Survey Invitation

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

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

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency wit the model, these questions are standardized and have been tested and validated. Standardization of model questio 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

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.

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Making Changes

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

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand y 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.

pdate Your Custom Questions?

ncovered new questions to ask
ty areas influence resource use
s for quantifiable recommendations
Seasonal Needs
Re-launch or Re-design
Vlarketing 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!

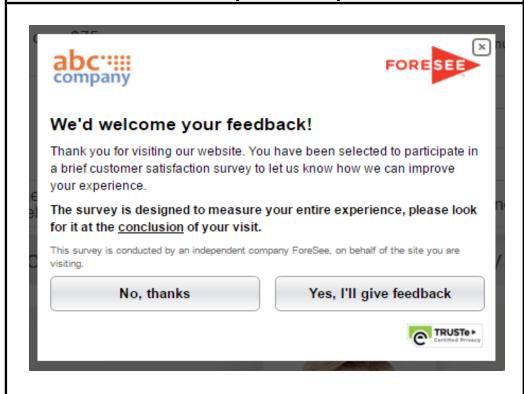
Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

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

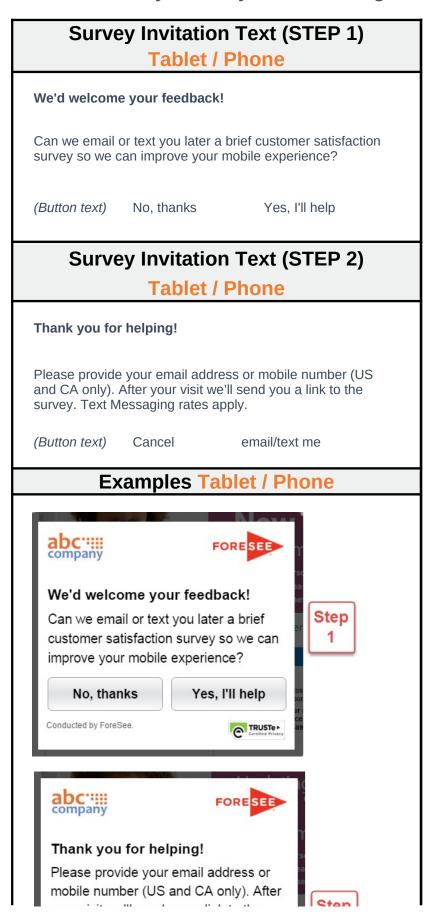
This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

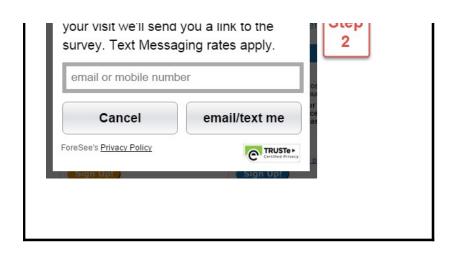
(Button text) No, thanks Yes, I'll give feedback

Example Desktop



ct please check with your analyst/client manager.







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.

