

## Survey Invitation

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This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

## Welcome and Thank You Text

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The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

## Model Questions

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As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

## Custom Questions

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When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

### Focus Area #1: Achieving Actionable Data

- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

### Focus Area #2: Aligning Data to Business Strategies

- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

### Focus Area #3: Strategic and Tactical Value

- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

- Why
- Analysis
  - Top-Pr
  - Open-e
  - Shift w
  - Inform
  - Evalua

## Making Changes

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Simply make the change that you desire and highlight that change with a different color text. **Red** works well because it stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

### **Update Your Custom Questions?**

Uncovered new questions to ask  
Key areas influence resource use  
Seek for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



*This is the standard survey invitation.  
Default text is included. If you would like to modify this text*

## Survey Invitation Text Desktop

**We'd welcome your feedback!**

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

**The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.**

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

(Button text)

No, thanks

Yes, I'll give feedback

## Example Desktop

**abc company**

**FORESEE**

**We'd welcome your feedback!**

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

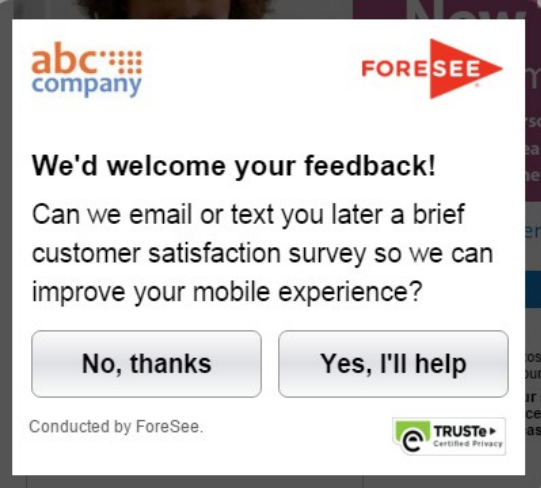
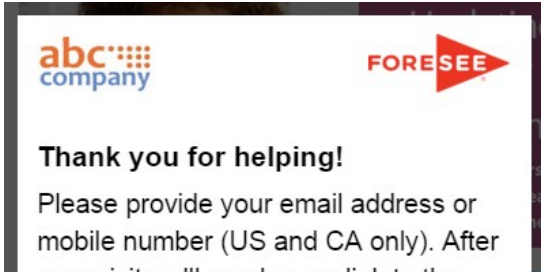
**The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.**

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

**No, thanks**      **Yes, I'll give feedback**

**TRUSTe**  
Certified Privacy

*It please check with your analyst/client manager.*

<p align="center"><b>Survey Invitation Text (STEP 1)</b> <b>Tablet / Phone</b></p>
<p><b>We'd welcome your feedback!</b></p> <p>Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?</p> <p>(Button text)    No, thanks                      Yes, I'll help</p>
<p align="center"><b>Survey Invitation Text (STEP 2)</b> <b>Tablet / Phone</b></p>
<p><b>Thank you for helping!</b></p> <p>Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.</p> <p>(Button text)    Cancel                      email/text me</p>
<p align="center"><b>Examples Tablet / Phone</b></p>
 <p><b>Step 1</b></p>
 <p><b>Step 2</b></p>

your visit we'll send you a link to the survey. Text Messaging rates apply.

**Cancel**

**email/text me**

ForeSee's [Privacy Policy](#)



**Step  
2**

Sign Up

Sign Up



The text you see here will appear at the top and bottom of your survey, examples below.  
Default text is included and you may modify this text as needed.

### Welcome and Thank You Text

#### Welcome Text

Thank you for visiting this Smithsonian website. 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.

#### Welcome Text - Tablet / Phone

Thank you for visiting this Smithsonian website. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

#### Thank You Text

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 visit the Contact Us section of our website.

#### Thank You Text - Tablet / Phone

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

### Example Desktop

The screenshot shows a desktop view of a survey form. At the top right is the FORESEE logo. Below it is the title "Customer Satisfaction Survey". The main text reads: "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." Below this is a TRUSTe Certified Privacy logo and the text "Required questions are denoted by an \*". A question is partially visible: "Please rate the extent to which the products on this website appeal to you". Below the question is a Likert scale with anchors "disagree" and "agree". At the bottom, there are "Cancel" and "Submit" buttons, followed by "Copyright 2016 - all rights reserved" and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

### Example Mobile

The screenshot shows a mobile view of a survey form. At the top right is the FORESEE logo. Below it is the text: "Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions." Below this is a TRUSTe Certified Privacy logo and the text "Required questions are denoted by an \*". A question is partially visible: "Please rate the extent to which the products on this website appeal to you". Below the question is a Likert scale with anchors "disagree" and "agree". At the bottom, there are "Cancel" and "Submit" buttons, followed by links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Model Name Smithsonian Mobile  
 Model ID IFdBJENYhZ8c5R8lkY8tJw4C  
 Partitioned Yes - 2MQ  
 Date 3/3/2017

