

## Product Use Survey:

1. \*What is your State of residence? (*this will help with our efforts to evaluate and improve our domestic engagement efforts per State*)
2. During the past 4 months, how often have you reviewed our products?
  - a. 0 times
  - b. 1-3 times
  - c. 3-6 times
  - d. 6-12 times
  - e. 13 or more times
3. During the past 4 months, how often have you used and/or referenced our products to others?
  - a. 0 times
    - i. If you selected 0 times, why or why not?
  - b. 1-3 times
  - c. 3-6 times
  - d. 6-12 times
  - e. 13 or more times
4. How long have you used our products/services?
  - a. Less than 6 months
  - b. 1 year to less than 3 years
  - c. 3 years to less than 5 years
  - d. 5 years or more
5. How frequently have you used our products/services?
  - a. Daily
  - b. Bi-Weekly
  - c. Monthly
  - d. Quarterly
  - e. Yearly
  - f. Other (please specify)
6. Which of our products and/or services do you use the **MOST** to stay engaged with foreign policy?

- a. Digital Products
  - b. Written Products
  - c. Other (please specify)
  - d. None at all
7. Which of our products and/or services do you use the **LEAST** to stay engaged with foreign policy?
- a. Digital Products
  - b. Written Products
  - c. Other (please specify)
  - d. None at all
8. How likely are you to recommend our products and/or encourage a friend/colleague to sign up for our information?
- a. Very Likely
  - b. Somewhat likely
  - c. Neutral
  - d. Somewhat unlikely
  - e. Very unlikely
9. What do you like the **MOST** about our products?
10. What do you like the **LEAST** about our products?
11. How did you first learn about our distribution list and/products?
- a. State Department website
  - b. State Department tour
  - c. Word of Mouth
  - d. Print media (i.e. newspaper, etc.)
  - e. Social Media (i.e. Facebook, twitter, Instagram, etc.)
  - f. Friend/colleague/family/another person
  - g. Hometown Diplomat program
  - h. Other (please specify)
12. Have you ever unsubscribed and then re-signed up for our products and announcements?  
If so, what made you return?

13. Which of the following personal devices do you own? (choose all that apply)

- a. Personal Computer
- b. Laptop
- c. Smartphone/cell phone
- d. IPod/iPad
- e. Other: (please specify)

14. Which of the following social media sites do you use? (choose all that apply)

- a. Twitter
- b. Facebook
- c. LinkedIn
- d. Instagram
- e. MySpace
- f. Snapchat
- g. Flickr
- h. Other (please specify)

15. Which of the tools listed above do you use **MOST** often to connect for business purposes? Socially? (Choose only one for each category)

	Business	Social
Twitter		
Facebook		
LinkedIn		
Instagram		
MySpace		
SnapChat		
Flickr		
Other (please specify)		

16. How often do you use social media tools to obtain information about products and services?
- Frequently
  - Sometimes
  - Rarely
  - Never
17. How long have you been using social media sites?
- Less than a month
  - 1-6 months
  - 7 months to a year
  - More than a year
18. On average, how much time do you spend daily on a social media site?
- Less than 1 hour
  - 1-4 hours per day
  - 5-10 hours per day
  - More than 10 hours per day
19. Why do you use social media? (you can choose more than one choice)
- To find information
  - To play games
  - To make professional and/or business contacts
  - To keep in contact with family and friends
  - To make new friends
  - To get opinions
  - To share videos/pictures/music
  - To share you experience
  - Other: please specify
20. Since signing up to receive our products and announcements, has your knowledge of foreign policy increased?
- Yes, my knowledge of foreign policy has increased
  - I have the same knowledge of foreign policy prior to signing up
  - No, my knowledge of foreign policy has decreased
21. What do you think is the **MOST** important foreign policy issue/international problem facing the United States today?

22. How important do you consider (insert text) to be among all the (foreign policy) issues facing the US?

- a. Very important,
- b. Somewhat important
- c. Not too important

23. Do you have any additional suggestions for improving our products and/or services?  
*(please be as specific as possible)*

#### PRA Statement

Public reporting burden for this collection of information is estimated to average 15 minutes including time required for searching existing data sources, gathering the necessary documentation, providing the information and/or documents required, and reviewing the final collection. You do not have to supply this information unless this collection displays a currently valid OMB control number. If you have comments on the accuracy of this burden estimate and/or recommendations for reducing it please send them by mail: U.S. Department of State, Bureau of Public Affairs (PA/EX), 2201 C St NW, Washington, DC 20520, or email: Carimanda Baynard (BaynardCA@state.gov) and cc PA\_Evaluation@state.gov.