Model Instance Name: Smithsonian Desktop (formerly Smithsonian Institution-wide)

MID: klJ0phJUYlds1VMlUodp8w==

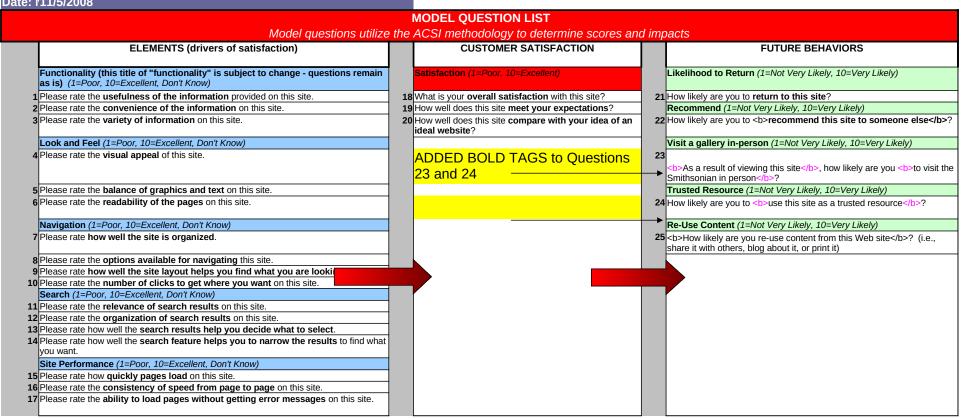
Date: 111/11/2008

Dutc. (11)11/2000	MODEL QUESTION LIST		
Model questions utiliza	the ACSI methodology to determine scores an	nd imn	pacte
	CUSTOMER SATISFACTION	ш шр	FUTURE BEHAVIORS
ELEMENTS (drivers of satisfaction)	COSTOMER SATISFACTION		FUTURE BEHAVIORS
Functionality (this title of "functionality" is subject to change - questions remain as is) (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)		Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the <b>usefulness of the information</b> provided on this site.	18 What is your overall satisfaction with this site?	21	How likely are you to return to this site?
2 Please rate the convenience of the information on this site.	19 How well does this site meet your expectations?		Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate the variety of information on this site.	How well does this site compare with your idea of an ideal website?	22	How likely are you to b>recommend this site to someone else
Look and Feel (1=Poor, 10=Excellent, Don't Know)			Visit a gallery in-person (1=Not Very Likely, 10=Very Likely)
4 Please rate the <b>visual appeal</b> of this site.			<b>As a result of viewing this site</b> , how likely are you <b>to visit the Smithsonian in person</b> ?
Please rate the balance of graphics and text on this site.		Ī	Trusted Resource (1=Not Very Likely, 10=Very Likely)
6 Please rate the <b>readability of the pages</b> on this site.		24	How likely are you to <b>use this site as a trusted resource</b> ?
Navigation (1=Poor, 10=Excellent, Don't Know)			Re-Use Content (1=Not Very Likely, 10=Very Likely)
7 Please rate how well the site is organized.			<b>How likely are you re-use content from this website</b> ? (i.e., share it with others, blog about it, or print it)
8 Please rate the options available for navigating this site.			
9 Please rate how well the site layout helps you find what you are looki			
10 Please rate the number of clicks to get where you want on this site.			
Search (1=Poor, 10=Excellent, Don't Know)		ľ	
11 Please rate the relevance of search results on this site.			
12 Please rate the organization of search results on this site.			
Please rate how well the search results help you decide what to select.			
14 Please rate how well the search feature helps you to narrow the results to find what you want.			
Site Performance (1=Poor, 10=Excellent, Don't Know)			
15 Please rate how quickly pages load on this site.			1
16 Please rate the consistency of speed from page to page on this site.			1
17 Please rate the ability to load pages without getting error messages on this site.			

Model Instance Name: Smithsonian Enterprise

MID: kIJ0phJUYlds1VMIUodp8w==

Date: 111/5/2008



## **Model Instance Name** Smithsonian Desktop v2

MID:

Date: 9/22/2015

## Smithsonian Desktop v2 MODEL QUESTION LIST Model questions utilize the ForeSee CXA<sup>(SM)</sup> methodology to determine scores

	Label	Element Questions		Label	Satisfaction Questions
		Look and Feel (1=Poor, 10=Excellent, Don't Know)			Satisfaction
	Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	16	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)
	Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	17	Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)
	Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	18	Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal</b> <b>website</b> ? (1=Not Very Close, 10=Very Close)
		Site Performance (1=Poor, 10=Excellent, Don't Know)			
4	Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.			
	Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.			
	Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.			
		Navigation (1=Poor, 10=Excellent, Don't Know)			
	Navigation - Organized	Please rate how well this site is organized.			
	Navigation - Options	Please rate the <b>options available for navigating</b> this site.			
	Navigation - Layout	Please rate how well the site layout helps you find what you need.			
		Information Browsing (1=Poor, 10=Excellent, Don't Know)			
	Information Browsing - Sort	Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.			
		Please rate the ability to narrow choices to find the information you are looking for on this site.			
	Information Browsing -	Please rate how well the <b>features</b> on the site <b>help you find the information you need</b> .			
		Site Information (1=Poor, 10=Excellent, Don't Know)			
-	Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> provided on this site.			
	Site Information - Understandable	Please rate how <b>understandable</b> this site's <b>information</b> is.			
	Site Information - Answers	Please rate how well the site's information provides answers to your questions.			

## Model Instance Name

Smithsonian Desktop

MID: klJ0phJUYlds1VMlUodp8w==

Date: 12/10/2008

Smiths	onian Desktop MODEL QUESTION LIST									
Model questions utilize the ACSI methodology to determine scores and impacts										
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION		FUTURE BEHAVIORS							
Functionality (this title of "functionality" is subject to change - questions remain as is) (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)		Likelihood to Return (1=Not Very Likely, 10=Very Likely)							
Please rate the <b>usefulness of the information</b> provided on this site.	18 What is your overall satisfaction with this site?	2:	1 How likely are you to return to this site?							
2 Please rate the convenience of the information on this site.	19 How well does this site meet your expectations?		Recommend (1=Not Very Likely, 10=Very Likely)							
3 Please rate the variety of information on this site.	20 How well does this site compare with your idea of a ideal website?	n 22	2 How likely are you to recommend this site to someone else?							
Look and Feel (1=Poor, 10=Excellent, Don't Know)			Visit a gallery in-person (1=Not Very Likely, 10=Very Likely)							
4 Please rate the <b>visual appeal</b> of this site.		23	3 As a result of viewing this site, how likely are you to visit the Smithsonian in person?							
5 Please rate the balance of graphics and text on this site.			Trusted Resource (1=Not Very Likely, 10=Very Likely)							
6 Please rate the <b>readability of the pages</b> on this site.		24	How likely are you to use this site as a trusted resource?							
Navigation (1=Poor, 10=Excellent, Don't Know)	1		Re-Use Content (1=Not Very Likely, 10=Very Likely)							
7 Please rate how well the site is organized.		25	5 How likely are you re-use content from this Web site? (i.e., share it with others, blog about it, or print it)							
Please rate the options available for navigating this site.										
9 Please rate how well the site layout helps you find what you are looki										
10 Please rate the number of clicks to get where you want on this site.										
Search (1=Poor, 10=Excellent, Don't Know)										
11 Please rate the relevance of search results on this site.										
Please rate the organization of search results on this site.										
Please rate how well the search results help you decide what to select.										
14 Please rate how well the search feature helps you to narrow the results to find what you want.										
Site Performance (1=Poor, 10=Excellent, Don't Know)										
15 Please rate how quickly pages load on this site.										
16 Please rate the consistency of speed from page to page on this site.										
17 Please rate the ability to load pages without getting error messages on this site.										

