MID: JE8v9CfbjD62ON5xttnyuw==



Date: 7/12/2010

	Model questions utilize	the	ACSI methodology to determine scores an	d im	pacts
	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction (1=Poor, 10=Excellent)		Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1	Please rate the accuracy of information on this site.	23	What is your <b>overall satisfaction</b> with this site?	26	How likely are you to return to this site?
	Please rate the <b>quality of information</b> on this site.		How well does this site meet your expectations?		Recommend (1=Not Very Likely, 10=Very Likely)
	Please rate the <b>freshness of content</b> on this site.		How does this site compare to your idea of an ideal website?	27	How likely are you to recommend this site to someone else?
	Functionality (1=Poor, 10=Excellent, Don't Know)				
	Please rate the usefulness of the services provided on this site.				
	Please rate the convenience of the services on this site.				
6	Please rate the ability to accomplish what you wanted to on this site.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
7	Please rate the ease of reading this site.				
8	Please rate the clarity of site organization.				
9	Please rate the clean layout of this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
10	Please rate the degree to which the number of steps it took to get where you want is acceptable.				
11	Please rate the ability to find information you want on this site.				
	Please rate the clarity of site map/directory.				
	Please rate the ease of navigation on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
14	Please rate the speed of loading the page on this site.				
15	Please rate the consistency of speed on this site.				
16	Please rate the reliability of site performance on this site.				
	Search (1=Poor, 10=Excellent, Don't Know)				
	Please rate the usefulness of search results on this site.				
	Please rate how this site provides comprehensive search results.				
	Please rate the organization of search results on this site.				
26	Please rate how the search feature helps you to narrow the results to find the information you want.				
	information you want.				

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008

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

# FSIS Content + Search CUSTOM QUESTION LIST

	Skip Logic		Answer Choices			Single or	Required
QID	Label	Ouestion Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
235		How frequently do you visit this site?	First time		Dropdown (Select-one)	Single	Y
			More than once a day			- <b>J</b> -	
			Daily	1			
			About once a week	1			
			About once a month	1			
			Every 6 months or less	1			
3980		What <b>best describes you</b> ?	FSIS Employee		Radio button, one-up vertical	Single	Y
			Consumer	1			
			Educator	1			
			Constituent Group Member	1			
			Business				
			Small plant owner/operator				
			Scientist or Researcher	7			
			Partner	7			
190931		Which of the following best describes what you were looking for?	Career/job Information		Checkbox, one-up vertical	Multi	Y
			Codex Alimentarius Commission				
			Compliance Assistance				
			Current recalls				
			Educational materials for students or clients				
			Export/import; international food safety				
			Federal Register publications & related documents				
			Food defense information				
			Food handling information for myself/my family	4			
			Food security information	4			
			Forms	_			
			FSIS contact information or organizational structure	_			
			FSIS Notices or Directives	_			
			HACCP resources				
			News, meetings, conferences				
			Past recalls	4			
			Regulations and policies in general	4			
			Scientific data and reports	-			
S00149		What <b>specific task</b> did you come to our site to accomplish	Training materials		Text area, no char limit	onon	N
<u>-300149</u>		today? (Be specific, such as register for meeting, read latest publication)			Text alea, no char innit	open	
G00150	1	How did you <b>search</b> for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box		Checkbox, one-up vertical	multi	Y
			News feeds (tabs)				
			Browse by Audience (Information For)	1			
			Browse by Subject (Topics or Programs tab)	]			
			Global (top or footer) navigation				

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== 12/17/2008 Date:

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

## FSIS Content + Search CUSTOM QUESTION LIST

	Skip						
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
	Luber	Question Text	Spotlights/Image carousel			interest	
			Popular Topics list				
			Followed links in text	-			
EDO04067		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site		Checkbox, one-up vertical	multi	У
			Could not navigate back to previous information	1	checkbox, one-up venical		
			Would often feel lost, not know where I was	-			
			Links did not take me where I expected	-			
			Links/labels are difficult to understand	-			
			Too many links or navigational choices	-			
			Had technical difficulties (e.g. broken link)	-			
			Other, please specify:	A			
EDO04068	A	Other pavigational difficultios:	Otter, piedse specify.			S	N
ED004008		Other navigational difficulties:			Text field, <100 char		
EDO04069		If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?	I did not encounter any difficulties		Checkbox, one-up vertical	multi	У
			Search results were helpful	1			
			Search results were not helpful				
			Returned too many results				
			Returned not enough results	1			
			Returned no results	1			
			Returned results that were too similar/redundant	1			
			Results were not relevant to my search	-			
			I did not use the search tool today.	1			
			Other, please specify:	B			
EDO04070	В	Other search difficulties:				S	N
					Text field, <100 char		
EDO04071		Did you use the Ask Karen virtual representative	Yes	С		Single	Y
		system to ask a food safety question today?			Dedie butten one un		
					Radio button, one-up		
			No				
AG00151	С	Please rate how satisfied you were with the help from the <b>Ask Karen</b> virtual representative system:	1-Extremely dissatisfied			Single	Y
					Radio button, scale, has don't know		
			2				
			3	5			
			4				