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1	<b>Look and Feel - Appeal</b> Please rate the <b>visual appeal</b> of this mobile site.	19	<b>Satisfaction - Overall</b> What is your <b>overall satisfaction</b> with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	22	<b>Brand Confidence</b> <b>Brand Confidence (1=Not At All Confident, 10=Very Confident)</b> Please rate your <b>level of confidence</b> in Smithsonian.
2	<b>Look and Feel - Balance</b> Please rate the <b>balance of graphics and text</b> on this mobile site.	20	<b>Satisfaction - Expectations</b> How well does this mobile site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3	<b>Look and Feel - Readability</b> Please rate the <b>readability of the pages</b> on this mobile site.	21	<b>Satisfaction - Ideal</b> How does this site <b>compare to your idea of an ideal mobile site</b> ? (1=Not Very Close, 10=Very Close)	23	<b>Recommend</b> How likely are you to <b>recommend this site to someone else</b> ?
4	<b>Site Performance - Loading</b> Please rate how <b>quickly pages load</b> on this mobile site.			24	<b>Recommend Company</b> <b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend Smithsonian</b> to someone else?
5	<b>Site Performance - Consistency</b> Please rate the <b>consistency of speed from page to page</b> on this mobile site.			25	<b>Return</b> <b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to the Smithsonian website</b> using your mobile device?
6	<b>Site Performance - Completeness</b> Please rate how <b>completely the page content loads</b> on this mobile site.			26	<b>Visit a gallery in-person</b> <b>Visit a gallery in-person (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>visit the Smithsonian in person</b> ?
7	<b>Navigation - Organized</b> Please rate how <b>well this mobile site is organized</b> .			27	<b>Trusted Resource</b> <b>Trusted Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>use this site as a trusted resource</b> ?
8	<b>Navigation - Options</b> Please rate the <b>options available for navigating</b> this mobile site.			28	<b>Re-Use Content</b> <b>Re-Use Content (1=Very Unlikely, 10=Very Likely)</b> How likely are you <b>re-use content from this website</b> ? (i.e., share it with others, blog about it, or print it)
9	<b>Navigation - Layout</b> Please rate how <b>well the mobile site layout helps you find what you need</b> .				
10	<b>Information Browsing - Sort</b> Please rate the <b>ability to sort information by criteria that are important to you</b> on this mobile site.				
11	<b>Information Browsing - Narrow</b> Please rate the <b>ability to narrow choices to find the information you are looking for</b> on this mobile site.				
12	<b>Information Browsing - Features</b> Please rate how well the <b>features on the mobile site help you find the information you need</b> .				
13	<b>Site Information - Thoroughness</b> Please rate the <b>thoroughness of information</b> on this mobile site.				
14	<b>Site Information - Understandable</b> Please rate how <b>understandable information</b> is on this mobile site.				
15	<b>Site Information - Answers</b> Please rate how well the <b>information provides answers to your questions</b> .				

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		A	Which Smithsonian location were you in?	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - which one
ESK7328Q003	Primary Reason		What was your <b>primary purpose</b> in coming to the Smithsonian website?	Plan a museum or zoo visit Follow-up after a visit Find information during a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z Z	Y	Radio button, one-up vertical	Skip Logic Group Randomize Anchor Answer Choice	Primary Purpose
ESK7328Q004		A	Other purpose for coming to the website:			N	Text area, no char limit	Skip Logic Group	OE_Primary Purpose
ESK7328Q005		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		N	Checkbox, one-up vertical	Skip Logic Group	Museum Interest
ESK7328Q006		J	When do you plan to visit the Smithsonian?	I visited earlier today I'm visiting now Later today This week Next week Within the next month Within the next 2 months More than 2 months from today		Y	Radio button, one-up vertical	Skip Logic Group	Visit Timing
ESK7328Q007		N	How many museums are you planning to visit?	1 2-3 More than 3		Y	Drop down, select one	Skip Logic Group	Number of Museums_New
ESK7328Q008			Please rate the extent to which the images on this mobile site appeal to you.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't Know		Y	Radio button scale, has don't know		Image Content - Appeal
ESK7328Q009			Please rate the variety of images offered on this mobile site.	1=Poor		Y	Radio button scale, has don't know		Image Content - Variety



				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								
				Excellent=10								
				Don't Know								
ESK7328Q010			Please rate the availability of specific images that you were looking for on this mobile site.	1=Poor		Y	Radio button scale, has don't know					Image Content - Availability
				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								
				Excellent=10								
				Don't Know								
ESK7328Q011	Accomplish		Did you find what you were looking for?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group*				Did You Find
				I wasn't looking for anything in particular								
				No, I was looking for:	B							
ESK7328Q012		B	What specifically were you unable to find?			N	Text area, no char limit	Skip Logic Group*				OE Did Not Find
ESK7328Q013		A	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*				Accomplish Experience
				No								
ESK7328Q014			Did you use the site's search feature during your visit today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group				Search Used
				No								
				Not sure/can't recall								
ESK7328Q015		A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Results were not relevant/not what I wanted		Y	Checkbox, one-up vertical	Skip Logic Group				Search Experience
				Too many results/I needed to refine my search				randomize				
				Not enough results								
				Returned NO results								
				Received error message(s)								
				Search speed was too slow								
				I experienced a different search issue (please explain):	B			Anchor Answer Choice				
				Search results were helpful				Mutually Exclusive				
ESK7328Q016		B	Other search issue:			N	Text area, no char limit	Skip Logic Group				OE Search Experience
ESK7328Q017			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected		Y	Checkbox, one-up vertical	Skip Logic Group*				Navigation Experience
				I had difficulty finding relevant information								
				Links and labels were difficult to understand								
				There were too many links or navigation options to choose from				Randomize				
				I had technical difficulties (error messages, broken links, etc.)	T							
				I could not navigate back to previous information								
				I had a different navigation difficulty:	A							
				I had no difficulty navigating the site				Anchor Answer Choice				
ESK7328Q018		A	Please specify your navigation difficulty.			N	Text area, no char limit	Skip Logic Group*				OE Navigation Experience
ESK7328Q019		T	Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	Site error message		Y	Checkbox, one-up vertical	Skip Logic Group*				Technical Problems
				Incomplete load of a site page								
				Inconsistent page loads								
				Other (please specify)	T2							
ESK7328Q020		T2	What other type of technical problems did you experience today?			N	Text area, no char limit	Skip Logic Group*				Technical Problems Other
ESK7328Q021	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Drop down, select one					Visit Frequency
				Once every 6 months or less often								
				Once every few months								
				Monthly								
				Weekly								
				Daily or more often								
ESK7328Q022			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No		Y	Drop down, select one	Skip Logic Group				Online Purchase
				Yes	I, H							
ESK7328Q023		I	What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise		N	Checkbox, one-up vertical	Skip Logic Group				Type of Online Purchase
				Event ticket								
				IMAX ticket								
				Tour reservation								
				Buy membership or renewal								
				Music download								
				Other (please specify)	G							
ESK7328Q024		G	Please specify what other type of purchase or reservation you made online.			N	Text area, no char limit	Skip Logic Group				OE Online Purchase
ESK7328Q025		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not Very Satisfied		N	Radio button, scale, no don't know	Skip Logic Group				Online Purchase Experience
				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								

