

Welcome and Thank You Text

Welcome Text

Please take a few minutes to share your opinions, which are essential in helping us provide the best email experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!



Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Cancel

Submit

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[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

Model Name FDA Email: OEA-OC
Model ID TBD
Partitioned No
Date 4/7/2016

Red & Strike-Through: Delete
 Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Reword



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Visit Website (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this email.	Satisfaction - Overall	What is your overall satisfaction with this email? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Visit Website	How likely are you to visit the FDA website as a result of receiving this email?
Look and Feel	Please rate the balance of graphics and text in this email.	Satisfaction -	How well does this email meet your expectations? <i>(1= Falls</i>	Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use the FDA website as a primary resource for human medical products safety information?
Look and Feel - Readability	Please rate the readability of this email.	Satisfaction - Ideal	How does this email compare to your idea of an ideal email?	Forward Email	Forward Email (1=Very Unlikely, 10=Very Likely) How likely are you to forward this email to someone else?
	Email Content (1=Poor, 10=Excellent, Don't Know)			Future Emails	Future Email Behavior (1=Very Unlikely, 10=Very Likely) How likely are you to open future emails from FDA?
Content - Credible	Please rate the credibility of information in this email.				
Content - Timely	Please rate the timeliness of the information in this email.				
Content - Interest	Please rate the degree to which the information provided in this email addresses your interests.				

Model Name FDA Email: OEA-OC
 Model ID TBD
 Partitioned No
 Date (1/2/2013)

Red & Strike-Through: Delete
 Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Rework



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
			Did the email and linked content contain relevant and complete information?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Info Unclear
		A	Please describe what information was irrelevant or incomplete:		A	Y	Text area, no char limit	Skip Logic Group*	OE_Info Unclear
			Please select your level of agreement with the following statements about this email? The information provided is valuable to me or my organization	Disagree Somewhat Agree Agree		Y	Drop down, select one	Multiple Lists Group*	Agree: Valuable
			There is enough information provided for me to take action on (if necessary)	Disagree Somewhat Agree Agree					Agree: Action
			The supplemental links provided in the email are useful	Disagree Somewhat Agree Agree					Agree: Links
			Subject lines are relevant and easy to understand	Disagree Somewhat Agree Agree					Agree:Subject Lines
			The length of the email is appropriate	Disagree Somewhat Agree Agree					Agree: Length
			I'm planning to use the email information:	For my own health or my family's health For my friend or family member (not living in my household) For a physician's office/hospital For a patient or client For a public health agency For a research institution For a business / workplace For an educational institution or teaching purposes For a school / class project For a news report or article Other		Y	Radio button, one-up vertical	Skip Logic Group*	Info Usage
		A	Please describe how you will use the email information you receive.		A	N	Text area, no char limit	Skip Logic Group*	OE_Info Usage
			Which topic of information are you most interested in?	Children's Health Healthcare for Seniors or the Elderly Healthcare for Women Nutrition Vitamins and Supplements Medical Devices (which include everything from contact lenses to pacemakers) Health Conditions and Illnesses (including cancer, diabetes, and heart disease) Prescription and Over-the-Counter Medicines Food Safety Pet Safety Science and Research General Health Information Other		Y	Radio button, one-up vertical	Randomize Skip Logic Group*	Topic
		A	Please describe the information of interest:			N	Text area, no char limit	Anchor Answer Choice Skip Logic Group*	OE_Topic
			Please describe any topics/subjects you would like the FDA to write about in future emails:			N	Text area, no char limit		Future Topics
			Which of the following roles best describes you? If you are a consultant or attorney, please select the role of the individual or organization that you represent.	Consumers Patient or a patient's caregiver, family member or friend Regulated Industry Healthcare provider (includes physician, nurse, physician assistant, nurse practitioner, or pharmacist)		Y	Radio button, one-up vertical	Skip Logic Group*	Role

			Public health professional Scientist, researcher Educator, professor, teacher, or student Other	A				
		A	Please describe your role in visiting the site today:		N	Text area, no char limit	Skip Logic Group*	OE_Role
			On what device do you typically read the FDA emails? Desktop/laptop computer Tablet (iPad, Xoom, Galaxy Tab, Playbook, etc.) Smartphone (iPhone, Android, Blackberry, etc.)		Y	Radio button, one-up vertical		Read Device
			How do you feel about the visual balance of graphics and text on this site? (Please select all that apply.) The balance is just about right Emails are too busy (too much text and graphics) Too much text, not enough graphics Too much graphics, not enough text Graphics are not clear enough Graphics are not detailed enough Graphics are too small		Y	Checkbox, one-up vertical	Mutually Exclusive	Visual Balance
			Where are you when you read the FDA emails? Home Work On the go Other	A	Y	Radio button, one-up vertical	Skip Logic Group*	Read Location
		A	Where are you when you read the FDA emails?		N	Text area, no char limit	Skip Logic Group*	Read Location
			What is the one improvement you would like FDA to make to their emails?		N	Text area, no char limit		OE_One Improvement
			What is the highest level of education you have completed? High school or less Some college College degree Advanced degree Prefer not to answer		Y	Radio button, one-up vertical		Education
			What is your preferred reading language? English Arabic Chinese French German Italian Japanese Korean Polish Portuguese Spanish Other	A	Y	Radio button, one-up vertical	Skip Logic Group*	Languages
		A	What other language:		N	Text area, no char limit	Skip Logic Group*	OE_Languages

Benchmark Meta Tags
Accomplish
Acquisition Source
Approached
Associate: Available
Associate: Courteous
Associate: Help
Associate: Inform Promos
Associate: Invite Back
Associate: Recommend
Banking Activities
Call Resolution
Checkout
Checkout: Found all Items
Checkout: Problems
Checkout: Thank You
Contact Center Purchase Frequency
Contact Center: First Call
Current Customer - Product
Current Customer - Service
Customer Service
Demographics: Age
Demographics: Gender
Demographics: Income
Do Next
Do Next: Healthcare
Do Next: Insurance
Donate Today
Done Any Following
Greeted
Inquiry: First Call
Inquiry: Times Called
Items Meet Expectations
Location
Log In Success
Mobile Deposit
OE_Accomplish
OE_Improve Experience
Order Arrived on Time
Order Process
Previous Channel Visited
Primary Financial Provider
Primary Reason
Primary Reason: Associations
Primary Reason: Associations Non-profit
Primary Reason: B2B
Primary Reason: Federal Government or Informational Non-Profit
Primary Reason: Product Manufacturers (Non ecommerce)
Primary Reason: Retail

Primary Reason: Telecom
Primary Reason: Travel
Primary Reason: Banking
Primary Reason: Healthcare
Primary Reason: Insurance
Products Purchased
Products Sought
Purchase
Purchase Channel Preference
Purchase Everything
Purchase Frequency
Purchased
Receive All Items
Research Process for Purchase
Return
Role
Role: Healthcare
Role: Insurance
Times Visited Prior Purchase
Track Delivery
Visit Frequency
Website Contribution
Where Purchased
Why No Purchase
Why Not Purch Everything