red & strike through: DELETE underlined & italicized: RE-ORDER

Date:	2/25	1201

Date:		2/25/201		blue +>: REWORDING					
			Smi	thsonian Desktop CUSTOM QUESTION LIST					
		Skip							
QID	QUESTION META-TAG	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
B02185	IMETA-TAG	Lubei	What was your <b>primary purpose</b> in coming to the website today?	Plan a museum or zoo visit	Z, J, N	Radio button, one-	Y	Skip Logic Group	CQ Lubci
			, , , , , , , , , , , , , , , , , , ,			up vertical			Primary Purpose
				Follow-up after a visit	z			Randomize	
				Conduct research					
				For school work					
				Find information for my students					
				For general interest and/or entertainment					
				To join or support the Smithsonian					
				Find a job or internship					
				Shop	-				
				View the Zoo Cams Book a vacation via Smithsonian Journeys	-				
				Other (please specify)	А				
B02186		A	Other purpose for coming to the website:	Other (pieuse speeny)		Text area, no char			OE_Primary Purpo
						limit			
CQLiv0009176		z	Please indicate which parts of the Smithsonian you are interested in (Please select all that apply.)	African American History and Culture Museum		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
			( 1333 3333 33 33 34 4 7 7 7	African Art Museum					
				Air and Space Museum	1				
				Air and Space Museum Udvar-Hazy Center (Virginia)					
				American Art Museum	1				
				American History Museum					
				American Indian Museum (Washington, D.C.)					
				American Indian Museum Heye Center (New York)					
				Anacostia Community Museum					
				Cooper Hewitt, Smithsonian Design Museum					
				Freer   Sackler Galleries of Art	1				
				Hirshhorn Museum and Sculpture Garden	1				
				Natural History Museum					
				National Zoo	1				
				Portrait Gallery	1				
				Postal Museum	1				
				Renwick Gallery					
				Smithsonian Institution Building (Castle)					
				Not sure	1				
AD0049843		J	When do you plan to visit the Smithsonian?	Today		Radio button, one-	Y	Skip Logic Group	Visit Timing
				This week					
				Next week					
				Within the next month	1				
				Within the next 2 months	1				
				More than 2 months from today					
V0110410		N	How many museums are you planning to visit?	1		Drop down, select	Y	Skip Logic Group	Number of
									Museums_New
				2-3					
				More than 3					
B02187			Did you find what you were looking for?	Yes		Radio button, one- up vertical	Y	OPS Group	Did You Find
				I wasn't looking for anything in particular		up vertical			
				No, I was looking for:	В				
B02188		В	Did not find, looking for:			Text area, no char	N	OPS Group	OE_Did Not Find
V0110411			Did you was the search have design you will be due 0	Mar.		limit			
/0110411			Did you use the search box during your visit today?	Yes	Α	Radio button, one- up vertical	Y	Skip Logic Group	Search Used
				No		'			
				Not sure/can't recall					
V0110412		Α	Please tell us about your experience with the site's search box today	Search results were helpful		Checkbox, one-up	Y	Mutually Exclusive	Search Experience
			(Please select all that apply.)			vertical		Option, anchor answer	
								choice	
				Results were not relevant/not what I wanted				Skip Logic Group	
				Too many results/I needed to refine my search				randomize	
				Not enough results					
				Returned NO results					
				Received error message(s)					
				Search speed was too slow					
				I experienced a different search issue (please explain):	В			Anchor Answer Choice	
/0110413		В	Other search issue:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Search Experience
/0110414			How would you describe your navigation experience on this site	I had <b>no</b> difficulty navigating/browsing on this site		Checkbox, one-up	Y	Mutually Exclusive Optio	
			today? (Please select all that apply.)			vertical			
				Links often did not take me where I expected				Skip Logic Group	
				Had difficulty finding relevant information/products				randomize	
				Links/labels are difficult to understand					
				Too many links/navigational options to choose from					
				Had technical difficulties (error messages, broken links, etc.)					
				Could not navigate back to previous information					
				I had a navigation difficulty not listed above:	Α			Anchor Answer Choice	
V0110415		Α	Other navigation difficulty:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Navigation
						limit			Experience

Model Instance Name: Smithsonian Desktop
2MQ
MID: klJ0phJUYlds1VMIUodp8w==
Date: 2/25/2016 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

blue + -->: REWORDING

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
FB02191			How often do you visit this site?	First visit		Radio button, one- up vertical	Y		Visit Frequency
				Less than once a month		'			
				More than once a month					
FB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No		Drop down, select	Y	Skip Logic Group	Online Purchase
				Yes	I, H				
TE0061225		ı	What type of purchase or reservation did you make online? (Please	Merchandise		Checkbox, one-up	N	Skip Logic Group	Type of Online
			select all that apply.)	E		vertical			Purchase
				Event ticket IMAX ticket					
				Tour reservation					
				Buy membership or renewal					
				Music download					
TE0004.000			Discountify that all the state of the state	Other (please specify)	G	T4		Olde Leede Occur	OF Out to Bunch
TE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purcha
FB02200		н	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
				3					
				4					
				5					
				6					
				0					
				9					
				10=Very satisfied					
IV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian		Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Sourc
				Internet blogs or discussion forums Search engine results					
				Word of mouth recommendation from someone I know					
				TV, radio, newspaper, or magazine advertising					
				Internet advertising					
				Familiarity with Smithsonian					
				Not sure/can't recall Other (please specify)	_ A				
IV0110417		Α	What else was most important in bringing you to the site?	Outer (piease specify)		Text area, no char limit	N	Skip Logic Group	OE_Acquisition Sc
FB02202			On this site today, did you see an advertisement?	Yes	1	Radio button, one- up vertical	Y	Skip Logic Group	Advertisements
FB02203		1	How did the advertisement affect your overall satisfaction with the	No 1=Negatively affected		Radio button, scale,	N	Skip Logic Group	Advertisement
			website?	2	_	no don't know			Satisfaction
				3					
				4					
				5					
				6					
				8					
				9					
				10 = Positively affected					
IV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes		Radio button, one- up vertical	Y		Smartphone Used
			access anomicalor for your visit:	No		ap vertical			
		<u></u>		Not sure/can't recall		<u> </u>			
FB02204			What is your <b>education level</b> (highest level completed or current level if you are a student)?	K - 8th grade		Radio button, one- up vertical	N	OPS Group	Education
				High School (or equivalent)	-				
				Some College or Technical Training					
				College (Undergraduate)					
	1			Graduate Degree or Professional					
			Mination and an arrange	I prefer not to answer under 18		Padio button on:	N	OPS Group	Ago
ER02205					1	Radio button, one- up vertical	l N	OF 3 GIUUP	Age
FB02205			What is your age range?						
FB02205			what is your age range?	18 - 24 25 - 34					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older					
-B02205			Are you a male or female?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64		Drop down, select	N		Gender

Smithsonian Desktop CUSTOM QUESTION LIST

Model Instance Name: Smithsonia 2MQ MID: klJ0phJUYlds1VMIUodp8w== Date: 2/25/2016 Smithsonian Desktop red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

	Smithsonian Desktop CUSTOM QUESTION LIST											
QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label			
				I prefer not to answer								
KFB02208			If you could identify <b>one improvement to the website</b> , what would that improvement be?	open-ended		Text area, no char limit	N		One Improvement			

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Date:	2/25	1201

Date:		2/25/201		blue +>: REWORDING					
			Smi	thsonian Desktop CUSTOM QUESTION LIST					
		Skip							
QID	QUESTION META-TAG	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
B02185	IMETA-TAG	Lubei	What was your <b>primary purpose</b> in coming to the website today?	Plan a museum or zoo visit	Z, J, N	Radio button, one-	Y	Skip Logic Group	CQ Lubci
			, , , , , , , , , , , , , , , , , , ,			up vertical			Primary Purpose
				Follow-up after a visit	z			Randomize	
				Conduct research					
				For school work					
				Find information for my students					
				For general interest and/or entertainment					
				To join or support the Smithsonian					
				Find a job or internship					
				Shop	-				
				View the Zoo Cams Book a vacation via Smithsonian Journeys	-				
				Other (please specify)	А				
B02186		A	Other purpose for coming to the website:	Other (pieuse speeny)		Text area, no char			OE_Primary Purpo
						limit			
CQLiv0009176		z	Please indicate which parts of the Smithsonian you are interested in (Please select all that apply.)	African American History and Culture Museum		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
			( 1333 3333 33 33 34 4 7 7 7	African Art Museum					
				Air and Space Museum	1				
				Air and Space Museum Udvar-Hazy Center (Virginia)					
				American Art Museum	1				
				American History Museum					
				American Indian Museum (Washington, D.C.)					
				American Indian Museum Heye Center (New York)					
				Anacostia Community Museum					
				Cooper Hewitt, Smithsonian Design Museum					
				Freer   Sackler Galleries of Art	1				
				Hirshhorn Museum and Sculpture Garden	1				
				Natural History Museum					
				National Zoo	1				
				Portrait Gallery	1				
				Postal Museum	1				
				Renwick Gallery					
				Smithsonian Institution Building (Castle)					
				Not sure	1				
AD0049843		J	When do you plan to visit the Smithsonian?	Today		Radio button, one-	Y	Skip Logic Group	Visit Timing
				This week					
				Next week					
				Within the next month	1				
				Within the next 2 months	1				
				More than 2 months from today					
V0110410		N	How many museums are you planning to visit?	1		Drop down, select	Y	Skip Logic Group	Number of
									Museums_New
				2-3					
				More than 3					
B02187			Did you find what you were looking for?	Yes		Radio button, one- up vertical	Y	OPS Group	Did You Find
				I wasn't looking for anything in particular		up vertical			
				No, I was looking for:	В				
B02188		В	Did not find, looking for:			Text area, no char	N	OPS Group	OE_Did Not Find
V0110411			Did you was the search have design you will be due 0	Man.		limit			
/0110411			Did you use the search box during your visit today?	Yes	Α	Radio button, one- up vertical	Y	Skip Logic Group	Search Used
				No		'			
				Not sure/can't recall					
V0110412		Α	Please tell us about your experience with the site's search box today	Search results were helpful		Checkbox, one-up	Y	Mutually Exclusive	Search Experience
			(Please select all that apply.)			vertical		Option, anchor answer	
								choice	
				Results were not relevant/not what I wanted				Skip Logic Group	
				Too many results/I needed to refine my search				randomize	
				Not enough results					
				Returned NO results					
				Received error message(s)					
				Search speed was too slow					
				I experienced a different search issue (please explain):	В			Anchor Answer Choice	
/0110413		В	Other search issue:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Search Experience
/0110414			How would you describe your navigation experience on this site	I had <b>no</b> difficulty navigating/browsing on this site		Checkbox, one-up	Y	Mutually Exclusive Optio	
			today? (Please select all that apply.)			vertical			
				Links often did not take me where I expected				Skip Logic Group	
				Had difficulty finding relevant information/products				randomize	
				Links/labels are difficult to understand					
				Too many links/navigational options to choose from					
				Had technical difficulties (error messages, broken links, etc.)					
				Could not navigate back to previous information					
				I had a navigation difficulty not listed above:	Α			Anchor Answer Choice	
V0110415		Α	Other navigation difficulty:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Navigation
						limit			Experience