ESK7328Q026	Acquisition Source		Which of the following was most important in bringing you to the site today?	10=Very Satisfied Email from Smithsonian Blogs or discussion forums Social media (e.g., Facebook, Twitter, Instagram) <b>B</b> Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising The exhibit actively encouraged me to use my device Familiarity with Smithsonian I saw information about the site at the museum Not sure/can't recall Other (please specify)		<b>A</b>	Y	Drop-down, one-up vertical	Skip Logic Group	Acquisition Source
ESK7328Q027		<b>A</b>	What else was most important in bringing you to the site?			<b>A</b>	N	Text area, no char limit	Skip Logic Group	OE_Acquisition Source
ESK7328Q028		<b>B</b>	Which social media site brought you to the site today?	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)		<b>C</b>	N	Radio button, one-up vertical	Skip Logic Group*	SV-Social Network
ESK7328Q029		<b>C</b>	Please tell us the other social network where you heard about this website.			<b>C</b>	N	Text field, <100 char	Skip Logic Group*	SV - Other Social Network
ESK7328Q030			While visiting a museum in person, how often do you use your mobile device?	Always or almost always Most of the time Some of the time Rarely Never I have never visited a museum in person		<b>A</b>	Y	Radio button, one-up vertical	Skip Logic Group	In-location Mobile Device
ESK7328Q031		<b>A</b>	What do you use a mobile device for while visiting a museum in person? (Please select all that apply.)	Access social media Contact museum with questions/feedback Look for more information about an object, collection or exhibit Look for information about the museum (e.g., maps, where to eat, reviews) Reserving or purchasing tickets for events Self-guided tours Take photos or videos Texting/connecting with friends and family Use a museum app For reasons unrelated to my visit Other (please specify)		<b>C</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Mobile Device - Use
ESK7328Q032		<b>B</b>	What else do you use a mobile device for while visiting a museum in person?			<b>B</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Mobile Device - Use
ESK7328Q033		<b>C</b>	What social media platform(s) do you generally use while in a museum? (Please select all that apply.)	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)		<b>D</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Site
ESK7328Q034		<b>D</b>	Please specify what other social media platforms you use while in a museum.			<b>D</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Social Media - Site
ESK7328Q035		<b>C</b>	How do you use social media while in a museum? (Please select all that apply.)	Post about my experience in the museum (e.g., photos, videos, comments) Connect with people I'm meeting at the museum Contact museum with questions/feedback Look for information about the museum Look for information about an object, collection or exhibit Participate in social media campaigns and contests Share photos Stay up to date on my social media feed unrelated to the museum Other (please specify)		<b>E</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Uses
ESK7328Q036		<b>E</b>	How else do you use social media while in a museum?			<b>E</b>	N	Text area, no char limit	Skip Logic Group	OE_In-Location Social Media - Uses
ESK7328Q037			On this site today, did you see an advertisement?	Yes No		<b>I</b>	Y	Radio button, one-up vertical	Skip Logic Group	Advertisements
ESK7328Q038		<b>I</b>	How did the advertisement affect your overall satisfaction with the website?	1=Negatively Affected		<b>I</b>	N	Radio button, scale, no don't know	Skip Logic Group	Advertisement Satisfaction

			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Positively Affected				
ESK7328Q039		What is your <b>education level</b> (highest level completed or current level if you are a student)?	K - 8th grade		N	Radio button, one-up vertical	Demographics: Education
			High school (or equivalent)				
			Some college or technical training				
			College (undergraduate)				
			Graduate or professional degree				
			I prefer not to answer				
ESK7328Q040	Demographics: Age	What is your age range?	Under 18		N	Radio button, one-up vertical	Demographics: Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			I prefer not to answer				
ESK7328Q041	Demographics: Gender	Are you a male or female?	Male		N	Drop down, select one	Demographics: Gender
			Female				
			I prefer not to answer				
ESK7328Q042		Please indicate the <b>state where you live.</b>	I live outside of the United States		Y	Drop down, select one	Demographics: State
			Alabama				
			Alaska				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			District of Columbia				
			Florida				
			Georgia				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				
			Iowa				
			Kansas				
			Kentucky				
			Louisiana				
			Maine				
			Maryland				
			Massachusetts				
			Michigan				
			Minnesota				
			Mississippi				
			Missouri				
			Montana				
			Nebraska				
			Nevada				
			New Hampshire				
			New Jersey				
			New Mexico				
			New York				
			North Carolina				
			North Dakota				
			Ohio				
			Oklahoma				
			Oregon				
			Pennsylvania				
			Rhode Island				
			South Carolina				
			South Dakota				
			Tennessee				
			Texas				
			Utah				
			Vermont				
			Virginia				
			Washington				
			West Virginia				
			Wisconsin				
			Wyoming				
ESK7328Q043	OE_Improve Experience	If you could identify <b>one improvement to the mobile site</b> , what would that improvement be?			N	Text area, no char limit	One Improvement

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		A	Which Smithsonian location were you in?	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - which one
ESK7328Q003	Primary Reason		What was your <b>primary purpose</b> in coming to the Smithsonian website?	Plan a museum or zoo visit Follow-up after a visit Find information during a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z Z	Y	Radio button, one-up vertical	Skip Logic Group Randomize Anchor Answer Choice	Primary Purpose
ESK7328Q004		A	Other purpose for coming to the website:			N	Text area, no char limit	Skip Logic Group	OE_Primary Purpose
ESK7328Q005		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		N	Checkbox, one-up vertical	Skip Logic Group	Museum Interest
ESK7328Q006		J	When do you plan to visit the Smithsonian?	I visited earlier today I'm visiting now Later today This week Next week Within the next month Within the next 2 months More than 2 months from today		Y	Radio button, one-up vertical	Skip Logic Group	Visit Timing
ESK7328Q007		N	How many museums are you planning to visit?	1 2-3 More than 3		Y	Drop down, select one	Skip Logic Group	Number of Museums_New
ESK7328Q008			Please rate the extent to which the images on this mobile site appeal to you.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't Know		Y	Radio button scale, has don't know		Image Content - Appeal
ESK7328Q009			Please rate the variety of images offered on this mobile site.	1=Poor		Y	Radio button scale, has don't know		Image Content - Variety

