What agency do you work for?		A	Text field, <100 char	Single	N		Agency
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KFB05134	G	Other Purpose		G	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		Radio button, one-up vertical	Single	Y		Primary Reason
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KFB05139	E	What method(s) do you use when purchasing from UNICOR? -> What is the primary method 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 --> Single	Y		Purchase Method
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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		Checkbox, one-up vertical	Multi	Y		Nav Experience
KFB05149	L	Please tell us about your navigation experience		L	Text area, no char limit		Y		OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes No Still looking	M M	Drop down, select one	Single	Y		Find Looking For
AED10808	M	What specifically were you looking for?			Text field, <100 char	Single	N		OE_Spec Look For
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 Homeland Security Department of Housing and Urban Development Department of Justice 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 Other None of the above		Drop down, select one	Single	Y		Agency Work For
AED10810	A	What agency do you work for?		A	Text field, <100 char	Single	N		Agency
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

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
 Date: 1/6/2010

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	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	A	Other Role		A	Text field, <100 char		Y		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 Waivers Event/Tradeshaw information Inmate training and transition programs Other (Please Specify)		Checkbox, one-up vertical	Multi	Y		Visit Purpose
KFB05134	G	Other Purpose		G	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		Radio button, one-up vertical	Single	Y		Primary Reason
KFB05136	B	Please describe your primary reason for visiting.			Text field, <100 char		Y		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	C	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 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	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	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY1lchlW==
 Date: 1/6/2010

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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	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 Top navigation bar Bottom navigation bar Links within the page Other	H H I I I I I J	Radio button, one-up vertical	Single	Y		Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y		OE_Locate Info
KFB05146	H	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		Checkbox, one-up vertical	Multi	Y		Search Experience
KFB05147	K	Please tell us about your search experience		K	Text area, no char limit		Y		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		Checkbox, one-up vertical	Multi	Y		Nav Experience
KFB05149	L	Please tell us about your navigation experience		L	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
AED10808	M	What specifically were you looking for?		M M	Text field, <100 char	Single	N		OE_Spec Look For
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 Homeland Security Department of Housing and Urban Development Department of Justice 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 Other None of the above		Drop down, select one	Single	Y		Agency Work For
AED10810	A	What agency do you work for?		A	Text field, <100 char	Single	N		Agency
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

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
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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?	Contracting Officer --> Contracting Officer/Specialist Program Manager Project Manager End user --> 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	A	Other Role		A	Text field, <100 char		Y		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 Waivers Event/Tradeshaw information Inmate training and transition programs Other (Please Specify)		Checkbox, one-up vertical	Multi	Y		Visit Purpose
KFB05134	G	Other Purpose		G	Text field, <100 char	Single	Y		OE_Other Purpose
		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		Radio button, one-up vertical	Single	Y		Primary Reason
KFB05136	B	Please describe your primary reason for visiting.		B	Text field, <100 char		Y		OE_Primary Reason
	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	C	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 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	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	M	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	M	Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing
KFB05143	M	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options

Model Instance Name: UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY1lchlw==
 Date: 1/6/2010

~~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	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 Top navigation bar Bottom navigation bar Links within the page Other	H H I I I I I J	Radio button, one-up vertical	Single	Y		Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y		OE_Locate Info
KFB05146	H	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		Checkbox, one-up vertical	Multi	Y		Search Experience
KFB05147	K	Please tell us about your search experience		K	Text area, no char limit		Y		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		Checkbox, one-up vertical	Multi	Y		Nav Experience
KFB05149	L	Please tell us about your navigation experience		L	Text area, no char limit		Y		OE_Other Nav
KFB05150		Did you find what you were looking for?	Yes No Still looking	M M	Drop down, select one	Single	Y		Find Looking For
KFB05151	M	What specifically were you looking for? 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		Text field, <100 char Radio button, scale, has don't know	Single	N Y		OE_Spec Look For Encouragement of Participation
		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 Homeland Security Department of Housing and Urban Development Department of Justice 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 Other None of the above	A	Drop down, select one	Single	Y		Agency Work For
	A	What agency do you work for?			Text field, <100 char	Single	N		Agency
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