Model Instance Name: Smithsonian Desktop
2MQ
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blue + -->: REWORDING

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
FB02191			How often do you visit this site?	First visit		Radio button, one- up vertical	Y		Visit Frequency
				Less than once a month		'			
				More than once a month					
FB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No		Drop down, select	Y	Skip Logic Group	Online Purchase
				Yes	I, H				
TE0061225		ı	What type of purchase or reservation did you make online? (Please	Merchandise		Checkbox, one-up	N	Skip Logic Group	Type of Online
			select all that apply.)	E		vertical			Purchase
				Event ticket IMAX ticket					
				Tour reservation					
				Buy membership or renewal					
				Music download					
TE0004.000			Discountify that all the state of the state	Other (please specify)	G	T4		Olde Leede Occur	OF Out to Bunch
TE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purcha
FB02200		н	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
				3					
				4					
				5					
				6					
				0					
				9					
				10=Very satisfied					
IV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian		Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Sourc
				Internet blogs or discussion forums Search engine results					
				Word of mouth recommendation from someone I know					
				TV, radio, newspaper, or magazine advertising					
				Internet advertising					
				Familiarity with Smithsonian					
				Not sure/can't recall Other (please specify)	_ A				
IV0110417		Α	What else was most important in bringing you to the site?	Outer (piease specify)		Text area, no char limit	N	Skip Logic Group	OE_Acquisition Sc
FB02202			On this site today, did you see an advertisement?	Yes	1	Radio button, one- up vertical	Y	Skip Logic Group	Advertisements
FB02203		1	How did the advertisement affect your overall satisfaction with the	No 1=Negatively affected		Radio button, scale,	N	Skip Logic Group	Advertisement
			website?	2	_	no don't know			Satisfaction
				3					
				4					
				5					
				6					
				8					
				9					
				10 = Positively affected					
IV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes		Radio button, one- up vertical	Y		Smartphone Used
			access anomicalor for your visit:	No	-	ap vertical			
		<u></u>		Not sure/can't recall		<u> </u>			
FB02204			What is your <b>education level</b> (highest level completed or current level if you are a student)?	K - 8th grade		Radio button, one- up vertical	N	OPS Group	Education
				High School (or equivalent)	-				
				Some College or Technical Training					
				College (Undergraduate)					
	1			Graduate Degree or Professional					
			Mination and an arrange	I prefer not to answer under 18		Padio button on:	N	OPS Group	Ago
ER02205					1	Radio button, one- up vertical	l N	OF 3 GIUUP	Age
FB02205			What is your age range?						
FB02205			what is your age range?	18 - 24 25 - 34					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older					
-B02205			Are you a male or female?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64		Drop down, select	N		Gender

Smithsonian Desktop CUSTOM QUESTION LIST

Model Instance Name: Smithsonia 2MQ MID: klJ0phJUYlds1VMIUodp8w== Date: 2/25/2016 Smithsonian Desktop red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

<b>-</b> atto.									
			Smi	thsonian Desktop CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
				I prefer not to answer					1
KFB02208			If you could identify <b>one improvement to the website</b> , what would that improvement be?	open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	<del>open-ended</del>		Text area, no char limit	#		<del>Email</del>

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Date:	2/25	1201

Date:		2/25/201		blue +>: REWORDING					
			Smi	thsonian Desktop CUSTOM QUESTION LIST					
		Skip							
QID	QUESTION META-TAG	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
B02185	IMETA-TAG	Lubei	What was your <b>primary purpose</b> in coming to the website today?	Plan a museum or zoo visit	Z, J, N	Radio button, one-	Y	Skip Logic Group	CQ Lubci
			, , , , , , , , , , , , , , , , , , ,			up vertical			Primary Purpose
				Follow-up after a visit	z			Randomize	
				Conduct research					
				For school work					
				Find information for my students					
				For general interest and/or entertainment					
				To join or support the Smithsonian					
				Find a job or internship					
				Shop	-				
				View the Zoo Cams Book a vacation via Smithsonian Journeys	-				
				Other (please specify)	А				
B02186		A	Other purpose for coming to the website:	Other (pieuse speeny)		Text area, no char			OE_Primary Purpo
						limit			
CQLiv0009176		z	Please indicate which parts of the Smithsonian you are interested in (Please select all that apply.)	African American History and Culture Museum		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
			( 1333 3333 33 33 34 4 7 7 7	African Art Museum					
				Air and Space Museum	1				
				Air and Space Museum Udvar-Hazy Center (Virginia)					
				American Art Museum	1				
				American History Museum					
				American Indian Museum (Washington, D.C.)					
				American Indian Museum Heye Center (New York)					
				Anacostia Community Museum					
				Cooper Hewitt, Smithsonian Design Museum					
				Freer   Sackler Galleries of Art	1				
				Hirshhorn Museum and Sculpture Garden	1				
				Natural History Museum					
				National Zoo	1				
				Portrait Gallery	1				
				Postal Museum	1				
				Renwick Gallery					
				Smithsonian Institution Building (Castle)					
				Not sure	1				
AD0049843		J	When do you plan to visit the Smithsonian?	Today		Radio button, one-	Y	Skip Logic Group	Visit Timing
				This week					
				Next week					
				Within the next month	1				
				Within the next 2 months	1				
				More than 2 months from today					
V0110410		N	How many museums are you planning to visit?	1		Drop down, select	Y	Skip Logic Group	Number of
									Museums_New
				2-3					
				More than 3					
B02187			Did you find what you were looking for?	Yes		Radio button, one- up vertical	Y	OPS Group	Did You Find
				I wasn't looking for anything in particular		up vertical			
				No, I was looking for:	В				
B02188		В	Did not find, looking for:			Text area, no char	N	OPS Group	OE_Did Not Find
V0110411			Did you was the search have dealers you wish to do 0	Man.		limit			
/0110411			Did you use the search box during your visit today?	Yes	Α	Radio button, one- up vertical	Y	Skip Logic Group	Search Used
				No		'			
				Not sure/can't recall					
V0110412		Α	Please tell us about your experience with the site's search box today	Search results were helpful		Checkbox, one-up	Y	Mutually Exclusive	Search Experience
			(Please select all that apply.)			vertical		Option, anchor answer	
								choice	
				Results were not relevant/not what I wanted				Skip Logic Group	
				Too many results/I needed to refine my search				randomize	
				Not enough results					
				Returned NO results					
				Received error message(s)					
				Search speed was too slow					
				I experienced a different search issue (please explain):	В			Anchor Answer Choice	
/0110413		В	Other search issue:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Search Experience
/0110414			How would you describe your navigation experience on this site	I had <b>no</b> difficulty navigating/browsing on this site		Checkbox, one-up	Y	Mutually Exclusive Optio	
			today? (Please select all that apply.)			vertical			
				Links often did not take me where I expected				Skip Logic Group	
				Had difficulty finding relevant information/products				randomize	
				Links/labels are difficult to understand					
				Too many links/navigational options to choose from					
				Had technical difficulties (error messages, broken links, etc.)					
				Could not navigate back to previous information					
				I had a navigation difficulty not listed above:	Α			Anchor Answer Choice	
V0110415		Α	Other navigation difficulty:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Navigation
						limit			Experience