				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								
				Excellent=10								
				Don't Know								
ESK7328Q010			Please rate the availability of specific images that you were looking for on this mobile site.	1=Poor		Y	Radio button scale, has don't know					Image Content - Availability
				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								
				Excellent=10								
				Don't Know								
ESK7328Q011	Accomplish		Did you find what you were looking for?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group*				Did You Find
				I wasn't looking for anything in particular								
				No, I was looking for:	B							
ESK7328Q012		B	What specifically were you unable to find?			N	Text area, no char limit	Skip Logic Group*				OE Did Not Find
ESK7328Q013		A	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*				Accomplish Experience
				No								
ESK7328Q014			Did you use the site's search feature during your visit today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group				Search Used
				No								
				Not sure/can't recall								
ESK7328Q015		A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Results were not relevant/not what I wanted		Y	Checkbox, one-up vertical	Skip Logic Group				Search Experience
				Too many results/I needed to refine my search				randomize				
				Not enough results								
				Returned NO results								
				Received error message(s)								
				Search speed was too slow								
				I experienced a different search issue (please explain):	B			Anchor Answer Choice				
				Search results were helpful				Mutually Exclusive				
ESK7328Q016		B	Other search issue:			N	Text area, no char limit	Skip Logic Group				OE Search Experience
ESK7328Q017			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected		Y	Checkbox, one-up vertical	Skip Logic Group*				Navigation Experience
				I had difficulty finding relevant information								
				Links and labels were difficult to understand								
				There were too many links or navigation options to choose from				Randomize				
				I had technical difficulties (error messages, broken links, etc.)	T							
				I could not navigate back to previous information								
				I had a different navigation difficulty:	A			Anchor Answer Choice				
				I had no difficulty navigating the site				Mutually Exclusive				
ESK7328Q018		A	Please specify your navigation difficulty.			N	Text area, no char limit	Skip Logic Group*				OE Navigation Experience
ESK7328Q019		T	Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	Site error message		Y	Checkbox, one-up vertical	Skip Logic Group*				Technical Problems
				Incomplete load of a site page								
				Inconsistent page loads								
				Other (please specify)	T2							
ESK7328Q020		T2	What other type of technical problems did you experience today?			N	Text area, no char limit	Skip Logic Group*				Technical Problems Other
ESK7328Q021	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Drop down, select one					Visit Frequency
				Once every 6 months or less often								
				Once every few months								
				Monthly								
				Weekly								
				Daily or more often								
ESK7328Q022			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No		Y	Drop down, select one	Skip Logic Group				Online Purchase
				Yes	I, H							
ESK7328Q023		I	What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise		N	Checkbox, one-up vertical	Skip Logic Group				Type of Online Purchase
				Event ticket								
				IMAX ticket								
				Tour reservation								
				Buy membership or renewal								
				Music download								
				Other (please specify)	G							
ESK7328Q024		G	Please specify what other type of purchase or reservation you made online.			N	Text area, no char limit	Skip Logic Group				OE Online Purchase
ESK7328Q025		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not Very Satisfied		N	Radio button, scale, no don't know	Skip Logic Group				Online Purchase Experience
				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								

ESK7328Q026	Acquisition Source		Which of the following was most important in bringing you to the site today?	10=Very Satisfied Email from Smithsonian Blogs or discussion forums Social media (e.g., Facebook, Twitter, Instagram) <b>B</b> Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising The exhibit actively encouraged me to use my device Familiarity with Smithsonian I saw information about the site at the museum Not sure/can't recall Other (please specify)	<b>A</b>	Y	Drop-down, one-up vertical	Skip Logic Group	Acquisition Source
ESK7328Q027		<b>A</b>	What else was most important in bringing you to the site?		<b>A</b>	N	Text area, no char limit	Skip Logic Group	OE_Acquisition Source
ESK7328Q028		<b>B</b>	Which social media site brought you to the site today?	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)	<b>C</b>	N	Radio button, one-up vertical	Skip Logic Group*	SV-Social Network
ESK7328Q029		<b>C</b>	Please tell us the other social network where you heard about this website.		<b>C</b>	N	Text field, <100 char	Skip Logic Group*	SV - Other Social Network
ESK7328Q030			While visiting a museum in person, how often do you use your mobile device?	Always or almost always <b>A</b> Most of the time <b>A</b> Some of the time <b>A</b> Rarely <b>A</b> Never I have never visited a museum in person	<b>A</b>	Y	Radio button, one-up vertical	Skip Logic Group	In-location Mobile Device
ESK7328Q031		<b>A</b>	What do you use a mobile device for while visiting a museum in person? (Please select all that apply.)	Access social media <b>C</b> Contact museum with questions/feedback Look for more information about an object, collection or exhibit Look for information about the museum (e.g., maps, where to eat, reviews) Reserving or purchasing tickets for events Self-guided tours Take photos or videos Texting/connecting with friends and family Use a museum app For reasons unrelated to my visit Other (please specify)	<b>C</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Mobile Device - Use
ESK7328Q032		<b>B</b>	What else do you use a mobile device for while visiting a museum in person?		<b>B</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Mobile Device - Use
ESK7328Q033		<b>C</b>	What social media platform(s) do you generally use while in a museum? (Please select all that apply.)	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)	<b>D</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Site
ESK7328Q034		<b>D</b>	Please specify what other social media platforms you use while in a museum.		<b>D</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Social Media - Site
ESK7328Q035		<b>C</b>	How do you use social media while in a museum? (Please select all that apply.)	Post about my experience in the museum (e.g., photos, videos, comments) Connect with people I'm meeting at the museum Contact museum with questions/feedback Look for information about the museum Look for information about an object, collection or exhibit Participate in social media campaigns and contests Share photos Stay up to date on my social media feed unrelated to the museum Other (please specify)	<b>E</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Uses
ESK7328Q036		<b>E</b>	How else do you use social media while in a museum?		<b>E</b>	N	Text area, no char limit	Skip Logic Group	OE_In-Location Social Media - Uses
ESK7328Q037			On this site today, did you see an advertisement?	Yes <b>I</b> No	<b>I</b>	Y	Radio button, one-up vertical	Skip Logic Group	Advertisements
ESK7328Q038		<b>I</b>	How did the advertisement affect your overall satisfaction with the website?	1=Negatively Affected	<b>I</b>	N	Radio button, scale, no don't know	Skip Logic Group	Advertisement Satisfaction