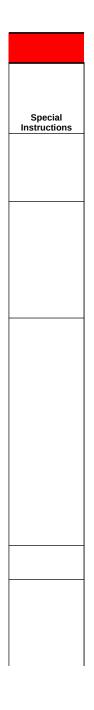
ForeSee Results - Confidential and Proprietary

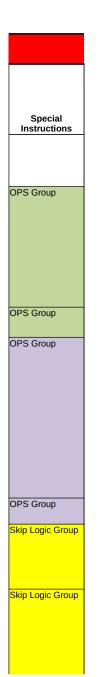
FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008

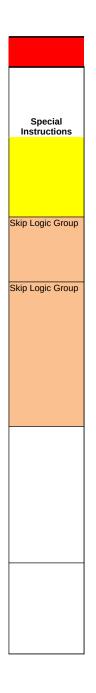
red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

# FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			6 7 8 8 9 Extremely satisfied - 10				
EDO04072		Did you use the askFSIS system to ask a food regulation question today?	Not Applicable Yes No	D	Radio button, one-up vertical	Single	Y
AG00152			1-Extremely dissatisfied 2 2 3 3 4 5 6 7 6 7 8 8 9 Extremely satisfied - 10 Not Applicable		Radio button, scale, has don't know	Single	Ŷ
AG00153			1-Extremely dissatisfied		Radio button, scale, has don't know	Single	Y
AG00154		To help FSIS <b>plan new content and features</b> , please tell us which one of these you would find most useful:	Video clips/video news releases Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these		Drop down, select one	Single	Y







FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008

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

# FSIS Content + Search CUSTOM QUESTION LIST

	Skip Logic Label	Question Text	Answer Choices	Chin to	Turne (a class from list)	Single or Multi	Required
QID	Laber	<b>C</b>	(limited to 50 characters)	Skip to	Type (select from list)		Y/N
235		How <b>frequently</b> do you visit this site?	First time	-	Dropdown (Select-one)	Single	Y
			More than once a day	-			
			Daily	-			
			About once a week	-			
			About once a month	-			
	_		Every 6 months or less				
3980		What <b>best describes you</b> ?	FSIS Employee		Radio button, one-up vertical	Single	Y
			Consumer				
			Educator	1			
			Constituent Group Member	1			
			Business	1			
			Small plant owner/operator				
			Scientist or Researcher				
			Partner	1			
5190931		Which of the following best describes what you were looking for?	Career/job Information		Checkbox, one-up vertical	Multi	Y
			Codex Alimentarius Commission	]			
			Compliance Assistance				
			Current recalls	1			
			Educational materials for students or clients	1			
			Export/import; international food safety	1			
			Federal Register publications & related documents	1			
			Food defense information	1			
			Food handling information for myself/my family	1			
			Food security information	1			
			Forms	1			
			FSIS contact information or organizational structure	1			
			FSIS Notices or Directives	1			
			HACCP resources	1			
			News, meetings, conferences	-			
			Past recalls	1			
			Regulations and policies in general	1			
			Scientific data and reports	-			
			Training materials	1			
FS00149	-	What <b>specific task</b> did you come to our site to accomplish			Text area, no char limit	open	N
<u>r300149</u>		today? (Be specific, such as register for meeting, read latest publication)				open	
AG00150		How did you <b>search</b> for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box		Checkbox, one-up vertical	multi	Y
			News feeds (tabs)				
			Browse by Audience (Information For)	1			
			Browse by Subject (Topics or Programs tab)	1			
			Global (top or footer) navigation	1			

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

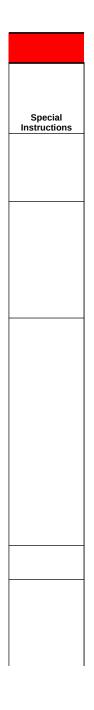
## FSIS Content + Search CUSTOM QUESTION LIST