Model Instance Name: Smithsonian Desktop
2MQ
MID: klJ0phJUYlds1VMIUodp8w==
Date: 2/25/2016 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

blue + -->: REWORDING

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
FB02191			How often do you visit this site?	First visit		Radio button, one- up vertical	Y		Visit Frequency
				Less than once a month		'			
				More than once a month					
FB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No		Drop down, select	Y	Skip Logic Group	Online Purchase
				Yes	I, H				
TE0061225		ı	What type of purchase or reservation did you make online? (Please	Merchandise		Checkbox, one-up	N	Skip Logic Group	Type of Online
			select all that apply.)	E		vertical			Purchase
				Event ticket IMAX ticket					
				Tour reservation					
				Buy membership or renewal					
				Music download					
TE0004.000			Discountify that all the state of the state	Other (please specify)	G	T4		Olde Leede Occur	OF Out to Bunch
TE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purcha
FB02200		н	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
				3					
				4					
				5					
				6					
				0					
				9					
				10=Very satisfied					
IV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian		Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Sourc
				Internet blogs or discussion forums Search engine results					
				Word of mouth recommendation from someone I know					
				TV, radio, newspaper, or magazine advertising					
				Internet advertising					
				Familiarity with Smithsonian					
				Not sure/can't recall Other (please specify)	_ A				
IV0110417		Α	What else was most important in bringing you to the site?	Outer (piease specify)		Text area, no char limit	N	Skip Logic Group	OE_Acquisition Sc
FB02202			On this site today, did you see an advertisement?	Yes	1	Radio button, one- up vertical	Y	Skip Logic Group	Advertisements
FB02203		1	How did the advertisement affect your overall satisfaction with the	No 1=Negatively affected		Radio button, scale,	N	Skip Logic Group	Advertisement
			website?	2	_	no don't know			Satisfaction
				3					
				4					
				5					
				6					
				8					
				9					
				10 = Positively affected					
IV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes		Radio button, one- up vertical	Y		Smartphone Used
			access anomicalor for your visit:	No		ap vertical			
		<u></u>		Not sure/can't recall		<u> </u>			
FB02204			What is your <b>education level</b> (highest level completed or current level if you are a student)?	K - 8th grade		Radio button, one- up vertical	N	OPS Group	Education
				High School (or equivalent)	-				
				Some College or Technical Training					
				College (Undergraduate)					
	1			Graduate Degree or Professional					
			Mination and an arrange	I prefer not to answer under 18		Padio button on:	N	OPS Group	Ago
ER02205					1	Radio button, one- up vertical	l N	OF 3 GIUUP	Age
FB02205			What is your age range?						
FB02205			what is your age range?	18 - 24 25 - 34					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64					
FB02205			what is your age range?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older					
-B02205			Are you a male or female?	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64		Drop down, select	N		Gender

Smithsonian Desktop CUSTOM QUESTION LIST

Model Instance Name: Smithsonia.
2MQ
MID: klJ0phJUYlds1VMIUodp8w==
Date: 2/25/2016 Smithsonian Desktop red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

			Smit	hsonian Desktop CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
				I prefer not to answer					1
KFB02208			If you could identify <b>one improvement to the website</b> , what would that improvement be?	open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	open-ended		Text area, no char limit	Z		Email

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Date:	2/25	1201

Date:		2/25/201		blue +>: REWORDING					
			Smi	thsonian Desktop CUSTOM QUESTION LIST					
		Skip							
QID	QUESTION META-TAG	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
B02185	IMETA-TAG	Lubei	What was your <b>primary purpose</b> in coming to the website today?	Plan a museum or zoo visit	Z, J, N	Radio button, one-	Y	Skip Logic Group	CQ Lubci
			, , , , , , , , , , , , , , , , , , ,			up vertical			Primary Purpose
				Follow-up after a visit	z			Randomize	
				Conduct research					
				For school work					
				Find information for my students					
				For general interest and/or entertainment					
				To join or support the Smithsonian					
				Find a job or internship					
				Shop	-				
				View the Zoo Cams Book a vacation via Smithsonian Journeys	-				
				Other (please specify)	А				
B02186		A	Other purpose for coming to the website:	Other (pieuse speeny)		Text area, no char			OE_Primary Purpo
						limit			
CQLiv0009176		z	Please indicate which parts of the Smithsonian you are interested in (Please select all that apply.)	African American History and Culture Museum		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
			( 1333 3333 33 33 34 4 7 7 7	African Art Museum					
				Air and Space Museum	1				
				Air and Space Museum Udvar-Hazy Center (Virginia)					
				American Art Museum	1				
				American History Museum					
				American Indian Museum (Washington, D.C.)					
				American Indian Museum Heye Center (New York)					
				Anacostia Community Museum					
				Cooper Hewitt, Smithsonian Design Museum					
				Freer   Sackler Galleries of Art	1				
				Hirshhorn Museum and Sculpture Garden	1				
				Natural History Museum					
				National Zoo	1				
				Portrait Gallery	1				
				Postal Museum	1				
				Renwick Gallery					
				Smithsonian Institution Building (Castle)					
				Not sure	1				
AD0049843		J	When do you plan to visit the Smithsonian?	Today		Radio button, one-	Y	Skip Logic Group	Visit Timing
				This week					
				Next week					
				Within the next month	1				
				Within the next 2 months	1				
				More than 2 months from today					
V0110410		N	How many museums are you planning to visit?	1		Drop down, select	Y	Skip Logic Group	Number of
									Museums_New
				2-3					
				More than 3					
B02187			Did you find what you were looking for?	Yes		Radio button, one- up vertical	Y	OPS Group	Did You Find
				I wasn't looking for anything in particular		up vertical			
				No, I was looking for:	В				
B02188		В	Did not find, looking for:			Text area, no char	N	OPS Group	OE_Did Not Find
V0110411			Did you was the search have dealers you wish to do 0	Mar.		limit			
/0110411			Did you use the search box during your visit today?	Yes	Α	Radio button, one- up vertical	Y	Skip Logic Group	Search Used
				No		'			
				Not sure/can't recall					
V0110412		Α	Please tell us about your experience with the site's search box today	Search results were helpful		Checkbox, one-up	Y	Mutually Exclusive	Search Experience
			(Please select all that apply.)			vertical		Option, anchor answer	
								choice	
				Results were not relevant/not what I wanted				Skip Logic Group	
				Too many results/I needed to refine my search				randomize	
				Not enough results					
				Returned NO results					
				Received error message(s)					
				Search speed was too slow					
				I experienced a different search issue (please explain):	В			Anchor Answer Choice	
/0110413		В	Other search issue:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Search Experience
/0110414			How would you describe your navigation experience on this site	I had <b>no</b> difficulty navigating/browsing on this site		Checkbox, one-up	Y	Mutually Exclusive Optio	
			today? (Please select all that apply.)			vertical			
				Links often did not take me where I expected				Skip Logic Group	
				Had difficulty finding relevant information/products				randomize	
				Links/labels are difficult to understand					
				Too many links/navigational options to choose from					
				Had technical difficulties (error messages, broken links, etc.)					
				Could not navigate back to previous information					
				I had a navigation difficulty not listed above:	Α			Anchor Answer Choice	
V0110415		Α	Other navigation difficulty:	Open-ended		Text area, no char	N	Skip Logic Group	OE_Navigation
						limit			Experience

Model Instance Name: Smithsonian Desktop
2MQ
MID: klJ0phJUYlds1VMIUodp8w==
Date: 2/25/2016 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

Date:		2/25/201		blue +>: REWORDING					
			Smi	thsonian Desktop CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
FB02191	WILIA-IAG	Laber	How often do you visit this site?	First visit	Skip to	Radio button, one-	Y	Special instructions	Visit Frequency
						Radio button, one- up vertical			
				Less than once a month					
B02198			Today, did you make an online purchase or receive a tour or	More than once a month		Drop down, select	Y	Skip Logio Croup	Online Durchase
-DUZ190			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	INO		one one	,	Skip Logic Group	Online Purchase
				Yes	I, H				
E0061225		- 1	What type of purchase or reservation did you make online? (Please	Merchandise		Checkbox, one-up	N	Skip Logic Group	Type of Online
			select all that apply.)			vertical			Purchase
				Event ticket IMAX ticket					
				Tour reservation	-				
				Buy membership or renewal					
				Music download					
				Other (please specify)	G				
ΓE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char	N	Skip Logic Group	OE_Online Purcha
B02200		н	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
			·	2					
				3					
				4					
				5					
				7					
				8					
				9					
				10=Very satisfied					
V0110416	Acquisition		Which of the following was most important in bringing you to the site	Email from Smithsonian		Drop-down, one-up	Y	Skip Logic Group	Acquisition Source
	Source		today?	Internet blogs or discussion forums		vertical			
				Search engine results					
				Word of mouth recommendation from someone I know					
				TV, radio, newspaper, or magazine advertising					
				Internet advertising					
				Familiarity with Smithsonian					
				Not sure/can't recall Other (please specify)	A				
V0110417		А	What else was most important in bringing you to the site?	Other (please specify)	_ A	Text area, no char limit	N	Skip Logic Group	OE_Acquisition Sc
FB02202			On this site today, did you see an advertisement?	Yes	ı	Radio button, one- up vertical	Y	Skip Logic Group	Advertisements
				No					
B02203		ı	How did the advertisement affect your overall satisfaction with the website?	1=Negatively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
			website:	2		IIIO GOITE KITOW			Sausiaction
				3					
				4					
				5					
				6					
				7					
				g g					
				10 = Positively affected					
V0110418			When you were last in a museum, did you use a mobile device to	Yes		Radio button, one-	Y		Smartphone Used
			access information for your visit?	NI-		up vertical			
				Not sure/can't recall					
B02204			What is your education level (highest level completed or current	K - 8th grade		Radio button, one-	N	OPS Group	Education
502204			level if you are a student)?	ix our grace		up vertical		от з стоир	Ludeallon
				High School (or equivalent)	1				
				Some College or Technical Training	1				
				College (Undergraduate)	1				
				Graduate Degree or Professional	4				
B02205			What is your age range?	I prefer not to answer under 18		Radio button, one- up vertical	N	OPS Group	Age
				18 - 24	1	1			
				25 - 34 35 - 44	1				
					]				
				45 - 54	1				
				55 - 64 65 or older	1				
				I prefer not to answer	1				
CQCol0009397			Are you a male or female?	Male		Drop down, select	N		Gender
						one			
	1			Female	J				