			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Positively Affected				
ESK7328Q039		What is your <b>education level</b> (highest level completed or current level if you are a student)?	K - 8th grade		N	Radio button, one-up vertical	Demographics: Education
			High school (or equivalent)				
			Some college or technical training				
			College (undergraduate)				
			Graduate or professional degree				
			I prefer not to answer				
ESK7328Q040	Demographics: Age	What is your age range?	Under 18		N	Radio button, one-up vertical	Demographics: Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			I prefer not to answer				
ESK7328Q041	Demographics: Gender	Are you a male or female?	Male		N	Drop down, select one	Demographics: Gender
			Female				
			I prefer not to answer				
ESK7328Q042		Please indicate the <b>state where you live</b> .	I live outside of the United States		Y	Drop down, select one	Demographics: State
			Alabama				
			Alaska				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			District of Columbia				
			Florida				
			Georgia				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				
			Iowa				
			Kansas				
			Kentucky				
			Louisiana				
			Maine				
			Maryland				
			Massachusetts				
			Michigan				
			Minnesota				
			Mississippi				
			Missouri				
			Montana				
			Nebraska				
			Nevada				
			New Hampshire				
			New Jersey				
			New Mexico				
			New York				
			North Carolina				
			North Dakota				
			Ohio				
			Oklahoma				
			Oregon				
			Pennsylvania				
			Rhode Island				
			South Carolina				
			South Dakota				
			Tennessee				
			Texas				
			Utah				
			Vermont				
			Virginia				
			Washington				
			West Virginia				
			Wisconsin				
			Wyoming				
ESK7328Q043	OE_Improve Experience	If you could identify <b>one improvement to the mobile site</b> , what would that improvement be?			N	Text area, no char limit	One Improvement
ESK7328Q044		We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.			N	Text field, <100 char	Email

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		A	Which Smithsonian location were you in?	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - which one
ESK7328Q003	Primary Reason		What was your <b>primary purpose</b> in coming to the Smithsonian website?	Plan a museum or zoo visit Follow-up after a visit Find information during a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z Z	Y	Radio button, one-up vertical	Skip Logic Group Randomize Anchor Answer Choice	Primary Purpose
ESK7328Q004		A	Other purpose for coming to the website:			N	Text area, no char limit	Skip Logic Group	OE_Primary Purpose
ESK7328Q005		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		N	Checkbox, one-up vertical	Skip Logic Group	Museum Interest
ESK7328Q006		J	When do you plan to visit the Smithsonian?	I visited earlier today I'm visiting now Later today This week Next week Within the next month Within the next 2 months More than 2 months from today		Y	Radio button, one-up vertical	Skip Logic Group	Visit Timing
ESK7328Q007		N	How many museums are you planning to visit?	1 2-3 More than 3		Y	Drop down, select one	Skip Logic Group	Number of Museums_New
ESK7328Q008			Please rate the extent to which the images on this mobile site appeal to you.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't Know		Y	Radio button scale, has don't know		Image Content - Appeal
ESK7328Q009			Please rate the variety of images offered on this mobile site.	1=Poor		Y	Radio button scale, has don't know		Image Content - Variety





ESK7328Q026	Acquisition Source		Which of the following was most important in bringing you to the site today?	10=Very Satisfied Email from Smithsonian Blogs or discussion forums Social media (e.g., Facebook, Twitter, Instagram) <b>B</b> Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising The exhibit actively encouraged me to use my device Familiarity with Smithsonian I saw information about the site at the museum Not sure/can't recall Other (please specify)		<b>A</b>	Y	Drop-down, one-up vertical	Skip Logic Group	Acquisition Source
ESK7328Q027		<b>A</b>	What else was most important in bringing you to the site?			<b>A</b>	N	Text area, no char limit	Skip Logic Group	OE_Acquisition Source
ESK7328Q028		<b>B</b>	Which social media site brought you to the site today?	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)		<b>C</b>	N	Radio button, one-up vertical	Skip Logic Group*	SV-Social Network
ESK7328Q029		<b>C</b>	Please tell us the other social network where you heard about this website.			<b>C</b>	N	Text field, <100 char	Skip Logic Group*	SV - Other Social Network
ESK7328Q030			While visiting a museum in person, how often do you use your mobile device?	Always or almost always Most of the time Some of the time Rarely Never I have never visited a museum in person		<b>A</b>	Y	Radio button, one-up vertical	Skip Logic Group	In-location Mobile Device
ESK7328Q031		<b>A</b>	What do you use a mobile device for while visiting a museum in person? (Please select all that apply.)	Access social media Contact museum with questions/feedback Look for more information about an object, collection or exhibit Look for information about the museum (e.g., maps, where to eat, reviews) Reserving or purchasing tickets for events Self-guided tours Take photos or videos Texting/connecting with friends and family Use a museum app For reasons unrelated to my visit Other (please specify)		<b>C</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Mobile Device - Use
ESK7328Q032		<b>B</b>	What else do you use a mobile device for while visiting a museum in person?			<b>B</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Mobile Device - Use
ESK7328Q033		<b>C</b>	What social media platform(s) do you generally use while in a museum? (Please select all that apply.)	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)		<b>D</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Site
ESK7328Q034		<b>D</b>	Please specify what other social media platforms you use while in a museum.			<b>D</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Social Media - Site
ESK7328Q035		<b>C</b>	How do you use social media while in a museum? (Please select all that apply.)	Post about my experience in the museum (e.g., photos, videos, comments) Connect with people I'm meeting at the museum Contact museum with questions/feedback Look for information about the museum Look for information about an object, collection or exhibit Participate in social media campaigns and contests Share photos Stay up to date on my social media feed unrelated to the museum Other (please specify)		<b>E</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Uses
ESK7328Q036		<b>E</b>	How else do you use social media while in a museum?			<b>E</b>	N	Text area, no char limit	Skip Logic Group	OE_In-Location Social Media - Uses
ESK7328Q037			On this site today, did you see an advertisement?	Yes No		<b>I</b>	Y	Radio button, one-up vertical	Skip Logic Group	Advertisements
ESK7328Q038		<b>I</b>	How did the advertisement affect your overall satisfaction with the website?	1=Negatively Affected		<b>I</b>	N	Radio button, scale, no don't know	Skip Logic Group	Advertisement Satisfaction