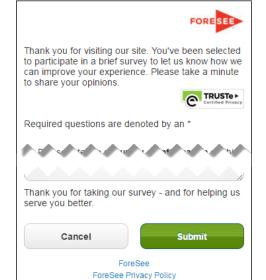
Thank You Text - Tablet / Phone

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

Example Desktop



Example Mobile



Contact Us

Smithsonian Mobile

IFdBJENYhZ8c5R8lkY8tJw4C

Underlined & Italicized: Re-order

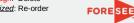
Yes - 2MQ 3/3/2017

Model Name

Model ID

Date

Partitioned



Pink: Addition

Blue: Reword

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



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes	Α	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		Α	Which Smithsonian location were you in?	No African American History and Culture Museum		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - whice
				African Art Museum					1
				Air and Space Museum					
				Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum		-			
				American Art Museum American History Museum		+			
				American Indian Museum (Washington, D.C.)		1			
				American Indian Museum Heye Center (New York)		1			
				Anacostia Community Museum					
				Cooper Hewitt, Smithsonian Design Museum					
				Freer Sackler Galleries of Art					
				Hirshhorn Museum and Sculpture Garden Natural History Museum		1			
				National Zoo		1			
				Portrait Gallery		1			
				Postal Museum					
				Renwick Gallery					
				Smithsonian Institution Building (Castle)					
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SK7328Q003	Primary Reason		What was your primary purpose in coming to the Smithsonian website?	Plan a museum or zoo visit	Z, J, N	Y	Radio button, one-up vertical	Skip Logic Group	Primary Purpose
				Follow-up after a visit	Z			Randomize	- minary Fulpose
				Find information during a visit	Z	1			
				Conduct research					
				For school work]			
				Find information for my students		1			
				For general interest and/or entertainment					
				To join or support the Smithsonian		-			
				Find a job or internship Shop		1			
				View the Zoo Cams		1			
				Book a vacation via Smithsonian Journeys		1			
				Other (please specify)	Α			Anchor Answer Choice	
SK7328Q004		Α	Other purpose for coming to the website:			N	Text area, no char limit	Skip Logic Group	OE_Primary
SK7328Q005		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum		N	Checkbox, one-up vertical	Skip Logic Group	Purpose Museum Interest
				African Art Museum	_	1	vertical		
				Air and Space Museum		1			
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				Postal Museum		4			
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				Smithsonian Institution Building (Castle) Not sure		1		Mutually Exclusive	
ESK7328Q006		J	When do you plan to visit the Smithsonian?	I visited earlier today		Y	Radio button, one-up ve		Visit Timing
			, ,	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		1			
		N	How many museums are you planning to visit?	1	_	Y	Drop down, select one	Skin Logic Group	Number of
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			site today !	Blogs or discussion forums			vertical		
				Social media (e.g., Facebook, Twitter, Instagram)	В				
				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					
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				Rarely	Α				
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			person? (Please select all that apply.)				vertical		Device - Use
				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					
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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes	Α	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		Α	Which Smithsonian location were you in?	No African American History and Culture Museum		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - whice
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				Find information during a visit	Z	1			
				Conduct research					
				For school work]			
				Find information for my students		1			
				For general interest and/or entertainment					
				To join or support the Smithsonian		-			
				Find a job or internship Shop		1			
				View the Zoo Cams		1			
				Book a vacation via Smithsonian Journeys		1			
				Other (please specify)	Α			Anchor Answer Choice	
SK7328Q004		Α	Other purpose for coming to the website:			N	Text area, no char limit	Skip Logic Group	OE_Primary
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				This week					
				Next week					
				Within the next month		-			
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				Search engine results					
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				TV, radio, newspaper, or magazine advertising					
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				The exhibit actively encouraged me to use my device					
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				Contact museum with questions/feedback					
				Look for more information about an object, collection or exhibit					
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ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes	Α	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		Α	Which Smithsonian location were you in?	No African American History and Culture Museum		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - whice
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				Freer Sackler Galleries of Art					
				Hirshhorn Museum and Sculpture Garden Natural History Museum		1			
				National Zoo		1			
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SK7328Q003	Primary Reason		What was your primary purpose in coming to the Smithsonian website?	Plan a museum or zoo visit	Z, J, N	Y	Radio button, one-up vertical	Skip Logic Group	Primary Purpose
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				Find information during a visit	Z	1			
				Conduct research					
				For school work]			
				Find information for my students		1			
				For general interest and/or entertainment					
				To join or support the Smithsonian		-			
				Find a job or internship Shop		1			
				View the Zoo Cams		1			
				Book a vacation via Smithsonian Journeys		1			
				Other (please specify)	Α			Anchor Answer Choice	
SK7328Q004		Α	Other purpose for coming to the website:			N	Text area, no char limit	Skip Logic Group	OE_Primary
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				Later today					
				This week					
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				Within the next month		-			
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			3					
1			4					
			5					
			7					
			8					
			9					
			10=Positively Affected					
ESK7328Q039		What is your education level (highest level completed or current level if you are a student)?	K - 8th grade		N	Radio button, one-up vertical		Demographics: Education
			Ulab asked (as assistated)					
			High school (or equivalent) Some college or technical training					
			College (undergraduate)					
			Graduate or professional degree					
			I prefer not to answer					
ESK7328Q040	Demographics:	What is your age range?	Under 18		N	Radio button, one-up vertical		Demographics: Age
Age		18 - 24			vertical		Age	
		25 - 34						
			35 - 44					
			45 - 54					
			55 - 64					
			65 or older					
ECK72200041	Domographica	Are you a male or female?	I prefer not to answer		N.	Dron down coloct one		Domographica
ESK7328Q041	Demographics: Gender	Are you a male or female?	Male Female	\vdash	N	Drop down, select one		Demographics: Gender
1			I prefer not to answer					
ESK7328Q042		Please indicate the state where you live.	I live outside of the United States		Υ	Drop down, select one		Demographics:
1				\perp				State
1			Alabama	\vdash				
1			Alaska	\vdash				
1			Arizona Arkansas	\vdash				
1			California					
			Colorado					
			Connecticut					
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			Missouri Montana Nebraska Nevada New Hampshire New Alersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Dakota Tennessee Texas Utah Vermont Virginia West Virginia West Virginia West Virginia Westonsin					
	OE_Improve Experience	If you could identify one improvement to the mobile site , wh would that improvement be?	Missouri Montana Nebraska Nevada New Hampshire New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming att		N	Text area, no char limit		One Improvement
ESK7328Q043 ESK7328Q044	Experience	would that improvement be? We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	Missouri Montana Nebraska Nevada New Hampshire 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 Wyoning		N	Text field, <100 char		One Improvement
-	Experience	would that improvement be? We're working to improve the Smithsonian's websites. Please	Missouri Montana Nebraska Nevada New Hampshire 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 Wyoning	A,B,C,			Skip Legic Group*	
ESK7328Q044	Experience	would that improvement be? We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	Missouri Montana Nebraska Nevada New Hampshire 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 Wyoning	A,B,G; D,E,F; G,H	N	Text field, <100 char	Skip-Logic-Group ²	Email EOYD2017_Dor