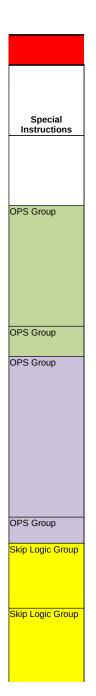
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	_ Type (select from list)	Single or Multi	Require Y/N
			Spotlights/Image carousel				
			Popular Topics list				
			HWant To (Right Nav)				
			Followed links in text	_			
DO04067		Please describe your experience with navigation on	I had no difficulty browsing on this site			multi	У
		this site today.			Checkbox, one-up vertical		
			Could not navigate back to previous information				
			Would often feel lost, not know where I was				
			Links did not take me where I expected				
			Links/labels are difficult to understand				
			Too many links or navigational choices				
			Had technical difficulties (e.g. broken link)				
			Other, please specify:	A			
DO04068	A	Other navigational difficulties:			Text field, <100 char	S	N
DO04069		If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?	I did not encounter any difficulties		Checkbox, one-up vertical	multi	у
			Search results were helpful				
			Search results were not helpful				
			Returned too many results				
			Returned not enough results				
			Returned no results				
			Returned results that were too similar/redundant				
			Results were not relevant to my search				
			I did not use the search tool today.				
			Other, please specify:	B			
DO04070	В	Other search difficulties:			Text field, <100 char	S	N
0004071		Did you use the Ask Karen virtual representative	Yes	С		Single	Y
		system to ask a food safety question today?			Radio button, one-up		
			No		vertical		
G00151	С	Please rate how satisfied you were with the help from	1-Extremely dissatisfied			Single	Y
000101		the <b>Ask Karen</b> virtual representative system:			Radio button, scale, has don't know		

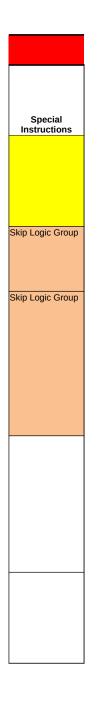
ForeSee Results - Confidential and Proprietary

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			A S C C C C C C C C C C C C C C C C C C	•			
EDO04072		Did you use the askFSIS system to ask a food regulation question today?	Yes	D	Radio button, one-up vertical	Single	Y
AG00152	D	the askFSIS system:	1-Extremely dissatisfied		Radio button, scale, has don't know	Single	Y
AG00153		If you have signed up for the <b>FSIS E-mail Subscription</b> <b>Service</b> , please rate your satisfaction with it:	1-Extremely dissatisfied  2 3 3 4 4 5 5 5 6 7 6 7 5 5 5 5 5 5 5 5 5 5 5 5 5		Radio button, scale, has don't know	Single	Y
AG00154		To help FSIS <b>plan new content and features</b> , please tell us which one of these you would find most useful:	Video clips/video news releases Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these	-	Drop down, select one	Single	Y







FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008

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

## FSIS Content + Search CUSTOM QUESTION LIST

	Skip						
QID	Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
235		How <b>frequently</b> do you visit this site?	First time		Dropdown (Select-one)	Single	Y
		······································	More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
3980		What best describes you?	FSIS Employee		Radio button, one-up vertical	Single	Y
			Consumer				
			Educator				
			Constituent Group Member				
			Business				
			Small plant owner/operator				
			Scientist or Researcher				
			Partner				
5190931		Which of the following best describes what you were looking for?	Career/job Information		Checkbox, one-up vertical	Multi	Y
			Codex Alimentarius Commission				
			Compliance Assistance				
			Current recalls				
			Educational materials for students or clients				
			Export/import; international food safety				
			Federal Register publications & related documents				
			Food defense information				
			Food handling information for myself/my family				
			Food security information				
			Forms				
			FSIS contact information or organizational structure				
			FSIS Notices or Directives				
			HACCP resources				
			News, meetings, conferences				
			Past recalls				
			Regulations and policies in general				
			Scientific data and reports				
			Training materials				
<u>FS00149</u>		What <b>specific task</b> did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Tautana ana kanikarit	<u>open</u>	N
L	_	. ,	Enterned terms into ECIC Casesah hav		<u>Text area, no char limit</u>	Circelle	
AG00150		How did you <b>search</b> for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box		Radio button, one-up vertical	Single	Y
			News or Spotlight Fact Sheets (home page)				
			Browse by Audience (Left Nav)				
			Browse by Subject (Left Nav)				

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== 12/17/2008 Date:

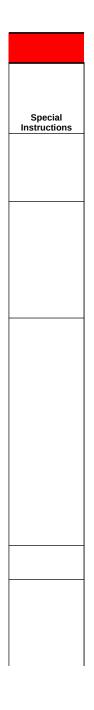
red & strike-through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

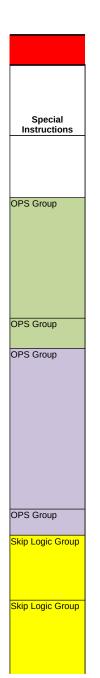
## FSIS Content + Search CUSTOM QUESTION LIST

