

Welcome an	d Thank You Text
Welcome Text	Thank You Text
Welcome Text - Alternate hank you for visiting UNICOR. You have been randomly selected to take art in this survey that is being conducted by ForeSee on behalf of UNICOR. lease take a few minutes to give us your feedback. All results are strictly	Thank You Text - Alternate Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey
	comments. If you would like us to contact you about your feedback, please
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Model ID (MID)	<u>Underlined & Italicized</u> : Re-order	FORESEE
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Date 7/15/2015	Blue: Reword	by Answers

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction	Return	Return (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)		How likely are you to return to this site?
Look and Feel -	Please rate the balance of graphics and text on this site.	Satisfaction -	How well does this site meet your expectations?	Recommend	Recommend (1=Very Unlikely, 10=Very Likely)
Look and Feel - Readability	Please rate the readability of the pages on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)		How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely)
Site Performance - Loading	Please rate how quickly pages load on this site.				How likely are you to use this site as your primary resource for obtainin information from UNICOR?
Site Performance - Completeness	Please rate the consistency of speed from page to page on this site.				
Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation -	Please rate how well the site is organized.				
Organized Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you need. Information Browsing (1=Poor, 10=Excellent, Don't Know)				
Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
014 - 1	Site Information (1=Poor, 10=Excellent, Don't Know)				
Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
Site Information - Understandable	Please rate how understandable this site's information is.				
Site Information - Answers	Please rate how well the site's information provides answers to your questions.				
	Task Process (1=Poor, 10=Excellent, Don't Know)				
Task Process - Time	Please rate the time it takes to complete task(s) on this site.				
Task Process - Procedures	Please rate the site procedures to accomplish tasks on this site.				
Task Process - Efficiency	Please rate the number of steps needed to complete task(s) on this site.				

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QID	META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Lab
	Visit Frequency		How frequently do you visit UNICOR.gov?			Y	Radio button, one-up vertical		Visit Freque
				First time		1			
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	Role		What is your primary role in visiting the site today?	Contracting/Procurement Official	4	Y	Radio button, one-up vertical	Skip Logic Group*	Primary Role
				Program Manager/Project Manager/Specifier	4	4			
				End user of products or services	4	4			
				BOP Employee	4	4			
				Civilian	4				
				Other	A				
		Α	Other role:			N			OE_Role
			Would you have visited today if this was not a required activity?	Yes	+	Y	Drop down, select one		Requiremen
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			What government agency/department do you work for?	Department of Agriculture Department of Commerce	B	Y	Drop down, select one		Agency
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				Department of Health and Human Services	В				
				Department of Homeland Security	В				
				Department of Housing and Urban Development	В				
				Department of Justice	В				
				Department of Labor	В				
				Department of State	В				
				Department of the Interior	В				
				Department of the Treasury	В				
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				Department of Veterans Affairs	В				
				Executive Office of the President	В				
				Federal Legislative Branch	Η B				
				Independent Agencies	В				
				Judicial Branch	В				
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ForeSee Results - Confidential and Proprietary

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			Contact Center Solutions					
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			Distribution and Warehousing Logistics					
			Electronics and Components					
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			Energy Efficient and Green Products					
			Facilities and Warehouse Storage Facilities					
			Food Service Products					
			Interior and Exterior Signage					
			Mattresses, Linens and Draperies					
			Office Furniture and Accessories					
			Prescription and Safety Eyewear					
			Printing and Bindery Solutions					
			Training Range Solutions					
			License Plates			1		
			Vehicle Upfit, Remanufacturing and Fleet Services					
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	E	Why did you need to contact customer service today?			Y	Drop down, select one	Skip Logic Group*	Contact Custo
			Billing & Invoices					Service
			Order Status				Randomize	
			Problem with received orders					
			Ordering Procedures & Payment Options					
			Other	F			Anchor Answer Choice	
	F	What other reason did you need to contact customer service?			N	Text area, no char limit	Skip Logic Group*	OE Customer
								Service
		Did you make a purchase on UNICOR.gov today?	Yes		Y	Drop down, select one	Skip Logic Group*	Purchase
			No	A				
	A	Why didn't you make a purchase during your visit today? (Please			Y	Radio button, one-up vertical	Skip Logic Group*	Not Purchase
		select all that apply)	Couldn't find the item I was looking for			and a second sec	and any start of the	u ondoc
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		How often do you buy from UNICOR?	The factor of th		Y	Radio button, one-up vertical	Skip Logic Group*	Purchase
			This is my first time					Frequency
			Weekly or more often	G, H				
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			Every 3-6 months	G, H				
			Every 6-12 months	G, H				
			Less often than every 12 months	G, H				
			I have never purchased from UNICOR				Anchor Answer Choice	
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	H H B B A A B B B	Did you accomplish what you wanted to do today on this site? Please tell us why were you unable to accomplish your task. What will you do next? Please describe your navigation experience today. Please tell us about your navigation experience Please tell us about your navigation experience Please provide specific paths/links that did not take you to the	S250,000 or more None Online at UNICOR.gov By phone By mail/fax I have not purchased Yes No Try back later E-mail Customer Service Call Customer Service Call Customer Service Try a different website Nothing, although I did not find what was I looking for Other I did not have any navigation issues Unable to navigate back to previous page Links did not take me where I expected Links were difficult to understand Links were broken		Y Y Y N N	Checkbox, one-up vertical Checkbox, one-up vertical Checkbox, one-up vertical Checkbox, one-up vertical Text area, no char limit Text area, no char limit	Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group* Anchor Answer Choice Skip Logic Group* Skip Logic Group*	Purchase Accomplisi Accomplisi Do Next Do Next OE_Navigation Experience OE_Navigat OE_Paths/Li

			Links within the page					
			Other (Please specify):	A			Anchor Answer Choice	
	A	Please describe how else you navigated through the site.			N	Text area, no char limit	Skip Logic Group*	OE_Navigatio Method
	в	How was your search experience?			Y	Checkbox, one-up vertical	Skip Logic Group*	Search Experien
			Search engine returned too many results					
			I had issues with the visual display of the search results (text size, images).		1		Randomize	
			Search engine returned too few results		1			
			Search did not return relevant results		1			
			I had technical issues with the search feature.		1			
			The search feature met my needs today.		1			
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	с	What was your other search issue?			N	Text field, <100 char		OE_Searce Experience
		Compared to other online experiences, how would you rate UNICOR	Much Better		Y	Drop down, select one	Multiple Lists Group*	Product Ord
		on each of the following:						Process
		Product ordering process	Better					
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Demographics:		Which category includes your age?			Y	Drop down, select one		Gender
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-			18 - 24	_				
			25 - 34	_				
			35 - 44	_				
			45 - 54	_				
			55 - 64					
			65 or older					
			Prefer not to respond					
OE_Improve Experience		What else would you like to share with us to help improve your online experience with UNICOR.gov?			N	Text area, no char limit		Improveme