JHR7328Q046			×4			Dealth In the Committee of the Committee		
	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		¥	Radio button, one up v	Skip Logic Group*	EOYD2017_Typ eal
		, '	No					
			Den't Recall					
311D70000047		AND THE STATE OF T	DOITH Recair		.,	B. P. L. W.	011111111111111111111111111111111111111	E01/00047 D
JHR7328Q047	В	Which of these statements would best describe when you tend to make charitable donations?			¥	Radio button, one-up ve	Skip Logic Group*	EOYD2017_Pro
		tend to make charitable donations?	l continue donating throughout the year					erence
			I donate to organizations at year end only					
			I donate when a friend or colleague asks				Randomize	
			I donate when a special need arises (e.g. natural disaster)					
			I rarely donate to nonprofits		1			
			I donate as a gift to others (in someone else's name)					
				D1	-		A A Ch-i	
			Other, please specify	B1			Anchor Answer Choice	
			Prefer not to respond				Anchor Answer Choice	
JHR7328Q048	B1	Other giving preferences:			N	Text area, no character	Skip Logic Group*	EOYD2017_OE
								reference
JHR7328Q049	e	What types of causes are you most likely to donate to at end-of-year? (Please select all that apply.)	Animal		¥	Checkbox, one up vert	Skip Logic Group*	EOYD2017_Ca
		end-or-year? (Flease select all that apply.)	Arts, culture, & humanities					5 C
							Burney of the	
			Disaster relief				Randomize	
			Education & research					
			Environmental					
			Health services					
			International aid					
			Professional associations					
			Hunger relief					
			Religious					
			Youth programs					
				C1			Anchor Anguer Chaire	
2110700000			Other, please specify	C1			Anchor Answer Choice	
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_OE0
		donate to at end or year.						ause
JHR7328Q051	Ð	Which social media platforms do you use to engage with	Facebook		¥	Checkbox, one-up vertice	Skip Logic Group*	EOYD2017_Soc
		nonprofit organizations around end-of-year? (Please						al
		select all that apply.)						
			Instagram				Randomize	
			motagram T. 'w.				Randomize	
			Twitter					
			Pinterest					
			Snapchat					
			Other				Anchor Answer Choice	
							Mutually Exclusive	
			I do not use social media to engage with charitable organizations				Widthally Exclusive	
JHR7328Q052	E	Which of these are considerations when deciding which	Tax deduction		¥	Checkbox, one-up vert	Skip Logic Group*	EOYD2017_Influ
		organization to give your end-of-year donations to? (Please select all that apply.)						ential
		(Please select all that apply.)						
			Political affiliation					
			Political affiliation				Dandania	
			Personal fulfillment				Randomize	
			Personal fulfillment The cause(s) or mission(s) of the organization				Randomize	
			Personal fulfillment The cause(s) or mission(s) of the organization				Randomize	
			Personal fulfillment The cause(s) or mission(s) of the organization Receiving a gift from the organization (e.g. totes, mugs, etc.)				Randomize	
			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				Randomize	
			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				Randomize	
			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					
			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	E1			Anchor Answer Choice	
JHR7328Q053	El		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	E1	N	Text area, no character		E0YD2017_OE
JHR7328Q053	E	Please specify what you consider when deciding where to give your end of year donations:	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	Eŧ	N	Text area, no character	Anchor Answer Choice	EOYD2017_OE
	E1	Please specify what you consider when deciding where to give your end of year donations:	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		ħ.		Anchor Answer Choice Skip Logic Group*	EOYD2017_OE nfluential EOYD2017 Dor
JHR7328Q053 JHR7328Q054			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	Et Ft		Text area, no character Radio button, one up v	Anchor Answer Choice	nfluential EOYD2017_Dor
		Please specify what you consider when deciding where to give your end of year donations:	Personal-fulfillment The cause(s) or-mission(s) of-the organization Receiving a gift from the organization (e.gtotes, mugs, etc.) The organization's reputation The organization's transparency about use of funds Public recognition of the donation Other, please specify Less than \$100	F1			Anchor Answer Choice Skip Logic Group*	nfluential
		Please specify what you consider when deciding where to give your end of year donations:	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 Less than \$100	F1 F1			Anchor Answer Choice Skip Logic Group*	EOYD2017_Dor
		Please specify what you consider when deciding where to give your end of year donations:	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 Less than \$100 \$100-249 \$250-499	F1 F1 F1			Anchor Answer Choice Skip Logic Group*	nfluential EOYD2017_Dor
		Please specify what you consider when deciding where to give your end of year donations:	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 Less than \$100 \$100-249 \$250-499 \$550-999	F1 F1			Anchor Answer Choice Skip Logic Group*	nfluential EOYD2017_Dor
		Please specify what you consider when deciding where to give your end of year donations:	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 Less than \$100 \$100-249 \$250-499 \$550-999	## ## ##			Anchor Answer Choice Skip Logic Group*	nfluential EOYD2017_Dor
		Please specify what you consider when deciding where to give your end of year donations:	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 receipition of the donation Other, please specify Less than \$100 \$100-249 \$250-049 \$550-099 \$1,000-2,499	## ## ## ##			Anchor Answer Choice Skip Logic Group*	nfluential EOYD2017_Dor
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		Please specify what you consider when deciding where to give your end of year donations:	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 Less than \$100 \$100-249 \$250-499 \$5.000-2499 \$5.500-4,990 \$5.000 or more	## ## ## ##			Anchor Answer Choice Skip Logic Group*	nfluential EOYD2017_Dor
JHR7328Q054	F	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year-end?	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 Less than \$100 \$100-249 \$250-499 \$5,000-99 \$5,000 depoils of the donation Foreign of the donation Fig. 100-249 \$2,500-409 \$5,000 or more Perfer not to respond	# # # # #	¥	Radio button, one up v	Anchor Answer Choice Skip Logie Group ⁴ Skip Logie Group ⁴	nfluential EGYD2017_Dor ateRange
		Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period	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 Less than \$100 \$100-249 \$250-499 \$5.000-2499 \$5.500-4,990 \$5.000 or more	# # # # #			Anchor Answer Choice Skip Logic Group*	nfluential EOYD2017_Dor ateRange
JHR7328Q054	F	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year-end?	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 Less than \$100 \$100-249 \$250-499 \$5,000-99 \$5,000 depoils of the donation Foreign of the donation Fig. 100-249 \$2,500-409 \$5,000 or more Perfer not to respond	# # # # #	¥	Radio button, one up v	Anchor Answer Choice Skip Logie Group ⁴ Skip Logie Group ⁴	nfluential EGYD2017_Dor ateRange
JHR7328Q054	F	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period	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 Less than \$100 \$100-249 \$250-499 \$250-499 \$2,500-4,999 \$2,600-4,999 \$2,600-4,999 \$2,600-7 mere Prefer not to respond	# # # # #	¥	Radio button, one up v	Anchor Answer Choice Skip Logie Group ⁴ Skip Logie Group ⁴	nfluential EOYD2017_Dor ateRange
JHR7328Q054	F	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period	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 Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$5,000 or more Perfer not to respond Less About the same	# # # # #	¥	Radio button, one up v	Anchor Answer Choice Skip Logie Group ⁴ Skip Logie Group ⁴	nfluential EOYD2017_Dor ateRange
JHR7328Q054	F	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period	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 Less than \$100 \$100-249 \$500-999 \$5,000-2,499 \$5,500-2,499 \$5,500 or more Prefer not to respond Less About the same More	# # # # #	¥	Radio button, one up v	Anchor Answer Choice Skip Logie Group ⁴ Skip Logie Group ⁴	nfluential EOYD2017_Dor ateRange
JHR7328Q054	F F1	Please specify what you consider when deciding where to give your end of you donate at year-end? How much did you donate at year-end? Is this more or less than you donated in the same period of 2016?	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 Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$5,000 or more Perfer not to respond Less About the same	# # # # # # # # # # # # # # # # # # # #	¥	Radio button, one up v	Anchor Answer Choice Skip Logie Group ⁴ Skip Logie Group ⁴	nfluential EOYD2017_Dor ateRange EOYD2017_Dor ateRenge
JHR7328Q054	F	Please specify what you consider when deciding where to give your end of year-donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g.	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 Less than \$100 \$100-249 \$500-999 \$5,000-2,499 \$5,500-2,499 \$5,500 or more Prefer not to respond Less About the same More	# # # # #	¥	Radio button, one up v	Anchor Answer Choice Skip Logie Group ⁴ Skip Logie Group ⁴	nfluential EOYD2017_Dor ateRange EOYD2017_Dor ateRenge
JHR7328Q054	F F1	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period	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 Less than \$100 \$100-249 \$250-499 \$550-99 \$5,600-499 \$2,500-499 \$5,600 or more Perfer not to respond Less About the same More Not sure—	# # # # # # # # # # # # # # # # # # # #	¥	Radio button, one up v	Anchor Answer-Choice Skip-Logic-Group ^a Skip-Logic-Group ^a Skip-Logic-Group ^a	nfluential EOYD2017_Dor ateRange EOYD2017_Dor ateRenge
JHR7328Q054	F F1	Please specify what you consider when deciding where to give your end of year-donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g.	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 Less than \$100 \$100-249 \$250-499 \$550-99 \$5,600-499 \$2,500-499 \$5,600 or more Perfer not to respond Less About the same More Not sure—	# # # # # # # # # # # # # # # # # # # #	¥	Radio button, one up v	Anchor Answer-Choice Skip-Logic-Group ^a Skip-Logic-Group ^a Skip-Logic-Group ^a	nfluential EOYD2017_Der ateRange EOYD2017_Der atePoint EOYD2017_Eve
JHR7328Q054	F F1	Please specify what you consider when deciding where to give your end of year-donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g.	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 Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$2,500-4,999 \$5,000 or mere Prefer not to respond Less About the same More	#######################################	¥	Radio button, one up v	Anchor Answer-Choice Skip-Logic-Group ^a Skip-Logic-Group ^a Skip-Logic-Group ^a	nfluential EOYD2017_Der ateRange EOYD2017_Der atePoint EOYD2017_Eve
JHR7328Q054 JHR7328Q055	F F1	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)?	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 Less than \$100 \$100-249 \$500-999 \$500-999 \$5,000-2,499 \$5,500-4,999 \$5,500 or mere Prefer not to respond Less About the same More Not sure— Yes Ne Prefer-not to respond	#######################################	*	Radio button, one-up-v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	effuential EOYD2017_Dor ateRange EOYD2017_Dor atePoint EOYD2017_Events
JHR7328Q054	F F1	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in	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 Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$2,500-4,999 \$5,000 or mere Prefer not to respond Less About the same More	#######################################	¥	Radio button, one up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	effuential EOYD2017_Dor ateRange EOYD2017_Dor ateRange EOYD2017_Events EOYD2017_Events
JHR7328Q054 JHR7328Q055	F F1	Please specify what you consider when deciding where to give your end of year-donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g.	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 Less than \$100 \$100-249 \$500-999 \$500-999 \$5,000-2,499 \$5,500-4,999 \$5,500 or mere Prefer not to respond Less About the same More Not sure— Yes Ne Prefer-not to respond	#######################################	*	Radio button, one-up-v	Anchor Answer-Choice Skip-Logic-Group ^a Skip-Logic-Group ^a Skip-Logic-Group ^a	effuential EOYD2017_Dor ateRange EOYD2017_Dor atePoint EOYD2017_Events
JHR7328Q054 JHR7328Q055	F F1	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in	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 Less than \$100 \$100-249 \$500-99 \$5,000-99 \$5,000 or more Prefer not to respond Less About the same More Not sure— Yes No Prefer not to respond It ed me to donate less to other-causes later in the year	#######################################	*	Radio button, one-up-v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	effuential EOYD2017_Dor ateRange EOYD2017_Dor ateRange EOYD2017_Events EOYD2017_Events
JHR7328Q054 JHR7328Q055	F F1	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in	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 Less than \$100 \$100-249 \$500-999 \$500-999 \$5,000-2,499 \$5,500-4,999 \$5,500 or mere Prefer not to respond Less About the same More Not sure— Yes Ne Prefer-not to respond	#######################################	*	Radio button, one-up-v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	effuential EOYD2017_Dor ateRange EOYD2017_Dor ateRange EOYD2017_Events EOYD2017_Events
JHR7328Q054 JHR7328Q055	F F1	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in	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 tresperancy about use of funds Public recognition of the donation Other, please specify Less than \$100 \$1:00-249 \$250-499 \$5:000-2499 \$5:500-499 \$5:500 or more Perfer not to respond Less About the same More More Not sure— Yes Ne Prefer not to respond 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	#######################################	*	Radio button, one-up-v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	effuential EOYD2017_Dor ateRange EOYD2017_Dor ateRange EOYD2017_Events EOYD2017_Events
JHR7328Q054 JHR7328Q055	F F1	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	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 tresperancy about use of funds Public recognition of the donation Other, please specify Less than \$100 \$1:00-249 \$250-499 \$5:000-2499 \$5:500-499 \$5:500 or more Perfer not to respond Less About the same More More Not sure— Yes Ne Prefer not to respond 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	#######################################	*	Radio button, one up v Radio button, one up v Radio button, one up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	effuential EOYD2017_Dor ateRange EOYD2017_Dor ateRange EOYD2017_Events nts
JHR7328Q054 JHR7328Q055 JHR7328Q056	F F1	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	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 Less than \$100 \$100-249 \$500-99 \$5,000-99 \$5,000 or more Prefer not to respond Less About the same More Not sure— Yes No Prefer not to respond It ed me to donate less to other-causes later in the year	#######################################	*	Radio button, one up v Radio button, one up v Radio button, one up v	Anchor Answer Choice Skip Logic Group [±] Skip Logic Group [±] Skip Logic Group [±] Skip Logic Group [±]	effluential EOYD2017_Dor ateRange EOYD2017_Dor atePoint EOYD2017_Eve nts EOYD2017_Eve ntsEffect
JHR7328Q054 JHR7328Q055	Fi G	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	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 Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$5,600 or more Perfer not to respond Less About the same More Not sure— Yes No Prefer not to respond 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	#######################################	¥	Radio button, one-up-v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	EOYD2017_Dor aterRange EOYD2017_Dor aterRange EOYD2017_Dor aterPoint EOYD2017_Events EOYD2017_EventsEffect
JHR7328Q054 JHR7328Q055 JHR7328Q056	Fi G	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in	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 trepspersency about use of funds Public recognition of the donation Other, please specify Less than \$100 \$1:00-249 \$2:50-049 \$5:00-249 \$2:50-049 \$5:500 or mere Perfer not to respond Less About the same More More Not sure— Yes Ne Prefer not to respond 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	#######################################	¥	Radio button, one up v Radio button, one up v Radio button, one up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	entential EOYD2017_Den ateRange EOYD2017_Den ateRoint atePoint EOYD2017_Eve nts
JHR7328Q054 JHR7328Q055 JHR7328Q056	Fi G	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	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 Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2,499 \$5,600 or more Perfer not to respond Less About the same More Not sure— Yes No Prefer not to respond 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	#######################################	¥	Radio button, one up v Radio button, one up v Radio button, one up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	EOYD2017_Don ateRange EOYD2017_Don ateRange EOYD2017_Don atePoint EOYD2017_Events EOYD2017_EventsEffect
JHR7328Q054 JHR7328Q055 JHR7328Q056	Fi G	Please specify what you consider when deciding where to give your end of year donations: How much did you donate at year end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	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 trepspersency about use of funds Public recognition of the donation Other, please specify Less than \$100 \$1:00-249 \$2:50-049 \$5:00-249 \$2:50-049 \$5:500 or mere Perfer not to respond Less About the same More More Not sure— Yes Ne Prefer not to respond 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	#######################################	¥	Radio button, one up v Radio button, one up v Radio button, one up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	EOYD2017_Don ateRange EOYD2017_Don ateRange EOYD2017_Don atePoint EOYD2017_Events EOYD2017_EventsEffect