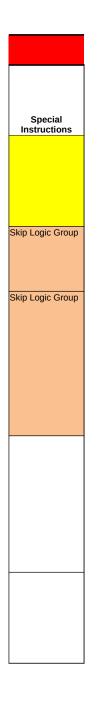
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
4.0	Laber		Clicking on images (promo ads)			main	
			Right Nav Bar	-			
			I Want To (Right Nav)	-			
			Links in text	-			
EDO04067							
ED004067		Please describe your experience with navigation on this site today.	I had no difficulty browsing on this site		Radio button, one-up	S	У
		this site today.	Could not navigate back to previous information	-	vertical		
			Would often feel lost, not know where I was	-			
			Links did not take me where I expected	-			
			Links did hot take the where respected	-			
			Too many links or navigational choices	-			
			Had technical difficulties (e.g. broken link)	-			
			Other, please specify:	A			
EDO04068	A	Other navigational difficulties:	Other, please specify.	A		S	N
20004000							
					Text field, <100 char		
EDO04069		If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?	l did not encounter any difficulties		Radio button, one-up vertical	S	У
			Search results were helpful				
			Search results were not helpful	1			
			Returned too many results	1			
			Returned not enough results				
			Returned no results	1			
			Returned results that were too similar/redundant				
			Results were not relevant to my search				
			Other, please specify:	В			
			I did not use the search tool today.				
EDO04070		Other search difficulties:			Text field, <100 char	S	N
EDO04071		Did you use the Ask Karen virtual representative	Yes	С			
		system to ask a food safety question today?					
			No				
1000151							
AG00151	С	Please rate how satisfied you were with the help from the <b>Ask Karen</b> virtual representative system:	1-Extremely dissatisfied			Single	Y
		ane ASK Karen vituai representative system.					
					Radio button, scale, has		
					don't know		

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			A S S C C C C C C C C C C C C C C C C C C				
EDO04072		Did you use the askFSIS system to ask a food regulation question today?	Yes	D			
AG00152		Please rate how satisfied you were with the help from the askFSIS system:	1-Extremely dissatisfied		Radio button, scale, has don't know	Single	Y
AG00153		If you have signed up for the <b>FSIS E-mail Subscription</b> <b>Service</b> , please rate your satisfaction with it:	1-Extremely dissatisfied		Radio button, scale, has don't know	Single	Y
AG00154		To help FSIS <b>plan new content and features</b> , please tell us which one of these you would find most useful:	Video clips/video news releases Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these		Drop down, select one	Single	Y







FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008

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

## FSIS Content + Search CUSTOM QUESTION LIST

	Skip						
QID	Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
235		How frequently do you visit this site?	First time		Dropdown (Select-one)	Single	Y
			More than once a day			- 3 -	
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
3980		What best describes you?	FSIS Employee		Radio button, one-up vertical	Single	Y
			Consumer				
			Educator				
			Constituent Group Member				
			Business				
			Small plant owner/operator				
			Scientist or Researcher				
			Partner				
5190931		Which of the following best describes what you were looking for?	Career/job Information		Checkbox, one-up vertical	Multi	Y
			Codex Alimentarius Commission				
			Compliance Assistance				
			Current recalls				
			Educational materials for students or clients				
			Export/import; international food safety				
			Federal Register publications & related documents				
			Food defense information				
			Food handling information for myself/my family				
			Food security information				
			Forms				
			FSIS contact information or organizational structure				
			FSIS Notices or Directives				
			HACCP resources				
			News, meetings, conferences				
			Past recalls				
			Regulations and policies in general				
			Scientific data and reports				
			Training materials				
<u>FS00149</u>		What <b>specific task</b> did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Tout area and show limit	<u>open</u>	N
AG00150			Enterned terms into ECIC Coords have		<u>Text area, no char limit</u>	Cincle	Y
AG00150		How did you <b>search</b> for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box		Radio button, one-up vertical	Single	Y
			News or Spotlight Fact Sheets (home page)				
			Browse by Audience (Left Nav)				
			Browse by Subject (Left Nav)				
			Global Nav Buttons (Top Nav)				1

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== 12/17/2008 Date:

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

## FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label		Answer Choices (limited to 50 characters) Clicking on images (promo ads) Right Nav Bar	Skip to	_ Type (select from list)	Single or Multi	Required Y/N
			I Want To (Right Nav) Links in text	-			
EDO04067		Please describe your experience with navigation on this site today.	Thad no difficulty browsing on this site Gould not navigate back to previous information Would often feel lost, not know where I was Links did not take me where I expected Linksflabels are difficult to understand Too many links or navigational choices Nad technical difficulties (e.g. broken link) Other missis essective		A	S	У
EDO04068	A	Other navigational difficulties:	anna heana shean.		Text field, <100 char	S	N
EDO04069		If you used the search/text box feature of the site today to find your information, what was your experience with the search functionality?	I did not encounter any difficulties Search results were helpful Search results were not helpful Returned too many results Returned not enough results Returned no results Returned results that were too similar/redundant Results were not relevant to my search Other, please specify: I did not use the search tool today.	В	Radio button, one-up vertical	S	у
EDO04070	В	Other search difficulties:			Text field, <100 char	S	N
EDO04071		Did you use the Ask Karen virtual representative system to ask a food safety question today?		C			
4G00151	С	Please rate how satisfied you were with the help from the <b>Ask Karen</b> virtual representative system:	1-Extremely dissatisfied		Radio button, scale, has don't know	Single	Y

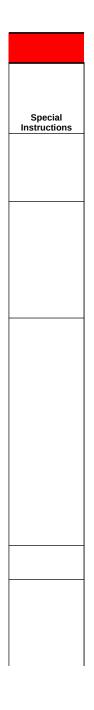
#### Model Instance Name: FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw==

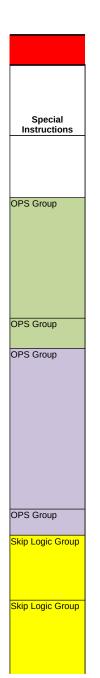
12/17/2008 Date:

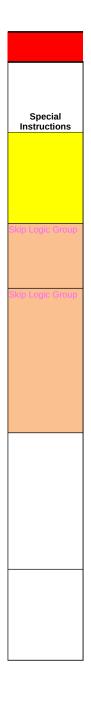
red & strike-through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

## FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			5 6 7 7 8 9 Extremely satisfied - 10	- - - -			
EDO04072		Did you use the askFSIS system to ask a food regulation question today?	Not Applicable	D			
AG00152	D	Please rate how satisfied you were with the help from the askFSIS system:	1-Extremely dissatisfied  2 2 3 3 4 5 6 7 6 7 8 8 9 Extremely satisfied - 10 Not Applicable		Radio button, scale, has don't know	Single	Y
AG00153		If you have signed up for the <b>FSIS E-mail Subscription</b> <b>Service</b> , please rate your satisfaction with it:	1-Extremely dissatisfied		Radio button, scale, has don't know	Single	Y
AG00154		To help FSIS <b>plan new content and features</b> , please tell us which one of these you would find most useful:	Video clips/video news releases Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these	-	Drop down, select one	Single	Y







FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== 12/17/2008 Date:

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

## FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
35		How frequently do you visit this site?	First time		Dropdown (Select-one)	Single
			More than once a day		(	- J -
			Daily			
			About once a week			
			About once a month			
			Every 6 months or less			
980		What <b>best describes you</b> ?	FSIS Employee		Radio button, one-up vertical	Single
			Consumer		Vertical	
			Educator			
			Constituent Group Member			
			Business			
			Scientist or Researcher			
			Partner			
100001		Million of the following heat dependence what you were	Small plant owner/operator			N. 4 141
190931		Which of the following best describes what you were looking for?	Career/job Information		Checkbox, one-up vertical	Multi
			Codex Alimentarius Commission			
			Compliance Assistance			
			Current recalls			
			Educational materials for students or clients			
			Export/import; international food safety			
			Federal Register publications & related documents			
			Food defense information			
			Food handling information for myself/my family			
			Food security information			
			Forms			
			FSIS contact information or organizational structure			
			FSIS Notices or Directives			
			HACCP resources			
			News, meetings, conferences			
			Past recalls			
			Regulations and policies in general			
			Scientific data and reports			
			Training materials			
G00150		How did you <b>search</b> for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box		Radio button, one-up vertical	Single
			News or Spotlight Fact Sheets (home page)			
			Browse by Audience (Left Nav)			
			Browse by Subject (Left Nav)			
			Global Nav Buttons (Top Nav)			
			Clicking on images (promo ads)			
			Right Nav Bar			
			I Want To (Right Nav)			
			Links in text			

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008 red & strike-through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