Model Instance Name: Smithsonia.
2MQ
MID: klJ0phJUYlds1VMIUodp8w==
Date: 2/25/2016 Smithsonian Desktop red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

			Smit	hsonian Desktop CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
				I prefer not to answer					1
KFB02208			If you could identify <b>one improvement to the website</b> , what would that improvement be?	open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	open-ended		Text area, no char limit	Z		Email

Model Instance Name: Smithsoniar 2MQ MID: klJ0phJUYlds1VMIUodp8w== Date: 2/25/2016 Smithsonian Institution-wide

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				Smithsonian Ins	stitution-wide CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnsweriDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
FB02185			What was your <b>primary purpose</b> in coming to the website today?	,	Plan a museum or zoo visit	Z, J, N	Radio button, one-	Y	Skip Logic Group	,
					Follow-up after a visit	z	up vertical		Dandamina	Primary Purpose
					Conduct research	<del>'</del>			Randomize	
					For school work	1				
					Find information for my students	1				
					For general interest and/or entertainment	1				
					To join or support the Smithsonian					
					Find a job or internship					
					Shop	-				
					View the Zoo Cams Book a vacation via Smithsonian Journeys	1				
					Other (please specify)	A				
B02186		Α	Other purpose for coming to the website:		Other (piedae apeeny)		Text area, no char			OE_Primary Purpos
CQLiv0009176		z	Please indicate which parts of the Smithsonian you are interested in.		African American History and Culture Museum		limit Checkbox, one-up	N	Skip Logic Group	Museum Interest
,QEIV0003170		_	(Please select all that apply.)		American rustory and culture widscum		vertical	.,	Skip Logic Group	iviuseum interest
1					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 (Washington, D.C.)  American Indian Museum Heye Center (New York)	1				
					Anacostia Community Museum	1				
1					Cooper Hewitt, Smithsonian Design Museum	1				
					Freer   Sackler Galleries of Art	1				
1					Hirshhorn Museum and Sculpture Garden	1				
					Natural History Museum					
1					National Zoo					
					Portrait Gallery					
1					Postal Museum					
1					Renwick Gallery	-				
1					Smithsonian Institution Building (Castle)	4				
AD0049843			National de conceptor de citata de Considerantica O		Not sure		De d'a house a cons		Object and a Consum	Mate That have
AD0049843		J	When do you plan to visit the Smithsonian?		Today This week	1	Radio button, one-	Y	Skip Logic Group	Visit Timing
					Next week	1				
					Within the next month	1				
					Within the next 1 months	1				
1					More than 2 months from today	1				
V0110410		N	How many museums are you planning to visit?		1		Drop down, select	Y	Skip Logic Group	Number of Museums_New
					2-3	1				
					More than 3					
FB02187			Did you find what you were looking for?		Yes		Radio button, one- up vertical	Y	OPS Group	Did You Find
					I wasn't looking for anything in particular  No, I was looking for:	В				
FB02188		В	Did not find, looking for:		ino, i was looking toi.		Text area, no char	N	OPS Group	OE_Did Not Find
V0110411			Did you use the search box during your visit today?		Yes	A	Radio button, one-	Y	Skip Logic Group	Search Used
					No	-	up vertical			
					Not sure/can't recall	+				
IV0110412		A	Please tell us about your experience with the site's search box today.		Search results were helpful		Checkbox, one-up	Y	Mutually Exclusive	Search Experience
V0110412			(Please select all that apply.)		Search results were neiphul		vertical	· ·	Option, anchor answer choice	Search Experience
					Results were not relevant/not what I wanted	1			Skip Logic Group	
					Too many results/I needed to refine my search	1			randomize	
					Not enough results	1				
					Returned NO results	1				
					Received error message(s)					
					Search speed was too slow					
					I experienced a different search issue (please explain):	В			Anchor Answer Choice	
		В	Other search issue:		Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
/0110413					I had <b>no</b> difficulty navigating/browsing on this site		Checkbox, one-up	Y	Mutually Exclusive Optio	
			How would you describe your navigation experience on this site							
IV0110413 IV0110414			How would you describe your navigation experience on this site today? (Please select all that apply.)		Links often did not take me where Leynogted		Vertical		Skin Logic Crown	
			How would you describe your navigation experience on this site today? (Please select all that apply.)		Links often did not take me where I expected		vertical		Skip Logic Group	
			How would you describe your navigation experience on this site today? (Please select all that apply.)		Had difficulty finding relevant information/products		vertical		Skip Logic Group randomize	
			How would you describe your navigation experience on this site today? (Please select all that apply.)		Had difficulty finding relevant information/products Links/labels are difficult to understand		vertical			
			How would you describe your navigation experience on this site today? (Please select all that apply.)		Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from		vertical			
			How would you describe your navigation experience on this site today? (Please select all that apply.)		Had difficulty finding relevant information/products Links/labels are difficult to understand		vertical			
IV0110414			today? (Please select all that apply.)		Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A			randomize  Anchor Answer Choice	
		A	How would you describe your navigation experience on this site today? (Please select all that apply.)  Other navigation difficulty:		Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information	A	Text area, no char	N	randomize	OE_Navigation

Model Instance Name: Smithsoniai 2MQ MID: klJ0phJUYlds1VMIUodp8w== Date: 2/25/2016 Smithsonian Institution-wide