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
ESK7328Q001			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes	Α	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
ESK7328Q002		Α		No African American History and Culture Museum		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - whice
				African Art Museum					
				Air and Space Museum					
				Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum		-			
				American Art Museum American History Museum		1			
				American Indian Museum (Washington, D.C.)		1			
				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		1			
				National Zoo		1			
				Portrait Gallery		1			
				Postal Museum					
				Renwick Gallery					
				Smithsonian Institution Building (Castle)		-			
SK7328Q003	Primary Reason		What was your primary purpose in coming to the Smithsonian	Not sure	Z, J, N	Y	Radio button, one-up	Skip Logic Group	
.5K/320Q003	Plillary Reason		website?	Plan a museum or 200 visit	2, J, N	'	vertical	Skip Logic Group	Primary Purpose
				Follow-up after a visit	Z			Randomize	l
				Find information during a visit	z				
				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		1			
				View the Zoo Cams					
				Book a vacation via Smithsonian Journeys					
				Other (please specify)	Α			Anchor Answer Choice	
SK7328Q004		Α	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		N	Checkbox, one-up vertical	Skip Logic Group	Museum Interest
				African Art Museum		1			
				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)		1			
				Anacostia Community Museum		1			
				Cooper Hewitt, Smithsonian Design Museum		1			
				Freer Sackler Galleries of Art					
				Hirshhorn Museum and Sculpture Garden					
				Natural History Museum National Zoo		-			
				Portrait Gallery		-			
				Postal Museum		1			
				Renwick Gallery					
				Smithsonian Institution Building (Castle)					
				Not sure				Mutually Exclusive	
ESK7328Q006		J	When do you plan to visit the Smithsonian?	I visited earlier today		Y	Radio button, one-up ve	Skip Logic Group	Visit Timing
				I'm visiting now		-			
				Later today This week					
				Next week		1			
				Within the next month					
				Within the next 2 months		1			
				More than 2 months from today					
SK73280007		N	How many museums are you planning to visit?	1		Y	Drop down, select one	Skip Logic Group	Number of
ESK7328Q007				2-3					Museums_New
251(1320Q001				E-3					
23K7320Q007				More than 3					
			Please rate the extent to which the images on this mobile site	More than 3 1=Poor		Υ	Radio button scale, has		Image Content -
						Υ	Radio button scale, has don't know		Image Content - Appeal
			Please rate the extent to which the images on this mobile site			Y			
			Please rate the extent to which the images on this mobile site	1=Poor 2		Y			
			Please rate the extent to which the images on this mobile site	1=Poor 2 3 4	3	Y			
			Please rate the extent to which the images on this mobile site	1=Poor 2	3	Y			
			Please rate the extent to which the images on this mobile site	1=Poor 2 3 4	5	Y			
			Please rate the extent to which the images on this mobile site	1=Poor 2 2 4 4 5 5 6 6	5	Y			
			Please rate the extent to which the images on this mobile site	1=Poor 2 2 4 4 5 5 6 6	5	Y			
ESK7328Q008			Please rate the extent to which the images on this mobile site appeal to you.	1=Poor 2	5	Y			
			Please rate the extent to which the images on this mobile site appeal to you.	1=Poor 2 2 3 4 4 5 5 6 7 7 8 6 5 5 5 6 5 6 7 7 8 6 6 7 7 8 6 7 7 8 7 9 7 9 7 9 7 9 7 9 7 9 7 9 7 9 7	5	Y -			