#### FSIS Content + Search CUSTOM QUESTION LIST Skip Logic **Answer Choices** Single or QID Label **Question Text** (limited to 50 characters) Skip to Type (select from list) Multi FS00149 What **specific task** did you come to our site to accomplish open today? (Be specific, such as register for meeting, read latest publication) Text area, no char limit AG00151 If you have used the Ask Karen virtual representative system 1-Extremely dissatisfied Single to ask a food safety question, please rate how satisfied you Radio button, scale, has were with the help: don't know 2 10- Extremely satisfied Not Applicable AG00152 If you have used the askFSIS system to ask a food regulation 1-Extremely dissatisfied Single Radio button, scale, has question, please your overall satisfaction: don't know 2 3 4 5 6 10- Extremely satisfied Not Applicable AG00153 If you have signed up for the FSIS E-mail Subscription 1-Extremely dissatisfied Radio button, scale, has Single Service, please rate your satisfaction with it: don't know 2 Δ 5 10- Extremely satisfied Not Applicable AG00154 To help FSIS plan new content and features, please tell us Single Video clips/video news releases which one of these you would find most useful: Drop down, select one Audio broadcasts (MP3 or Podcast) RSS Feed Image files to download Blog Wiki None of these

Special Instructions

Required Y/N N	Special Instructions
Y	
Y	
Y	
Y	

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Dropdown (Select-one)	Single
3980		What best describes you?	FSIS Employee Consumer Educator Constituent Group Member Business Scientist or Researcher Partner Small plant owner/operator		Radio button, one-up vertical	Single
5190931		Which of the following best describes what you were looking for?	Career/job Information Codex Alimentarius Commission Compliance Assistance Current recalls Educational materials for students or clients Export/import; international food safety Federal Register publications & related documents Food defense information Food handling information for myself/my family Food security information or organizational structure FSIS contact information or organizational structure FSIS Notices or Directives HACCP resources News, meetings, conferences Past recalls Regulations and policies in general Scientific data and reports Training materials		Checkbox, one-up vertical	Single
G00150		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News or Spotlight Fact Sheets (home page) Browse by Audience (Left Nav) Browse by Subject (Left Nav) Global Nav Buttons (Top Nav) Clicking on images (promo ads) Right Nav Bar I Want To (Right Nav) Links in text		Radio button, one-up vertical	Single

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 12/17/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single o Multi
=S00149	Laber	What specific task did you come to our site to accomplish				open
		today? (Be specific, such as register for meeting, read latest publication)			Text area, no char limit	
G00151		If you have used the Ask Karen virtual representative system				Single
(000101		to ask a food safety question, please rate how satisfied you were with the help:			Radio button, scale, has don't know	Chilgle
AG00152		If you have used the askFSIS system to ask a food regulation question, please your overall satisfaction:			Radio button, scale, has don't know	Single
AG00153		If you have signed up for the FSIS E-mail Subscription Service, please rate your satisfaction with it:			Radio button, scale, has don't know	
AG00154		To help FSIS plan new content and features, please tell us which one of these you would find most useful:	Video clips/video news releases		Drop down, select one	Single
			Audio broadcasts (MP3 or Podcast)			
			RSS Feed	_		
			Image files to download			
			Blog			
			Wiki			
			None of these			
\AG00043		If you have heard of the Be Food Safe campaign, how did you hear about it? (select all that apply)	In a magazine/newspaper		Radio button,one-up vertical	Single
			On the TV/radio	_		
			In an email/Listserv			
			From a Be Food Safe mailing			
			At conferences/meetings			
			I have not heard of the Be Food Safe Campaign			
AG00044		After having visited this site, what action do you anticipate taking within the next month to Be Food Safe?	Washing hands and surfaces with soap and water before touching food		Drop down, select one	Single
			Using separate cutting boards for meats and produce			
			Using a food thermometer when cooking meals			
			Placing leftovers in refrigerator within 2 hours of cooking	_		
			A combination of the above steps			
			None of the steps	-		
			I have not heard of the Be Safe Food campaign			
AAG00045		If you are a food safety educator, which action do you most anticipate taking within the next 6 months to implement the Be Food Safe campaign? (mark all that apply)	Collaborate with partners, i.e. a local health dept, Co-op extension, to increase awareness of the Be Food Safe messages		Checkbox, one-up vertical	Multi
			Place posters up around my place of work			
			Place Be Food Safe messages on my organization's web site			
			Work with radio stations to place local radio advertisements			
	1		Send one of the feature articles to a local newspaper			