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11Ichlw==
 Date: 7/22/2009

~~red & strike-through~~: DELETE
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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?	Program Manager Contracting Officer Project Manager End user Researcher / Academic Competitor Other (Please Specify)	A	Radio button, one-up vertical	Single	Y		Role
KFB05131	A	Other Role			Text field, <100 char		Y		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 Waivers Event/Tradeshaw 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
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,M C,D,E,F,M B	Radio button, one-up vertical	Single	Y		Primary Reason
KFB05136	B	Please describe your primary reason for visiting.			Text field, <100 char		Y		OE_Primary Reason
KFB05137	C	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 \$1 0,001 - \$25,000 \$25,001 - \$100,000 \$100,001 - \$250,000 \$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	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	M	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	M	Product pricing	Much Better Better		Drop down, select one	Single	Y	Multiple Lists Group	Product Pricing

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11Ichlw==
 Date: 7/22/2009

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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
			About the same Worse Much Worse						
KFB05143	M	Shipping options	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group	Shipping Options

Model Instance Name:
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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
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 H I I I I I J	Radio button, one-up vertical	Single	Y		Locate Info
KFB05145	J	Please describe your method for locating information.			Text field, <100 char		Y		OE_Locate Info
KFB05146	H	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		Checkbox, one-up vertical	Multi	Y		Search Experience
KFB05147	K	Please tell us about your search experience		K	Text area, no char limit		Y		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		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 Survey
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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 Contracting Officer Project Manager End user Researcher / Academic Competitor Other (Please Specify)	A	Radio button, one-up vertical	Single	Y	
A		Other Role			Text field, <100 char		Y	
		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	
		What kind(s) of information were you looking for when you came to www.unicor.gov today?	UNICOR products Order Status UNICOR corporate information Waivers Event/Tradeshaw information Inmate training and transition programs Other (Please Specify)	G	Checkbox, one-up vertical	Multi	Y	
G		Other Purpose			Text field, <100 char	Single	Y	
		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,M C,D,E,F,M B	Radio button, one-up vertical	Single	N	
B		Please describe your primary reason for visiting.			Text field, <100 char		Y	
C		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	
D		How much do you typically spend on UNICOR products and services per year?	\$1 - \$10,000 \$1 0,001 - \$25,000 \$25,001 - \$100,000 \$100,001 - \$250,000 \$250,000 or more None		Radio button, one-up vertical	Single	Y	
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	
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	
M		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
M		Product pricing	Much Better Better About the same Worse Much Worse		Drop down, select one	Single	Y	Multiple Lists Group
M		Shipping options	Much Better Better About the same		Drop down, select one	Single	Y	Multiple Lists Group

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UNICOR Satisfaction Survey
MID: BY5UEQMxZp8t0gY11chlW==
Date: 7/22/2009

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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					

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlW==
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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
		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 H I I I I I J	Radio button, one-up vertical	Single	Y	
J		Please describe your method for locating information.			Text field, <100 char		Y	
	H	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	
K		Please tell us about your search experience			Text area, no char limit		Y	
	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	Checkbox, one-up vertical	Multi	Y	
L		Please tell us about your navigation experience			Text area, no char limit		Y	
		Did you find what you were looking for?	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
Role
OE_Role
Visit Frequency
Visit Purpose
OE_Other Purpose
Primary Reason
OE_Primary Reason
Buy Frequency
Annual Spending
Purchase Method
Product Group
Ordering Process
Product Pricing
Shipping Options