ESK7328Q024 ESK7328Q025		G H	Please specify what other type of purchase or reservation you made online. What is your overall satisfaction with the online purchase or reservation experience?			N N	Text area, no char limit Radio button, scale, no don't know	Skip Logic Group Skip Logic Group	OE_Online Purchase Online Purchase Experience
			made online. What is your overall satisfaction with the online purchase or				Radio button, scale, no		Purchase Online Purchase
			made online. What is your overall satisfaction with the online purchase or				Radio button, scale, no		Purchase Online Purchase
			made online. What is your overall satisfaction with the online purchase or				Radio button, scale, no		Purchase Online Purchase
			made online. What is your overall satisfaction with the online purchase or				Radio button, scale, no		Purchase Online Purchase
			made online. What is your overall satisfaction with the online purchase or				Radio button, scale, no		Purchase Online Purchase
ESK7328Q024		G				N	Text area, no char limit	Skip Logic Group	OE_Online Purchase
E0/72200004			Disease enceifugibet other time of a section of the				Tout ores Franks	Claim Landa Const	OF On!
				Other (please specify)	G				
				Music download					
				Tour reservation Buy membership or renewal					
				IMAX ticket					
			Control and apprix	Event ticket					
ESK7328Q023		- 1	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
				Yes	I, H				
ESK7328Q022			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	INO		Y	Drop down, select one	Skip Logic Group	Online Purchase
ECK72200000			Today did yay maka an antina	Daily or more often		.,	Drop doum!	Clain Lands Comm	Online Prostor
				Weekly					
				Monthly					
				Once every 6 months or less often Once every few months	-				
ESK7328Q021	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Drop down, select one		Visit Frequency
		12	today?					Simp Edgic Ordup	Problems Other
ESK7328Q020		T2	What other type of technical problems did you experience	Other (please specify)	T2	N	Text area, no char limit	Skip Logic Group*	Technical
				Inconsistent page loads					
				Incomplete load of a site page					
ESK7328Q019		Т	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
				Cite away manage					Experience
ESK7328Q018		Α	Please specify your navigation difficulty.	That is difficulty navigating the SIC		N	Text area, no char limit	Skip Logic Group*	OE_Navigation
				I had a different navigation difficulty: I had no difficulty navigating the site	A			Anchor Answer Choice Mutually Exclusive	
				I could not navigate back to previous information					
				I had technical difficulties (error messages, broken links, etc.)	Т				
				There were too many links or navigation options to choose from				Randomize	
				I had difficulty finding relevant information Links and labels were difficult to understand					
			today? (Please select all that apply.)	I had difficulty finding relevant information			vertical		Experience
ESK7328Q017			How would you describe your browsing experience on the site	Links often did not take me where I expected		Y	Checkbox, one-up	Skip Logic Group*	Navigation
ESK7328Q016		В	Other search issue:			N	Text area, no char limit	Skip Logic Group	OE_Search Experience
				Search results were helpful				Mutually Exclusive	
				I experienced a different search issue (please explain):	В			Anchor Answer Choice	
				Search speed was too slow					
				Returned NO results Received error message(s)					
				Not enough results					
				Too many results/I needed to refine my search				randomize	
20110200010			feature today. (Please select all that apply.)	Tools were not relevant not make marked			vertical	Chip Logic Group	Courtin Experience
ESK7328Q015		A	Please tell us about your experience with the site's search	Results were not relevant/not what I wanted		Y	Checkbox, one-up	Skip Logic Group	Search Experience
				No Not sure/can't recall					
							vertical		
ESK7328Q014			Did you use the site's search feature during your visit today?	Yes	Α	Y	Radio button, one-up	Skip Logic Group	Search Used
				No			Vertical		Zxperience
ESK7328Q013		Α	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
ESK7328Q012		В	What specifically were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Did Not Find
				No, I was looking for:	В				
				I wasn't looking for anything in particular			vertical		
ESK7328Q011 Accom	Accomplish		Did you find what you were looking for?	Yes	Α	Y	Radio button, one-up	Skip Logic Group*	Did You Find
	1			Don't Know					
				Excellent=10	9				
				8	В				
					7				
					6				
					4				
					2				
COV1350Á010			looking for on this mobile site.		L	ļ .	don't know		Availability
ESK7328Q010			Please rate the availability of specific images that you were	Don't Know 1=Poor	1	Y	Radio button scale, has		Image Content -
				Excellent=10					
				9					
					В				
					7				
					6				
					3				
					2				