Special Instructions

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

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Dropdown (Select-one)	Single
3980		What best describes you?	FSIS Employee Consumer Educator Constituent Group Member Business Scientist or Researcher Partner Small plant owner/operator		Radio button, one-up vertical	Single
5190931		Which of the following best describes what you were looking for?	Career/job Information Codex Alimentarius Commission Compliance Assistance Current recalls Educational materials for students or clients Export/import; international food safety Federal Register publications & related documents Food defense information Food handling information for myself/my family Food security information Forms FSIS contact information or organizational structure FSIS Notices or Directives HACCP resources News, meetings, conferences Past recalls Regulations and policies in general Scientific data and reports Training materials		Checkbox, one-up vertical	Multi
AG00150		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News or Spotlight Fact Sheets (home page) Browse by Audience (Left Nav) Browse by Subject (Left Nav) Global Nav Buttons (Top Nav) Clicking on images (promo ads) Right Nav Bar I Want To (Right Nav) Links in text		Radio button, one-up vertical	Single

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

	Skip Logic		Answer Choices			Single or
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi
FS00149		What specific task did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Taut avec us sher limit	open
AG00151		If you have used the Ask Karen virtual representative system			Text area, no char limit	Single
AG00151		to ask a food safety question, please rate how satisfied you were with the help:			Radio button, scale, has don't know	Sirigie
AG00152		If you have used the askFSIS system to ask a food regulation question, please your overall satisfaction:			Radio button, scale, has don't know	Single
AG00153		If you have signed up for the FSIS E-mail Subscription Service, please rate your satisfaction with it:			Radio button, scale, has don't know	
AG00154		To help FSIS plan new content and features, please tell us which one of these you would find most useful:	Video clips/video news releases		Drop down, select one	Single
			Audio broadcasts (MP3 or Podcast)			
			RSS Feed	_		
			Image files to download			
			Blog			
			Wiki	_		
			None of these			
AAG00043		If you have heard of the Be Food Safe campaign, how did you hear about it? (select all that apply)	In a magazine/newspaper		Radio button,one-up vertical	Single
			On the TV/radio			
			In an email/Listserv			
			From a Be Food Safe mailing			
			At conferences/meetings			
			I have not heard of the Be Food Safe Campaign			
AAG00044		After having visited this site, what action do you anticipate taking within the next month to Be Food Safe?	Washing hands and surfaces with soap and water before touching food		Drop down, select one	Single
			Using separate cutting boards for meats and produce	_		
			Using a food thermometer when cooking meals			
			Placing leftovers in refrigerator within 2 hours of cooking			
			A combination of the above steps			
			None of the steps			
			I have not heard of the Be Safe Food campaign			
AAG00045		If you are a food safety educator, which action do you most anticipate taking within the next 6 months to implement the Be Food Safe campaign? (mark all that apply)	Collaborate with partners, i.e. a local health dept, Co-op extension, to increase awareness of the Be Food Safe messages		Checkbox, one-up vertical	Multi
			Place posters up around my place of work			
			Place Be Food Safe messages on my organization's web site			
			Work with radio stations to place local radio advertisements			
			Send one of the feature articles to a local newspaper			
			None of the above	-		

Special Instructions

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

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

#### FSIS Content + Search CUSTOM QUESTION LIST

<b>QID</b> 235	Skip Logic Label	Question Text How frequently do you visit this site?	Answer Choices (limited to 50 characters) First time More than once a day Daily About once a week About once a month Curan G month	Skip to	Type (select from list) Dropdown (Select-one)	Single or Multi Single
C3980		What best describes you?	Every 6 months or less FSIS Employee Consumer Educator Constituent Group Member Business Scientist or Researcher Partner Small plant owner/operator		Radio button, one-up vertical	Single
C3981		Which of the following best describes what you were looking for?	Career/job Information		Checkbox, one-up vertical	Multi
CFS00149 C6148		What specific task did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication) How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News or Spotlight Fact Sheets (home page) Browse by Audience (Left Nav) Browse by Subject (Left Nav) Global Nav Buttons (Top Nav) Clicking on images (promo ads) Right Nav Bar	- - - -	Text area, no char limit Radio button, one-up vertical	Single