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1			:	Smithsonian Ins	titution-wide CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerlDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
B02191			How often do you visit this site?		First visit		Radio button, one- up vertical	Y		Visit Frequency
					Less than once a month					
					More than once a month			.,		
B02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?		No		Drop down, select one	Y	Skip Logic Group	Online Purchase
					Yes	I, H				- (2 !!
E0061225		1	What type of purchase or reservation did you make online? (Please select all that apply.)		Merchandise		Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
					Event ticket					
					IMAX ticket					
					Tour reservation	_				
					Buy membership or renewal Music download	_				
					Other (please specify)	G				
E0061226		G	Please specify what other type of purchase or reservation you made		The state of the s		Text area, no char	N	Skip Logic Group	OE_Online Purcha
B02200		н	online. What is your overall satisfaction with the online purchase or		1=Not very satisfied		Radio button, scale,	N	Skip Logic Group	Online Purchase
B02200		-	reservation experience?		1-Not very Satisfied		no don't know	14	Skip Logic Group	Experience
					2					
					4	_				
					5					
					6					
					7					
					8					
					9	_				
/0110416 A	Acquisition		Which of the following was most important in bringing you to the site		10=Very satisfied Email from Smithsonian		Drop-down, one-up	Y	Skip Logic Group	Acquisition Source
S	Source		today?				vertical	· ·	Skip Logic Group	Acquisition Source
					Internet blogs or discussion forums Search engine results	-				
					Word of mouth recommendation from someone I know	_				
					TV, radio, newspaper, or magazine advertising	_				
					Internet advertising					
					Familiarity with Smithsonian					
					Not sure/can't recall					
V0110417					Other (please specify)	A				
V0110417		Α	What else was most important in bringing you to the site?				Text area, no char limit	N	Skip Logic Group	OE_Acquisition So
FB02202			On this site today, did you see an advertisement?		Yes	ı	Radio button, one- up vertical	Y	Skip Logic Group	Advertisements
					No					
B02203		1	How did the advertisement affect your overall satisfaction with the website?		1=Negatively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
					2					
					3	_				
					4					
					6	_				
					[2					
					7					
					<u>7</u> 8	_				
					7 8 9					
					7 8 9 10 = Positively affected					
V0110418			When you were last in a museum, did you use a mobile device to access information for your visit?		7 8 9 9 10 = Positively affected Yes		Radio button, one- up vertical	Y		Smartphone Used
V0110418			When you were last in a museum, did you use a mobile device to access information for your visit?		Yes No		Radio button, one- up vertical	Y		Smartphone Used
IV0110418			access information for your visit?		Yes  No Not sure/can't recall		up vertical			
V0110418 FB02204			When you were last in a museum, did you use a mobile device to access information for your visit?  What is your <b>education level</b> (highest level completed or current level if you are a student)?		Yes No		Radio button, one- up vertical  Radio button, one- up vertical	Y	OPS Group	Smartphone Used
			access information for your visit?  What is your <b>education level</b> (highest level completed or current		Yes  No Not sure/can't recall		up vertical  Radio button, one-		OPS Group	
			access information for your visit?  What is your <b>education level</b> (highest level completed or current		Yes  No Not sure/can't recall K - 8th grade  High School (or equivalent) Some College or Technical Training		up vertical  Radio button, one-		OPS Group	
			access information for your visit?  What is your <b>education level</b> (highest level completed or current		Yes  No Not sure/can't recall K - 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate)		up vertical  Radio button, one-		OPS Group	
			access information for your visit?  What is your <b>education level</b> (highest level completed or current		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergradue) Graduate Degree or Professional		up vertical  Radio button, one-		OPS Group	
B02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No sure/can't recall  K - 8th grade  High School (or equivalent)  Some College or Technical Training  College (Undergraduate)  Graduate Degree or Professional  I prefer not to answer		up vertical  Radio button, one- up vertical	N		Education
B02204			access information for your visit?  What is your <b>education level</b> (highest level completed or current		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergradue) Graduate Degree or Professional		up vertical  Radio button, one-		OPS Group	
-B02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate)  Graduate Degree or Professional I prefer not to answer under 18  18 - 24		up vertical  Radio button, one- up vertical  Radio button, one-	N		Education
-B02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate)  Graduate Degree or Professional I prefer not to answer under 18  18 - 24		up vertical  Radio button, one- up vertical  Radio button, one-	N		Education
FB02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No Not sure/can't recall K - 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18  18 - 24 25 - 34 35 - 44		up vertical  Radio button, one- up vertical  Radio button, one-	N		Education
=B02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18  18 - 24 25 - 34 35 - 44		up vertical  Radio button, one- up vertical  Radio button, one-	N		Education
=B02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18  18 - 24 25 - 34 35 - 44 45 - 54 55 - 56		up vertical  Radio button, one- up vertical  Radio button, one-	N		Education
FB02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18  18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 56 or older		up vertical  Radio button, one- up vertical  Radio button, one-	N		Education
FB02204			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?  What is your age range?		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18  18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one- up vertical  Radio button, one- up vertical	N N		Education
			access information for your visit?  What is your education level (highest level completed or current level if you are a student)?		Yes  No Not sure/can't recall K 8th grade  High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18  18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 56 or older		up vertical  Radio button, one- up vertical  Radio button, one-	N		Education

Model Instance Name: Smithsonian Institution-wide
2MQ
MID: klJ0phJUYlds1VMIUodp8w==
Date: 2/25/2016 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

Date.		FIEDIEUT	0							
				Smithsonian Ins	stitution-wide CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerlDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
					I prefer not to answer					
KFB02208			If you could identify <b>one improvement to the website</b> , what would that improvement be?		open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.		open-ended		Text area, no char limit	N		Email

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ate: 2/25/2016 blue + -->: REWORDING

Date:		2/25/2016	6		blue +>: REWORDING					
				Smithsonian	Enterprise CUSTOM QUESTION LIST		<u> </u>			
		Skip					'	ĺ		
QID	QUESTION META-TAG	Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
B02185	IIILIA-IAO		What was your <b>primary purpose</b> in coming to the website today?	Aliswelles (BOT)	Plan a museum or zoo visit	Z, J, N	Radio button, one-	Y	Skip Logic Group	CQ Eusei
			, parkets and a second				up vertical			Primary Purpose
					Follow-up after a visit	z		[	Randomize	
					Conduct research			[		
					For school work Find information for my students	-		[		
					For general interest and/or entertainment	1		[		
					To join or support the Smithsonian	1		[		
					Find a job or internship	1		[		
					Shop					
					View the Zoo Cams	1				
					Book a vacation via Smithsonian Journeys Other (please specify)	A .		[		
B02186		Α	Other purpose for coming to the website:		Other (please specify)		Text area, no char			OE Primary Purpo
							limit			
CQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)		African American History and Culture Museum		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
			(Flease select all triat apply.)		African Art Museum	1	vertical	[		
					Air and Space Museum	1		[		
					Air and Space Museum Udvar-Hazy Center (Virginia)					
					American Art Museum					
					American History Museum					
					American Indian Museum (Washington, D.C.)  American Indian Museum Heye Center (New York)	-				
					Anacostia Community Museum					
					Cooper Hewitt, Smithsonian Design Museum	1				
					Freer   Sackler Galleries of Art	1		[		
					Hirshhorn Museum and Sculpture Garden					
					Natural History Museum					
					National Zoo	4		[		
					Portrait Gallery Postal Museum	1		[		
					Renwick Gallery	1		[		
					Smithsonian Institution Building (Castle)	1				
					Not sure	1		[		
AD0049843		J	When do you plan to visit the Smithsonian?		Today		Radio button, one-	Y	Skip Logic Group	Visit Timing
					This week			[		
					Next week	1		[		
					Within the next month Within the next 2 months	1		[		
					More than 2 months from today	1		[		
V0110410		N	How many museums are you planning to visit?		1		Drop down, select	Y	Skip Logic Group	Number of
								[		Museums_New
					2-3					
-000107			Did on find what on one I alike of an		More than 3		Dedie botton one		000	Did Von Flori
B02187			Did you find what you were looking for?		Yes		Radio button, one- up vertical	Y	OPS Group	Did You Find
					I wasn't looking for anything in particular	1	A *			
					No, I was looking for:	В				
FB02188		В	Did not find, looking for:				Text area, no char	N	OPS Group	OE_Did Not Find
V0110411			Did you use the search box during your visit today?		Yes	A	Radio button, one-	Y	Skip Logic Group	Search Used
							up vertical		. ,9	
					No					
V0110412		A	Please tell us about your experience with the site's search box today.		Not sure/can't recall		Checkbox, one-up	Y	Mutually Evaluation	Caarah Funasianaa
V0110412		Α	(Please select all that apply.)		Search results were helpful		vertical	'	Mutually Exclusive Option, anchor answer	Search Experience
									choice	
					Results were not relevant/not what I wanted	1			Skip Logic Group	
					Too many results/I needed to refine my search	]			randomize	
					Not enough results					
					Returned NO results	1				
					Received error message(s)	1				
					Search speed was too slow I experienced a different search issue (please explain):	В			Anchor Answer Choice	
V0110413		В	Other search issue:		Open-ended		Text area, no char	N	Skip Logic Group	OE_Search
							limit			Experience
V0110414			How would you describe your navigation experience on this site		I had <b>no</b> difficulty navigating/browsing on this site		Checkbox, one-up	Y	Mutually Exclusive Optio	Navigation Experie
			today? (Please select all that apply.)		Links offen did not take one whose Leverested	1	vertical		Chin Lonia Crown	
					Links often did not take me where I expected	+			Skip Logic Group randomize	
					Had difficulty finding relevant information/products Links/labels are difficult to understand	1			randomize	
					Too many links/navigational options to choose from					
					Had technical difficulties (error messages, broken links, etc.)					
					Could not navigate back to previous information					
V0110415		A	Other navigation difficulty:		I had a navigation difficulty not listed above:  Open-ended	A	Text area, no char	N	Anchor Answer Choice Skip Logic Group	OE_Navigation

Model Instance Name: Smithsoniai 2MQ MID: klJ0phJUYlds1VMIUodp8w== Date: 2/25/2016 Smithsonian Enterprise