ESK7328Q026				10=Very Satisfied					
	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian		Y	Drop-down, one-up vertical	Skip Logic Group	Acquisition Source
			Site today?	Blogs or discussion forums			vertical		
				Social media (e.g., Facebook, Twitter, Instagram)	В				
				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)	Α				
SK7328Q027	_	A	What else was most important in bringing you to the site?	Other (please specify)		N	Text area, no char limit	Skip Logic Group	OF Acquisition
3K1320Q021		^	what else was most important in bringing you to the site:				Text area, no chai iiinit	Skip Logic Group	OE_Acquisition Source
SK7328Q028		В	Which social media site brought you to the site today?	Facebook		N	Radio button, one-up	Skip Logic Group*	SV-Social Network
							vertical		
				Flickr					
				Google+					
				Instagram					
				LinkedIn					
				Pinterest					
				reddit SnapChat					
				StumbleUpon					
				Tumblr					
				Twitter					
				WeChat					
				WhatsApp					
				Yelp					
				YouTube					
				Other (please specify)	С				
SK7328Q029		С	Please tell us the other social network where you heard about			N	Text field, <100 char	Skip Logic Group*	SV - Other Social
CV7220C000			this website.	Ahusus or almost ahusus		.,	Dedie butter	Clair Logic Corre	Network
SK7328Q030			While visiting a museum in person, how often do you use your mobile device?	Always or almost always	A	Y	Radio button, one-up vertical	Skip Logic Group	In-location Mobile Device
				Most of the time	Α				- 51.00
				Some of the time	A				
				Rarely	Α				
				Never		1			
				I have never visited a museum in person					
SK7328Q031		Α	What do you use a mobile device for while visiting a museum in		С	Y	Checkbox, one-up	Skip Logic Group	In-location Mobile
			person? (Please select all that apply.)				vertical		Device - Use
				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		1			
				Take photos or videos					
				Texting/connecting with friends and family		1			
				Use a museum app		i			
				For reasons unrelated to my visit		1			
	4								
CIVIDAGGGGG				Other (please specify)	В				
SK/328Q032		В	What else do you use a mobile device for while visiting a	Other (please specify)	В	N	Text area, no char limit	Skip Logic Group	OE_In-location
SK7328Q032		В	What else do you use a mobile device for while visiting a museum in person?	Other (please specify)	В	N	Text area, no char limit	Skip Logic Group	Mobile Device -
			museum in person?		В				Mobile Device - Use
		В	museum in person? What social media platform(s) do you generally use while in a	Other (please specify) Facebook	В	N Y	Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social
			museum in person?		В				Mobile Device - Use
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Filiokr Google+ Instagram Linkedin Pinterest	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram LinkedIn Pinterest	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram Linkedin Pinterest reddit SnapChat	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram Linkedin Pinterest reddit SnapChat StumbleUpon	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram Linkedin Pinterest reddit SnapChat StumbleUpon Tumbir Tumbir	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Tumter Tumter	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram Linkedtn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp	В		Checkbox, one-up		Mobile Device - Use In-location Social
			museum in person? What social media platform(s) do you generally use while in a	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Tumter Tumter	В		Checkbox, one-up		Mobile Device - Use In-location Social
SK7328Q033			museum in person? What social media platform(s) do you generally use while in a	Facebook Filickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp VouTube	B		Checkbox, one-up		Mobile Device - Use In-location Social Media - Site
SK7328Q033			museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while	Facebook Filickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twritter WeChat WhatsApp Yelp			Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social
SK7328Q034		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum.	Facebook Flickr Google+ Instagram Linkedtn Pinterest reddit SnapChat SlumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify)		Y	Checkbox, one-up vertical Text area, no char limit	Skip Logic Group	Mobile Device - Use In-location Social Media - Site
SK7328Q034		С	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Filickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) Post about my experience in the museum (e.g., photos, videos,		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q033		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum.	Facebook Flickr Google+ Instagram Linkedtin Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify) Post about my experience in the museum (e.g., photos, videos, comments)		Y	Checkbox, one-up vertical Text area, no char limit	Skip Logic Group	Mobile Device - Use In-location Social Media - Site
SK7328Q033		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) Post about my experience in the museum (e.g., photos, videos, comments) Connect with people I'm meeting at the museum		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q033		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) 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		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q033		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify) 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		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q033		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Telp YouTube Other (please specify) 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		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q033		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) 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 the museum Look for information about an object, collection or exhibit Participate in social media campaigns and contests		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q034		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) 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		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q033		C	museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) 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 the museum Look for information about an object, collection or exhibit Participate in social media campaigns and contests		Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up vertical	Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social
SK7328Q033 SK7328Q034 SK7328Q035		D C	Mhat social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media 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) 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)	D	N Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Skip Logic Group Skip Logic Group Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social Media - Uses In-location Social Media - Uses
SK7328Q034 SK7328Q034 SK7328Q035		D C	Museum in person? What social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please select all that apply.)	Facebook Flickr Google+ Instagram Linkedin Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) 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	D	N Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up vertical Text area, no char limit Radio button, one-up	Skip Logic Group Skip Logic Group Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social In-location Social Media - Uses
SK7328Q033 SK7328Q033 SK7328Q034 SK7328Q035 SK7328Q035		D C	Mhat social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media while in a museum? (Please select all that apply.)	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumbir Twitter WeChat WhatsApp Yelp YouTube Other (please specify) 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 the museum Stage by the part of the part o	D	N Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Skip Logic Group Skip Logic Group Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social Media - Uses In-location Social Media - Uses
SK7328Q033 SK7328Q034 SK7328Q035		D C	Mhat social media platform(s) do you generally use while in a museum? (Please select all that apply.) Please specify what other social media platforms you use while in a museum. How do you use social media 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) 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)	D	N Y	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up vertical Text area, no char limit Radio button, one-up	Skip Logic Group Skip Logic Group Skip Logic Group	Mobile Device - Use In-location Social Media - Site OE_In-location Social Media - Uses In-location Social Media - Uses