ForeSee Results - Confidential and Proprietary

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 3/1/2008

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

## FSIS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			l Want To (Right Nav) Links in text			
CAG00151		If you have used the Ask Karen virtual representative system to ask a food safety question, please rate how satisfied you were with the help:			Radio button, scale, has don't know	Single
CAG00152		If you have used the askFSIS system to ask a food regulation question, please your overall satisfaction:			Radio button, scale, has don't know	Single
CAG00153		If you have signed up for the FSIS E-mail Subscription Service, please rate your satisfaction with it:			Radio button, scale, has don't know	
CAG00154		To help FSIS plan new content and features, please tell us which one of these you would find most useful:	Video clips/video news releases		Drop down, select one	Single
			Audio broadcasts (MP3 or Podcast)			
			RSS Feed			
			Image files to download			
			Blog			
			Wiki			
			None of these			
CAAG00043		If you have heard of the Be Food Safe campaign, how did you hear about it? (select all that apply)	In a magazine/newspaper		Radio button, one-up vertical	Single
			On the TV/radio			
			In an email/Listserv			
			From a Be Food Safe mailing			
			At conferences/meetings			
			I have not heard of the Be Food Safe Campaign			
CAAG00044		After having visited this site, what action do you anticipate taking within the next month to Be Food Safe?	Washing hands and surfaces with soap and water before touching food		Drop down, select one	Single
			Using separate cutting boards for meats and produce			
			Using a food thermometer when cooking meals			
			Placing leftovers in refrigerator within 2 hours of cooking			
			A combination of the above steps			
			None of the steps			
			I have not heard of the Be Safe Food campaign			
CAAG00045			Collaborate with partners, i.e. a local health dept, Co-op extension, to increase awareness of the Be Food Safe messages		Checkbox, one-up vertical	Multi
			Place posters up around my place of work			
			Place Be Food Safe messages on my organization's web site			
			Work with radio stations to place local radio advertisements			
			Send one of the feature articles to a local newspaper			
			None of the above			

Required Y/N	Special Instructions
Y	
Y	
Y	
N	
Y	

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

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less	-	Dropdown (Select-one)	Single
3980		What best describes you?	FSIS Employee Consumer Educator Constituent Group Member Business Scientist or Researcher Partner Small plant owner/operator	-	Radio button, one-up vertical	Single
5190931		Which of the following best describes what you were looking for?	Career/job Information Codex Alimentarius Commission Compliance Assistance Current recalls Educational materials for students or clients Export/import; international food safety Federal Register publications & related documents Food defense information Food handling information for myself/my family Food security information for myself/my family Food security information or organizational structure FSIS contact information or organizational structure FSIS Notices or Directives HACCP resources News, meetings, conferences Past recalls Regulations and policies in general Scientific data and reports Training materials		Checkbox, one-up vertical	Multi
\G00150		How did you search for the information on our site today? (Select all that apply)	Entered terms into FSIS Search box News or Spotlight Fact Sheets (home page) Browse by Audience (Left Nav) Browse by Subject (Left Nav) Global Nav Buttons (Top Nav) Clicking on images (promo ads) Right Nav Bar I Want To (Right Nav) Links in text		Radio button, one-up vertical	Single

FSIS Content + Search MID: JE8v9CfbjD62ON5xttnyuw== Date: 3/1/2008 red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
FS00149		What specific task did you come to our site to accomplish today? (Be specific, such as register for meeting, read latest publication)			Text area, no char limit	open
AG00151		If you have used the Ask Karen virtual representative system to ask a food safety question, please rate how satisfied you were with the help:			Radio button, scale, has don't know	Single
AG00152		If you have used the askFSIS system to ask a food regulation question, please your overall satisfaction:			Radio button, scale, has don't know	Single
AG00153		If you have signed up for the FSIS E-mail Subscription Service, please rate your satisfaction with it:			Radio button, scale, has don't know	
AG00154		To help FSIS plan new content and features, please tell us which one of these you would find most useful:	Video clips/video news releases		Drop down, select one	Single
			Audio broadcasts (MP3 or Podcast) RSS Feed	_		
			Image files to download			
			Blog			
			Wiki			
			None of these			
AAG00043		If you have heard of the Be Food Safe campaign, how did you hear about it? (select all that apply)	In a magazine/newspaper		Radio button, one-up vertical	Single
			On the TV/radio			
			In an email/Listserv			
			From a Be Food Safe mailing			
			At conferences/meetings	_		
			I have not heard of the Be Food Safe Campaign			
AG00044		After having visited this site, what action do you anticipate taking within the next month to Be Food Safe?	Washing hands and surfaces with soap and water before touching food		Drop down, select one	Single
			Using separate cutting boards for meats and produce	_	Brop down, select one	
			Using a food thermometer when cooking meals	_		
			Placing leftovers in refrigerator within 2 hours of cooking	_		
			A combination of the above steps			
			None of the steps			
			I have not heard of the Be Safe Food campaign			
AAG00045		If you are a food safety educator, which action do you most anticipate taking within the next 6 months to implement the Be Food Safe campaign? (mark all that apply)	Collaborate with partners, i.e. a local health dept, Co-op extension, to		Checkbox, one-up vertical	Multi
			Place posters up around my place of work	-		
			Place Be Food Safe messages on my organization's web site	-		
			Work with radio stations to place local radio advertisements	-		
			Send one of the feature articles to a local newspaper	-		
			None of the above	-		

Required Y/N Y	Special Instructions
Y	
Y	
Y	

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