			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Positively Affected				
ESK7328Q039		What is your <b>education level</b> (highest level completed or current level if you are a student)?	K - 8th grade		N	Radio button, one-up vertical	Demographics: Education
			High school (or equivalent)				
			Some college or technical training				
			College (undergraduate)				
			Graduate or professional degree				
			I prefer not to answer				
ESK7328Q040	Demographics: Age	What is your age range?	Under 18		N	Radio button, one-up vertical	Demographics: Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			I prefer not to answer				
ESK7328Q041	Demographics: Gender	Are you a male or female?	Male		N	Drop down, select one	Demographics: Gender
			Female				
			I prefer not to answer				
ESK7328Q042		Please indicate the <b>state where you live.</b>	I live outside of the United States		Y	Drop down, select one	Demographics: State
			Alabama				
			Alaska				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			District of Columbia				
			Florida				
			Georgia				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				
			Iowa				
			Kansas				
			Kentucky				
			Louisiana				
			Maine				
			Maryland				
			Massachusetts				
			Michigan				
			Minnesota				
			Mississippi				
			Missouri				
			Montana				
			Nebraska				
			Nevada				
			New Hampshire				
			New Jersey				
			New Mexico				
			New York				
			North Carolina				
			North Dakota				
			Ohio				
			Oklahoma				
			Oregon				
			Pennsylvania				
			Rhode Island				
			South Carolina				
			South Dakota				
			Tennessee				
			Texas				
			Utah				
			Vermont				
			Virginia				
			Washington				
			West Virginia				
			Wisconsin				
			Wyoming				
ESK7328Q043	OE_Improve Experience	If you could identify <b>one improvement to the mobile site</b> , what would that improvement be?			N	Text area, no char limit	One Improvement
ESK7328Q044		We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.			N	Text field, <100 char	Email
JHR7328Q045		Did you make a monetary donation to any organization in November or December 2017?	Yes	A,B,C,D,E,F,G,H	Y	Radio button, one-up-v	Skip Logic Group* EOYD2017--Donate
			No				
			Don't Recall				

JHR7328Q046		A	Have you made a donation at end of year (i.e. November or December) in either of the last two years (2015 or 2016)?	Yes No Don't Recall		Y	Radio button, one-up-ve	Skip Logic-Group*	EOYD2017_Typical
JHR7328Q047		B	Which of these statements would best describe when you tend to make charitable donations?	I continue donating throughout the year I donate to organizations at year-end only I donate when a friend or colleague asks I donate when a special need arises (e.g. natural disaster) I rarely donate to nonprofits I donate as a gift to others (in someone else's name) Other, please specify Prefer not to respond	B1	Y	Radio button, one-up-ve	Skip Logic-Group* Randomize Anchor-Answer-Choice Anchor-Answer-Choice	EOYD2017_Preference
JHR7328Q048		B1	Other giving preferences:			N	Text area, no character	Skip Logic-Group*	EOYD2017_OEP reference
JHR7328Q049		C	What types of causes are you most likely to donate to at end of year? (Please select all that apply.)	Animal Arts, culture, & humanities Disaster relief Education & research Environmental Health services International aid Professional associations Hunger relief Religious Youth programs Other, please specify	C1	Y	Checkbox, one-up-vert	Skip Logic-Group* Randomize Anchor-Answer-Choice	EOYD2017_Cause
JHR7328Q050		C1	Please specify what types of causes you are likely to donate to at end of year:			N	Text area, no character	Skip Logic-Group*	EOYD2017_OEG cause
JHR7328Q051		D	Which social media platforms do you use to engage with nonprofit organizations around end of year? (Please select all that apply.)	Facebook Instagram Twitter Pinterest Snapchat Other I do not use social media to engage with charitable organizations		Y	Checkbox, one-up-vert	Skip Logic-Group* Randomize Anchor-Answer-Choice Mutually-Exclusive	EOYD2017_Social
JHR7328Q052		E	Which of these are considerations when deciding which organization to give your end of year donations to? (Please select all that apply.)	Tax deduction Political affiliation Personal fulfillment The cause(s) or mission(s) of the organization Receiving a gift from the organization (e.g. totes, mugs, etc.) The organization's reputation The organization's transparency about use of funds Public recognition of the donation Other, please specify	E1	Y	Checkbox, one-up-vert	Skip Logic-Group* Randomize Anchor-Answer-Choice	EOYD2017_Influential
JHR7328Q053		E1	Please specify what you consider when deciding where to give your end of year donations:			N	Text area, no character	Skip Logic-Group*	EOYD2017_OEI influential
JHR7328Q054		F	How much did you donate at year-end?	Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$2,500-4,999 \$5,000 or more Prefer not to respond	F1	Y	Radio button, one-up-ve	Skip Logic-Group*	EOYD2017_DonateRange
JHR7328Q055		F1	Is this more or less than you donated in the same period of 2016?	Less About the same More Not sure		Y	Radio button, one-up-ve	Skip Logic-Group*	EOYD2017_DonatePoint
JHR7328Q056		G	Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)?	Yes No Prefer not to respond	G1	Y	Radio button, one-up-ve	Skip Logic-Group*	EOYD2017_Events
JHR7328Q057		G1	How did these donations affect your end of year giving in 2017?	It led me to donate less to other causes later in the year It had no effect on my donations to other causes later in the year It led me to donate more to other causes later in the year		Y	Radio button, one-up-ve	Skip Logic-Group*	EOYD2017_EventsEffect
JHR7328Q058		H	Did you participate in Giving Tuesday (November 28th) in 2017?	Yes No Don't Recall		Y	Radio button, one-up-ve	Skip Logic-Group*	EOYD2017_GivingTuesday

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		A	Which Smithsonian location were you in?	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - which one
ESK7328Q003	Primary Reason		What was your <b>primary purpose</b> in coming to the Smithsonian website?	Plan a museum or zoo visit Follow-up after a visit Find information during a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z Z	Y	Radio button, one-up vertical	Skip Logic Group Randomize Anchor Answer Choice	Primary Purpose
ESK7328Q004		A	Other purpose for coming to the website:			N	Text area, no char limit	Skip Logic Group	OE_Primary Purpose
ESK7328Q005		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer   Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		N	Checkbox, one-up vertical	Skip Logic Group	Museum Interest
ESK7328Q006		J	When do you plan to visit the Smithsonian?	I visited earlier today I'm visiting now Later today This week Next week Within the next month Within the next 2 months More than 2 months from today		Y	Radio button, one-up vertical	Skip Logic Group	Visit Timing
ESK7328Q007		N	How many museums are you planning to visit?	1 2-3 More than 3		Y	Drop down, select one	Skip Logic Group	Number of Museums_New
ESK7328Q008			Please rate the extent to which the images on this mobile site appeal to you.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't Know		Y	Radio button scale, has don't know		Image Content - Appeal
ESK7328Q009			Please rate the variety of images offered on this mobile site.	1=Poor		Y	Radio button scale, has don't know		Image Content - Variety