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				Smithsonian	Enterprise CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerlDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02191			How often do you visit this site?	` ′	First visit		Radio button, one-	Y		Visit Frequency
					Less than once a month		up vertical			
					More than once a month					
KFB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?		No		Drop down, select	Υ	Skip Logic Group	Online Purchase
			ucket from the Simulsonian?		Yes	і, н	one			
STE0061225		- 1	What type of purchase or reservation did you make online? (Please		Merchandise	,,,,	Checkbox, one-up	N	Skip Logic Group	Type of Online
			select all that apply.)				vertical			Purchase
					Event ticket IMAX ticket	_				
					Tour reservation					
					Buy membership or renewal					
					Music download					
STE0061226			Disease and the state of the st		Other (please specify)	G	T4		Object and a Occasion	OF Outline Breekers
S1E0061226		G	Please specify what other type of purchase or reservation you made online.				Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		н	What is your overall satisfaction with the online purchase or		1=Not very satisfied		Radio button, scale,	N	Skip Logic Group	Online Purchase
			reservation experience?				no don't know			Experience
					2	_				
					4	_				
					5					
					6					
					7					
					8	_				
					10=Very satisfied	_				
LIV0110416	Acquisition		Which of the following was most important in bringing you to the site		Email from Smithsonian		Drop-down, one-up	Y	Skip Logic Group	Acquisition Source
	Source		today?		Indexes a billion and discounting for the second	_	vertical			
					Internet blogs or discussion forums Search engine results	_				
					Word of mouth recommendation from someone I know					
					TV, radio, newspaper, or magazine advertising					
					Internet advertising					
					Familiarity with Smithsonian  Not sure/can't recall	_				
					Other (please specify)	— A				
LIV0110417		Α	What else was most important in bringing you to the site?		Other (picture specify)		Text area, no char	N	Skip Logic Group	OE_Acquisition Source
							limit			
KFB02202			On this site today, did you see an advertisement?		Yes	1	Radio button, one- up vertical	Υ	Skip Logic Group	Advertisements
					No		up verueur			
KFB02203		ı	How did the advertisement affect your overall satisfaction with the		1=Negatively affected		Radio button, scale,	N	Skip Logic Group	Advertisement
			website?			_	no don't know			Satisfaction
					3	_				
					4					
					5					
					6					
					8					
					9					
					10 = Positively affected					
LIV0110418			When you were last in a museum, did you use a mobile device to		Yes		Radio button, one-	Y		Smartphone Used
			access information for your visit?	I .	I .	1	up vertical			
					No.				I .	I .
					No Not sure/can't recall					
KFB02204			What is your <b>education level</b> (highest level completed or current level if you are a student)?		No Not sure/can't recall K - 8th grade		Radio button, one- up vertical	N	OPS Group	Education
KFB02204			What is your <b>education level</b> (highest level completed or current level if you are a student)?		Not sure/can't recall K - 8th grade		Radio button, one- up vertical	N	OPS Group	Education
KFB02204			What is your <b>education level</b> (highest level completed or current level if you are a student)?		Not sure/can't recall		Radio button, one- up vertical	N	OPS Group	Education
KFB02204			What is your <b>education level</b> (highest level completed or current level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate)		Radio button, one- up vertical	N	OPS Group	Education
KFB02204			What is your <b>education level</b> (highest level completed or current level if you are a studenty?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional		Radio button, one- up vertical	N	OPS Group	Education
			level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer		up vertical			
			What is your education level (highest level completed or current level if you are a student)?  What is your age range?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional   prefer not to answer under 18		Radio button, one- up vertical	N N	OPS Group	Education
			level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional J prefer not to answer under 18 18 - 24		up vertical			
			level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18 18 - 24 25 - 34		up vertical			
			level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18 18 - 24 25 - 34 35 - 44		up vertical			
			level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54		up vertical			
KFB02204			level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18 18 - 24 25 - 34 35 - 44		up vertical			
KFB02205			level if you are a student)?  What is your age range?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or other to answer		up vertical  Radio button, one- up vertical	N		Age
			level if you are a student)?		Not sure/can't recall K - 8th grade High School (or equivalent) Some College or Technical Triaining College (Undergraduate) Graduate Degree or Professional I prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older		up vertical			

Model Instance Name: Smithsonian Enterprise 2MQ
MID: klJ0phJUYlds1VMIUodp8w== Date: 2/25/2016 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

Date.		ELECTED TO								
				Smithsonian	Enterprise CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerlDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
					I prefer not to answer					
KFB02208			If you could identify <b>one improvement to the website</b> , what would that improvement be?		open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.		open-ended		Text area, no char limit	N		Email

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o.p	QUESTION	Skip Logic	·	Answer Choices	e	Type (select from	Required		
QID 12185	META-TAG	Label	Question Text What was your primary purpose in coming to the website today?	(limited to 50 characters) Plan a museum or zoo visit	Skip to Z, J, K, L,	list) Radio button, one-	Ý/N Ý	Special Instructions Skip Logic Group	CQ Label
02100			what was your primary purpose in conning to the website today?	Flati a museum of 200 visit	M, N, O, W	up vertical	'	Skip Logic Group	Primary Purpose
				Follow-up after a visit	z			Randomize	' '
				Conduct research					
				<del>Do my homework</del> For school work					
				Education Find information for my students					
				Entertainment For general interest and/or entertainment					
				Make a donation Become a member	_				
				To join or support the Smithsonian	_				
				Find a job or internship					
				Shop					
				View the Zoo Cams					
				Book a vacation (via Smithsonian Journeys)					
				Other; (please specify):	Α				
B02186		Α	Other purpose for coming to the website:			Text area, no char			OE_Primary Purpose
						limit			
QLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Select all that apply.)	Arrican American History and Culture Museum		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
				African Art Museum					
				Air and Space Museum					
				Air and Space Museum Udvar-Hazy Center (Virginia)					
				American Art Museum					
				American History Museum					
				American Indian Museum (Washington, D.C.)					
				American Indian Museum Heye Center (New York)					
			Should read, "Cooper Hewitt,	Anacostia Community Museum					
			Smithsonian Design Museum"	Arts and Industries Building	_				
			Simulsonian Besign Maseum	Cooper -Hewitt, Smithsonian Design Museum	_				
				Freer Gallery of Art	-				
				Hirshhorn Museum and Sculpture Garden	_				
				Natural History Museum					
				National Zoo					
				Portrait Gallery					
				Postal Museum					
				Renwick Gallery					
				Sackler Gallery					
				Smithsonian Institution Building, The-(Castle)					
				Not sure	_				
AD0049843		J	When do you plan to visit the Smithsonian?	Today		Radio button, one-	Υ	Skip Logic Group	Visit Timing
			, ,	This week					
				Next week					
				Within the next month					
				Within the next 2 months					
				More than 2 months from today					
D0049842		ĸ	Will this be your first visit to the Smithsonian?	Yes		Drop down, select	¥	Skip Logic Group	First Visit?
		P	When was your last visit?	Ne Within the last week	<del>P</del> <del>Q, R, T</del>	Dodio button	¥	Ckin Logio Crown	Drovious Vielt Tiesis
		μ.	venen was your last visit?	Within the last week Within the last month	<del>Q, R, T</del>	Radio button, one-	*	Skip Logic Group	Previous Visit Timing
				Several menths age	Q, R, T				
				Between 6 months to a year ago	Q, R, T				
				Last year					
				Two years ago					
				Three years ago					
				Four or more years ago					
		Ą	Which Smithsonian location did you most recently visit?	African American History and Culture Museum		Drop down, select	¥	Skip Logic Group	Previous Visit Location
				African Art Museum					
				Air and Space Museum					
				Air and Space Museum Udvar Hazy Center-					
				American Art Museum					
				American History Museum					
				American Indian Museum					
				American Indian Museum Heye Center					
				Anacostia Community Museum-					
				Arts and Industries Building					
				Cooper-Hewitt, National Design Museum	_				
				Freer Gallery of Art	_				
				Hirshhorn Museum and Sculpture Garden Natural History Museum					
					_				
				National Zoological Park					
				National Zoological Park Portrait Gallery					