ı			2			1	I	
			3					
			4					
			5					
			6					
			8					
			9					
			10=Positively Affected					
ESK7328Q039		What is your education level (highest level completed or current level if you are a student)?	K - 8th grade		N	Radio button, one-up vertical		Demographics: Education
			Lligh asked (or aguitalent)					
			High school (or equivalent) Some college or technical training					
			College (undergraduate)					
			Graduate or professional degree					
			prefer not to answer					
SK7328Q040 Demographics: Age	What is your age range?	Under 18		N	Radio button, one-up vertical		Demographics: Age	
	1.5-		18 - 24					1.5
			25 - 34					
			35 - 44					
			45 - 54					
			55 - 64 65 or older					
			I prefer not to answer					
ESK7328Q041	Demographics:	Are you a male or female?	Male		N	Drop down, select one		Demographics:
	Demographics: Gender	- 2- you a made or remain.	Female		.,			Demographics: Gender
			I prefer not to answer					
ESK7328Q042		Please indicate the state where you live.	I live outside of the United States		Υ	Drop down, select one		Demographics:
			Alahama	\vdash				State
			Alabama Alaska	\vdash				
			Arizona					
			Arkansas					
			California					
			Colorado					
			Connecticut					
			Delaware District of Columbia					
			Florida					
			Georgia					
			Hawaii					
			Idaho					
			Illinois					
			Indiana					
			lowa Kansas					
			Kentucky					
			Louisiana					
			Maine					
			Maryland					
			Massachusetts					
			Michigan Minnesota					
			Mississippi					
			Missouri					
			Montana					
			Nebraska					
			Nevada Nevada	\vdash				
			New Hampshire New Jersey	\vdash				
			New Mexico					
			New York					
			North Carolina					
			North Dakota					
			Ohio					
			Oklahoma Oregon	\vdash				
			Pennsylvania	\vdash				
			Rhode Island	\vdash				
			South Carolina					
			South Dakota					
			Tennessee	\Box				
			Texas					
			Utah Vermont	\vdash				
			Virginia					
			Washington					
			West Virginia					
			Wisconsin	\vdash				
ECK72200040	OF Improve	If you could identify one im-	Wyoming			Tout area and the first		One Imp
ESK7328Q043	OE_Improve Experience	If you could identify one improvement to the mobile site, wh would that improvement be?	ati		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	Yes	A,B,C,	Y	Radio button, one-up v	Skip Logic Group*	EOYD2017_Don
		November or December 2017?		A,B,C, D,E,F, G,H				ate
			No					
			Don't Recall					