				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								
				Excellent=10								
				Don't Know								
ESK7328Q010			Please rate the availability of specific images that you were looking for on this mobile site.	1=Poor		Y	Radio button scale, has don't know					Image Content - Availability
				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								
				Excellent=10								
				Don't Know								
ESK7328Q011	Accomplish		Did you find what you were looking for?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group*				Did You Find
				I wasn't looking for anything in particular								
				No, I was looking for:	B							
ESK7328Q012		B	What specifically were you unable to find?			N	Text area, no char limit	Skip Logic Group*				OE Did Not Find
ESK7328Q013		A	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*				Accomplish Experience
				No								
ESK7328Q014			Did you use the site's search feature during your visit today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group				Search Used
				No								
				Not sure/can't recall								
ESK7328Q015		A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Results were not relevant/not what I wanted		Y	Checkbox, one-up vertical	Skip Logic Group				Search Experience
				Too many results/I needed to refine my search					randomize			
				Not enough results								
				Returned NO results								
				Received error message(s)								
				Search speed was too slow								
				I experienced a different search issue (please explain):	B				Anchor Answer Choice			
				Search results were helpful					Mutually Exclusive			
ESK7328Q016		B	Other search issue:			N	Text area, no char limit	Skip Logic Group				OE Search Experience
ESK7328Q017			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected		Y	Checkbox, one-up vertical	Skip Logic Group*				Navigation Experience
				I had difficulty finding relevant information								
				Links and labels were difficult to understand								
				There were too many links or navigation options to choose from					Randomize			
				I had technical difficulties (error messages, broken links, etc.)	T							
				I could not navigate back to previous information								
				I had a different navigation difficulty:	A							
				I had no difficulty navigating the site					Anchor Answer Choice			
ESK7328Q018		A	Please specify your navigation difficulty.			N	Text area, no char limit	Skip Logic Group*				OE Navigation Experience
ESK7328Q019		T	Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	Site error message		Y	Checkbox, one-up vertical	Skip Logic Group*				Technical Problems
				Incomplete load of a site page								
				Inconsistent page loads								
				Other (please specify)	T2							
ESK7328Q020		T2	What other type of technical problems did you experience today?			N	Text area, no char limit	Skip Logic Group*				Technical Problems Other
ESK7328Q021	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Drop down, select one					Visit Frequency
				Once every 6 months or less often								
				Once every few months								
				Monthly								
				Weekly								
				Daily or more often								
ESK7328Q022			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No		Y	Drop down, select one	Skip Logic Group				Online Purchase
				Yes	I, H							
ESK7328Q023		I	What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise		N	Checkbox, one-up vertical	Skip Logic Group				Type of Online Purchase
				Event ticket								
				IMAX ticket								
				Tour reservation								
				Buy membership or renewal								
				Music download								
				Other (please specify)	G							
ESK7328Q024		G	Please specify what other type of purchase or reservation you made online.			N	Text area, no char limit	Skip Logic Group				OE Online Purchase
ESK7328Q025		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not Very Satisfied		N	Radio button, scale, no don't know	Skip Logic Group				Online Purchase Experience
				2								
				3								
				4								
				5								
				6								
				7								
				8								
				9								

ESK7328Q026	Acquisition Source		Which of the following was most important in bringing you to the site today?	10=Very Satisfied Email from Smithsonian Blogs or discussion forums Social media (e.g., Facebook, Twitter, Instagram) <b>B</b> Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising The exhibit actively encouraged me to use my device Familiarity with Smithsonian I saw information about the site at the museum Not sure/can't recall Other (please specify)	<b>A</b>	Y	Drop-down, one-up vertical	Skip Logic Group	Acquisition Source
ESK7328Q027		<b>A</b>	What else was most important in bringing you to the site?		<b>A</b>	N	Text area, no char limit	Skip Logic Group	OE_Acquisition Source
ESK7328Q028		<b>B</b>	Which social media site brought you to the site today?	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)	<b>C</b>	N	Radio button, one-up vertical	Skip Logic Group*	SV-Social Network
ESK7328Q029		<b>C</b>	Please tell us the other social network where you heard about this website.		<b>C</b>	N	Text field, <100 char	Skip Logic Group*	SV - Other Social Network
ESK7328Q030			While visiting a museum in person, how often do you use your mobile device?	Always or almost always <b>A</b> Most of the time <b>A</b> Some of the time <b>A</b> Rarely <b>A</b> Never I have never visited a museum in person	<b>A</b>	Y	Radio button, one-up vertical	Skip Logic Group	In-location Mobile Device
ESK7328Q031		<b>A</b>	What do you use a mobile device for while visiting a museum in person? (Please select all that apply.)	Access social media <b>C</b> Contact museum with questions/feedback Look for more information about an object, collection or exhibit Look for information about the museum (e.g., maps, where to eat, reviews) Reserving or purchasing tickets for events Self-guided tours Take photos or videos Texting/connecting with friends and family Use a museum app For reasons unrelated to my visit Other (please specify)	<b>C</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Mobile Device - Use
ESK7328Q032		<b>B</b>	What else do you use a mobile device for while visiting a museum in person?		<b>B</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Mobile Device - Use
ESK7328Q033		<b>C</b>	What social media platform(s) do you generally use while in a museum? (Please select all that apply.)	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)	<b>D</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Site
ESK7328Q034		<b>D</b>	Please specify what other social media platforms you use while in a museum.		<b>D</b>	N	Text area, no char limit	Skip Logic Group	OE_In-location Social Media - Site
ESK7328Q035		<b>C</b>	How do you use social media while in a museum? (Please select all that apply.)	Post about my experience in the museum (e.g., photos, videos, comments) Connect with people I'm meeting at the museum Contact museum with questions/feedback Look for information about the museum Look for information about an object, collection or exhibit Participate in social media campaigns and contests Share photos Stay up to date on my social media feed unrelated to the museum Other (please specify)	<b>E</b>	Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Uses
ESK7328Q036		<b>E</b>	How else do you use social media while in a museum?		<b>E</b>	N	Text area, no char limit	Skip Logic Group	OE_In-Location Social Media - Uses
ESK7328Q037			On this site today, did you see an advertisement?	Yes <b>I</b> No	<b>I</b>	Y	Radio button, one-up vertical	Skip Logic Group	Advertisements
ESK7328Q038		<b>I</b>	How did the advertisement affect your overall satisfaction with the website?	1=Negatively Affected	<b>I</b>	N	Radio button, scale, no don't know	Skip Logic Group	Advertisement Satisfaction