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

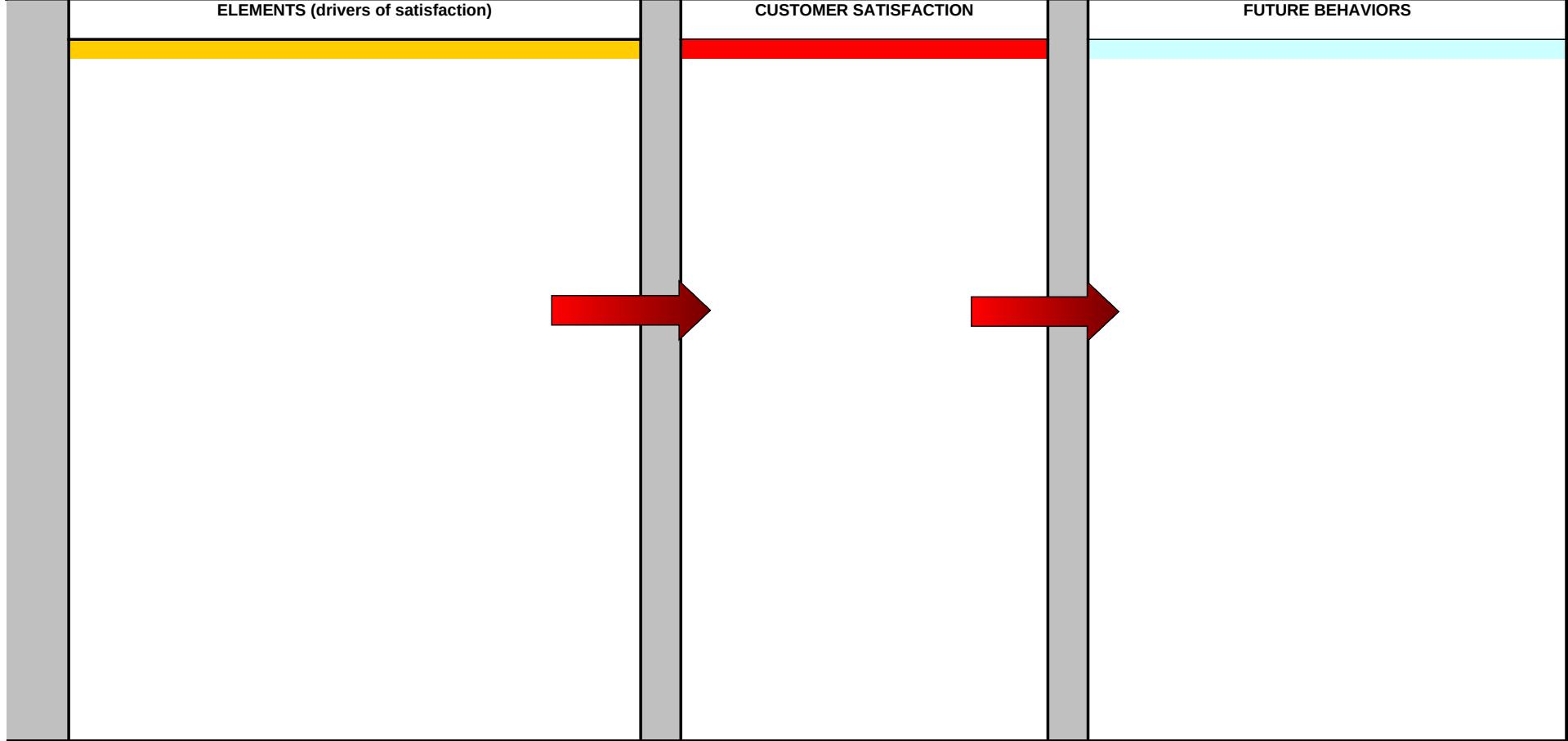
Improvement

Model Instance Name:
Fill-in Measure Name

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

Date: Fill In Date

Model questions utilize the ACSI methodology to determine scores and impacts





**Special
Instructions**

A large, empty rectangular box with a black border, positioned below the 'Special Instructions' header, intended for providing specific instructions.



**Special
Instructions**

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gYI1chlw==
 Date: 3/1/2008

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

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	A	Radio button, one-up vertical	Single
CQ0004446	A	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	A	Other primary reason			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Product application <i>Green information</i> Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	C	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

Model Instance Name:
 UNICOR Satisfaction Survey
 MID: BY5UEQMxZp8t0gY11chlw==
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004451		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	A	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004455	B	Since you could not find what you were looking for, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you not sure ?	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004457	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004459	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 Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



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