	Α	Have you made a donation at end-of-year (i.e. November	Yes		Υ	Radio button, one-up v	Skip Logic Group*	EOYD2017_Typ
		or December) in either of the last two years (2015 or						cal
		2016)?						
			No					
			Don't Recall		.,	De l'arte de la constant	Oliver and the Original	FOVESSAT B
	В	Which of these statements would best describe when you tend to make charitable donations?	I continue donating throughout the year		Υ	Radio button, one-up ve	Skip Logic Group*	EOYD2017_Pre erence
		teria to make chamable donations:	I donate to organizations at year-end only					Cicioc
			I donate when a friend or colleague asks				Randomize	
			I donate when a special need arises (e.g. natural disaster)				rtandoniizo	
			I rarely donate to nonprofits					
			I donate as a gift to others (in someone else's name)					
			Other, please specify	B1			Anchor Answer Choice	
			Prefer not to respond				Anchor Answer Choice	
	B1	Other giving preferences:	·		N	Text area, no character	Skip Logic Group*	EOYD2017_OE
								reference
	С	What types of causes are you most likely to donate to at	Animal		Y	Checkbox, one-up vert	Skip Logic Group*	EOYD2017_Ca
		end-of-year? (Please select all that apply.)						se
			Arts, culture, & humanities					
			Disaster relief				Randomize	
			Education & research					
			Environmental					
			Health services					
			International aid					
			Professional associations					
			Hunger relief					
			Religious					
			Youth programs					
			Other, please specify	C1			Anchor Answer Choice	
	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_OE ause
	D	Which social media platforms do you use to engage with	Facebook		Y	Checkbox, one-up vertice	Skip Logic Group*	EOYD2017_So
		nonprofit organizations around end-of-year? (Please						al
		select all that apply.)						
			Instagram				Randomize	
			Twitter					
			Pinterest					
			Snapchat					
			Other				Anchor Answer Choice	
			I do not use social media to engage with charitable				Mutually Exclusive	
			organizations					
	E	Which of these are considerations when deciding which organization to give your end-of-year donations to?	Tax deduction		Y	Checkbox, one-up vert	Skip Logic Group*	EOYD2017_Infl ential
		(Please select all that apply.)						Citada
		(i isase soleet all that apply.)	Political affiliation					
		(rouse solect an unit apply.)	Political affiliation				Pandomize	
		(route solder an una approximation	Political affiliation Personal fulfillment The cause(s) or mission(s) of the organization				Randomize	
		(подостания другу	Political affiliation Personal fulfillment The cause(s) or mission(s) of the organization Description a rule from the organization (e.g. totals muse etc.)				Randomize	
		(reace constraint and apply)	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 regulation				Randomize	
		, reaction and apply y	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.				Randomize	
		, react and and apply y	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				Randomize	
		, reace constraint and apply y	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	E1				
	E1		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	E1	N	Text area, no character	Anchor Answer Choice	EOYD2017 OR
	E1	Please specify what you consider when deciding where to give your end-of-year donations:	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	E1	N	Text area, no character		EOYD2017_OF
	E1	Please specify what you consider when deciding where to give your end-of-year donations:	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		N Y		Anchor Answer Choice Skip Logic Group*	
			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	E1		Text area, no character Radio button, one-up v	Anchor Answer Choice	EOYD2017_Do
		Please specify what you consider when deciding where to give your end-of-year donations:	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	F1			Anchor Answer Choice Skip Logic Group*	
		Please specify what you consider when deciding where to give your end-of-year donations:	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	F1 F1			Anchor Answer Choice Skip Logic Group*	EOYD2017_Dc
		Please specify what you consider when deciding where to give your end-of-year donations:	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	F1 F1 F1 F1			Anchor Answer Choice Skip Logic Group*	EOYD2017_Do
		Please specify what you consider when deciding where to give your end-of-year donations:	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	F1 F1 F1			Anchor Answer Choice Skip Logic Group*	EOYD2017_Do
		Please specify what you consider when deciding where to give your end-of-year donations:	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	F1 F1 F1 F1			Anchor Answer Choice Skip Logic Group*	EOYD2017_Dc
		Please specify what you consider when deciding where to give your end-of-year donations:	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 Less than \$100 \$100-249 \$250-499 \$50.0092,499	F1 F1 F1 F1 F1			Anchor Answer Choice Skip Logic Group*	EOYD2017_Dc
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	F	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end?	The cause(s) or mission(s) of the organization Receiving a gift from the organization (e.g. totes, mugs, etc.) The organization's transparency about use of funds Public recognition of the donation Other, please specify Less than \$100 \$100-249 \$250-499 \$5.00-2,499 \$2,500-4,999 \$5,000 or more Prefer not to respond	F1 F1 F1 F1 F1 F1	Y	Radio button, one-up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group*	EOYD2017_Do ateRange
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	F1 G	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016?	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 Less than \$100 \$100-249 \$250-499 \$550-999 \$1.000-2499 \$2,500-4,999 \$5,000 or more Prefer not to respond Less About the same More Not sure Yes No Prefer not to respond	F1 F1 F1 F1 F1 F1	Y	Radio button, one-up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	EOYD2017_Dc ateRange
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	F1 G	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	The cause(s) or mission(s) of the organization Receiving a glif from the organization (e.g. toles, mugs, etc.) The organization's reputation The organization's transparency about use of funds Public recognition of the donation Other, please specify Less than \$100 \$100-249 \$250-499 \$500-999 \$1,000-2499 \$5,000 or more Prefer not to respond Less About the same More Not sure Yes No Prefer not to respond It led me to donate less to other causes later in the year	F1 F1 F1 F1 F1 F1	Y	Radio button, one-up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	EOYD2017_Dc ateRange EOYD2017_Dc atePoint EOYD2017_Ev nts
	F1 G	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	The cause(s) or mission(s) of the organization Receiving a gift from the organization (e.g. totes, mugs, etc.) The organization's transparency about use of funds Public recognition of the donation Other, please specify Less than \$100 \$100-249 \$250-499 \$550-499 \$5,000 or more Prefer not to respond Less About the same More Nor Nor Prefer not to orspond 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	F1 F1 F1 F1 F1 F1	Y	Radio button, one-up v	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	EOYD2017_Do ateRange EOYD2017_Do atePoint EOYD2017_Ev nts EOYD2017_Ev ntsEffect
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	F1 G	Please specify what you consider when deciding where to give your end-of-year donations: How much did you donate at year-end? Is this more or less than you donated in the same period of 2016? Did you donate to any special relief efforts in 2017 (e.g. hurricanes, fires, etc.)? How did these donations affect your end-of-year giving in 2017?	The cause(s) or mission(s) of the organization Receiving a gift from the organization (e.g. totes, mugs, etc.) The organization's transparency about use of funds Public recognition of the donation Other, please specify Less than \$100 \$100-249 \$250-499 \$550-499 \$5,000 or more Prefer not to respond Less About the same More Nor Nor Prefer not to orspond 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	F1 F1 F1 F1 F1 F1	Y	Radio button, one-up v Radio button, one-up v Radio button, one-up ve	Anchor Answer Choice Skip Logic Group*	EOYD2017_Do ateRange EOYD2017_Do atePoint EOYD2017_Evnts EOYD2017_EvntsEffect
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