			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Positively Affected				
ESK7328Q039		What is your <b>education level</b> (highest level completed or current level if you are a student)?	K - 8th grade		N	Radio button, one-up vertical	Demographics: Education
			High school (or equivalent)				
			Some college or technical training				
			College (undergraduate)				
			Graduate or professional degree				
			I prefer not to answer				
ESK7328Q040	Demographics: Age	What is your age range?	Under 18		N	Radio button, one-up vertical	Demographics: Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			I prefer not to answer				
ESK7328Q041	Demographics: Gender	Are you a male or female?	Male		N	Drop down, select one	Demographics: Gender
			Female				
			I prefer not to answer				
ESK7328Q042		Please indicate the <b>state where you live.</b>	I live outside of the United States		Y	Drop down, select one	Demographics: State
			Alabama				
			Alaska				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			District of Columbia				
			Florida				
			Georgia				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				
			Iowa				
			Kansas				
			Kentucky				
			Louisiana				
			Maine				
			Maryland				
			Massachusetts				
			Michigan				
			Minnesota				
			Mississippi				
			Missouri				
			Montana				
			Nebraska				
			Nevada				
			New Hampshire				
			New Jersey				
			New Mexico				
			New York				
			North Carolina				
			North Dakota				
			Ohio				
			Oklahoma				
			Oregon				
			Pennsylvania				
			Rhode Island				
			South Carolina				
			South Dakota				
			Tennessee				
			Texas				
			Utah				
			Vermont				
			Virginia				
			Washington				
			West Virginia				
			Wisconsin				
			Wyoming				
ESK7328Q043	OE_Improve Experience	If you could identify <b>one improvement to the mobile site</b> , what would that improvement be?			N	Text area, no char limit	One Improvement
ESK7328Q044		We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.			N	Text field, <100 char	Email
		Did you make a monetary donation to any organization in November or December 2017?	Yes	A,B,C, D,E,F, G,H	Y	Radio button, one-up v	Skip Logic Group* EOYD2017_Donate
			No				
			Don't Recall				



		<b>A</b>	Have you made a donation at end-of-year (i.e. November or December) in either of the last two years (2015 or 2016)?	Yes No Don't Recall		<b>Y</b>	Radio button, one-up v	Skip Logic Group*	EOYD2017_Typical
		<b>B</b>	Which of these statements would best describe when you tend to make charitable donations?	I continue donating throughout the year I donate to organizations at year-end only I donate when a friend or colleague asks I donate when a special need arises (e.g. natural disaster) I rarely donate to nonprofits I donate as a gift to others (in someone else's name) Other, please specify Prefer not to respond	<b>B1</b>	<b>Y</b>	Radio button, one-up v	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	EOYD2017_Preference
		<b>B1</b>	Other giving preferences:			<b>N</b>	Text area, no character	Skip Logic Group*	EOYD2017_OEP reference
		<b>C</b>	What types of causes are you most likely to donate to at end-of-year? (Please select all that apply.)	Animal Arts, culture, & humanities Disaster relief Education & research Environmental Health services International aid Professional associations Hunger relief Religious Youth programs Other, please specify	<b>C1</b>	<b>Y</b>	Checkbox, one-up vert	Skip Logic Group* Randomize Anchor Answer Choice	EOYD2017_Cause
		<b>C1</b>	Please specify what types of causes you are likely to donate to at end-of-year:			<b>N</b>	Text area, no character	Skip Logic Group*	EOYD2017_OECause
		<b>D</b>	Which social media platforms do you use to engage with nonprofit organizations around end-of-year? (Please select all that apply.)	Facebook Instagram Twitter Pinterest Snapchat Other I do not use social media to engage with charitable organizations		<b>Y</b>	Checkbox, one-up vert	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	EOYD2017_Social
		<b>E</b>	Which of these are considerations when deciding which organization to give your end-of-year donations to? (Please select all that apply.)	Tax deduction Political affiliation Personal fulfillment The cause(s) or mission(s) of the organization Receiving a gift from the organization (e.g. totes, mugs, etc.) The organization's reputation The organization's transparency about use of funds Public recognition of the donation Other, please specify	<b>E1</b>	<b>Y</b>	Checkbox, one-up vert	Skip Logic Group* Randomize Anchor Answer Choice	EOYD2017_Influential
		<b>E1</b>	Please specify what you consider when deciding where to give your end-of-year donations:			<b>N</b>	Text area, no character	Skip Logic Group*	EOYD2017_OEInfluential
		<b>F</b>	How much did you donate at year-end?	Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$2,500-4,999 \$5,000 or more Prefer not to respond	<b>F1</b>	<b>Y</b>	Radio button, one-up v	Skip Logic Group*	EOYD2017_DonateRange
		<b>F1</b>	Is this more or less than you donated in the same period of 2016?	Less About the same More Not sure		<b>Y</b>	Radio button, one-up v	Skip Logic Group*	EOYD2017_DonatePoint
		<b>G</b>	Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)?	Yes No Prefer not to respond	<b>G1</b>	<b>Y</b>	Radio button, one-up v	Skip Logic Group*	EOYD2017_Events
		<b>G1</b>	How did these donations affect your end-of-year giving in 2017?	It led me to donate less to other causes later in the year It had no effect on my donations to other causes later in the year It led me to donate more to other causes later in the year		<b>Y</b>	Radio button, one-up v	Skip Logic Group*	EOYD2017_EventsEffect
		<b>H</b>	Did you participate in Giving Tuesday (November 28th) in 2017?	Yes No Don't Recall		<b>Y</b>	Radio button, one-up v	Skip Logic Group*	EOYD2017_GivingTuesday