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Column   C		QUESTION	Skip Logic		Answer Choices		Type (select from	Required		
A Proposed professional procession for the process of the color process	QID	META-TAG	Label	Question Text	(limited to 50 characters)	Skip to	list)	Y/N	Special Instructions	CQ Label
March   Marc						-				
No.   Process					Smithsonian Institution Building	1				
Part   Description of the Company					The Castle-	1				
Management   Man				Discourse of the state of Continuous and I was a second to	Other, please specify:	<b>S</b> -	T		Object and a Consum	OF Burnish Make Lander
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			\$	Smithsonian Enterprise CUSTOM QUESTION LIST					
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		V	What appoiling up to apply a province of the p			character limit	NI.	Ckin Logio Croup	OF Coard Improvement
QLiv000917		¥	What specific ways can we improve your experience using search on this site?			Text Area – no character limit	14	Skip Logic Group	OE_Search improvement
QLiv000918		×	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit	N	Skip Logic Group	OE_Navigation Improvement
B02189			Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science)		Radio button, one-	¥	Skip Logic Group	Role
				Creative Person (artist / musician / writer)	4	<del>up vertical</del>			
				Donor/member/supporter	+				
				Member of the media/press	1				
				Museum professional					
				Parent / Grandparent / Caregiver	-				
				Student	+				
				Shopper	1				
				Educator					
-00400		e	Other role	Other, please specify:	e	T		Olde Leele Coore	or pul
B02190		•				Text area, no char limit		Skip Logic Group	OE_Role
B02191			How often do you visit this site?	First visit		Radio button, one- up vertical	Υ	OPS Group	Visit Frequency
				Less than once a month	1			This is the existing qu	uestion type and I'm
				More than once a month				not sure - DOT, can I	remove this?
FB02194			Are you currently a Smithsonian member?	<del>Yes</del>		Radio button, one- up vertical	¥		er
				No No	E				
FB02195		E	How likely are you to become a member in the next 6 months?	1=Not very likely		Radio button, scale,	N	Skip Logic Group	Become a Member
				2	+	no don't know			
				3	1				
				4					
				5	4				
				2	+				
				8	1				
				9	]				
FB02196			Use a second of the second of	10=Very likely		Dedie better een	· · · · · · · · · · · · · · · · · · ·	Olite Levile Occurs	Made a Basedan
FB02190			Have you ever made a donation to the Smithsonian?	165		up vertical	¥	Skip Logic Group	Made a Donation
FB02197		F	How likely are you to make a donation in the next 6 months?	Ne 1=Not very-likely	F	Radio button, scale,	N	Skip Logic Group	Donate in 6 Months
				2	-	no don't know			
				3	+				
				4	1				
				5					
				6	-				
				8	1				
				9					
				10=Very likely					
FB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No		Drop down, select one	Υ	Skip Logic Group	Online Purchase
				Yes	I, H				
TE0061225		- 1	What type of purchase or reservation did you make online?	Merchandise		Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
				Event ticket	1	Vorticus			
				IMAX ticket					
				Tour reservation	4				
				Buy membership or renewal Music download	+				
				Other (please specify)	G				
E0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char	N	Skip Logic Group	OE_Online Purchase
		Н	What is your overall satisfaction with the online purchase or	1=Not very satisfied		Radio button, scale,	N	Skip Logic Group	Online Purchase Experier
FB02200			reservation experience?	2	+	no don't know			
FB02200									
FB02200				3	1				
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QID	META-TAG	Logic Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Y/N	Special Instructions	CQ Label
QLiv0009181			On this site today, did you use any of the social media offerings	Yes		Radio button, one-	¥		Site Social Media
			(i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?			<del>up vertical</del>			
				No	1				
QLiv0009182			On this site today, did you use any of the multimedia offerings (i.e.	<del>Yes</del>		Radio button, one-	¥		Site Multimedia
			video, podcast, image slideshow, animation, or other interactive content, etc.)?			<del>up vertical</del>			
				No	1				
	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian		Drop-down, one-up vertical	Υ	Skip Logic Group	Acquisition Source
	Source		today?	Internet blogs or discussion forums	-	vertical			
				Search engine results	1				
				Word of mouth recommendation from someone I know	1				
				TV, radio, newspaper, or magazine advertising					
				Internet advertising  Familiarity with Smithsonian					
				Not sure/can't recall	1				
				Other (please specify)	Α				
		Α	What else was most important in bringing you to the site?			Text area, no char	N	Skip Logic Group	OE_Acquisition Source
001179			Which of the following sources drove you to visit the site today?-	Message or recommendation from a friend on a social network		Drop down, select	¥	Rank Group	SV - Rank 1
			Which of the following sources drove you to visit the site today?- Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	30000		one			
			rain 1 (regoned)	Video I saw on YouTube					
				Internet blogs or discussion forums	1			Adjust Template/Style	
								Sheet	
				Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network	-			Randomize	
				Online Pinboard (Pinterest)	1				
				Mobile phone text messages or alerts	1				
				Mobile phone text messages or alerts Instant Message from a friend or colleague	]				
				Familiarity with the site					
				Promotional email(s) from the organization Search engine results	1				
				Word of mouth recommendation from someone I know	1				
				TV, radio, newspaper, or magazine advertising	1				
				Internet advertising					
				Den't know Other	-			Anchor Answer Choice Anchor Answer Choice	
/L001180			Rank-2 (Optional)	Message or recommendation from a friend on a social network		Drop down, select	¥	Rank Group	SV - Rank 2
						<del>one</del>		i i	
				<del>Video I saw on YouTube</del>	-			Adjust Template/Style	
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				Advertising on social networks (Facebook, Twitter)	1			Randomize	
				Message directly from the company on a social network					
				Online Pinboard (Pinterest)					
				Mobile phone text messages or alerts Instant Message from a friend or colleague					
				Familiarity with the site	1				
				Promotional email(s) from the organization					
				Search engine results Word of mouth recommendation from someone I know					
				TV, radio, newspaper, or magazine advertising	1				
				Internet advertising	1				
				<del>Don't know</del>				Anchor Answer Choice	
L001181			Rank 3 (Optional)	Other Message or recommendation from a friend on a social network		Drop down, select	¥	Anchor Answer Choice Rank Group	SV - Rank 3
LUUTIUT			(Spilotal)	INCOSTAGE OF TECONIMERICATION A THERE OF A SOCIAL HELWORK		one		тан этоор	
				<del>Video I saw on YouTube</del>					
				Internet blogs or discussion forums				Adjust Template/Style Sheet	
				Advertising on social networks (Facebook, Twitter)				Randomize	
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				Online Pinhoard (Pinterest)					
				Mobile phone text messages or alerts	-				
				Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site					
				Promotional email(s) from the organization	1				
				Search engine results					
				Word of mouth recommendation from someone I know					
				TV, radio, newspaper, or magazine advertising Internet advertising	-				
				microc adversority					

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	QUESTION	Skip Logic		Answer Choices		Type (select from	Required		
QID	META-TAG	Label	Question Text	(limited to 50 characters)	Skip to	list)	Y/N	Special Instructions	CQ Label
FB02202			On this site today, did you see an advertisement-or-sponsorship message?	Yes	1	Radio button, one- up vertical	Y	Skip Logic Group	Advertisements
FB02203		1	How did the advertisement or sponsorship message affect your overall satisfaction with the web-site?	No 1=Negatively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
			overall satisfaction with the web-site?	2	1	no don't know			
				3	-				
				5					
				6	-				
				8	1				
				9 10 = Positively affected	1				
			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes		Radio button, one- up vertical	Y		Smartphone Used
				No Not sure/can't recall	-				
(FB02204			What is your highest education level completed (highest level completed or current level if you are a student)?	K - 8th grade		Radio button, one- up vertical	N	OPS Group	Education
				High School (or equivalent)	1				
				Some College or Technical Training College (Undergraduate)	]				
				Graduate Degree or Professional	1				
				Graduate (Master's) Graduate (Dectoral)	]				
				I prefer not to answer	1				
FB02205			What is your age range?	under 18		Radio button, one- up vertical	N	OPS Group	Age
				18 - 24	1				
				25 - 34 35 - 44	-				
				45 - 54	1				
				55 - 64 65 or older	4				
				I prefer not to answer					
KFB02206			Which category includes your household income?	<del>Under \$25,000</del>		Radio button, one- up vertical	И	OPS-Group	Household Income
				\$ <del>25,000 \$49,999</del> \$ <del>50,000 \$74,999</del>	+				
				\$75,000 - \$99,999	1				
				\$100,000 \$124,999 \$125,000 \$149,999	1				
				\$150,000 or more	1				
FB02207			Please indicate the state where you live.	I prefer not to answer Live outside of the United States		Drop down, select	¥	OPS Group	State
				<del>Alabama</del>	1	ene			
				<del>Alaska</del> Arizona	]				
				Arkansas	1				
				California Colorado	1				
				Connecticut	1				
				Delaware District of Columbia	1				
				Florida	1				
				Georgia Hawaii	+				
				<del>Idaho</del>	1				
				Illinois Indiana	+				
				lowa	1				
				Kansas Kentucky	+				
				Louisiana-	1				
				Maine Maryland	-				
				<del>Massachusetts</del>	1				
				Michigan Minnesoto	4				
				Minnesota Miceiceinni	+				

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			s	Smithsonian Enterprise CUSTOM QUESTION LIST					
QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
			<b>*********</b>	Missouri		,			1
				Montana Montana	1				
				Nebraska	1				
				<del>Nevada</del>	1				
				New Hampshire	1				
				New Jersey	1				
				New Mexico	1				
				New York	1				
				North Carolina	1				
				North Dakota	1				
				<del>Ohio</del>	1				
				Oklahoma-	1				
				Oregon	1				
				Pennsylvania	1				
				Rhode Island	1				
				South Carolina	1				
				South Dakota	1				
				Tennessee	1				
				Texas	1				
				<del>Utah</del>	1				
				Vermont	1				
				<del>Virginia</del>	1				
				<del>Washington</del>	1				
				West Virginia	1				
				Wisconsin	1				
				Wyoming-	1				
			Are you a male or female?	Male		Drop down, select one	N		Gender
				Female	1				
				I prefer not to answer	1				
B02208			If you could identify one improvement to the web-site, what would that improvement be?	open-ended		Text area, no char limit	N		One Improvement
B02209			We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you. <del>lor one of the following reasons:</del> To discuss specific details about your current experience using our website	open-ended		Text area, no char limit	N		Email

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			Smithsonian Enterprise CUSTOM QI		<u> </u>				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skin to	/pe (select from lis	Single or Multi	Required Y/N	Special Instructions	CQ Label
302185	Lubei	What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit	Z. J. K. L.	Radio button, one-	Single	Y	Skip Logic Group	OQ EUDEI
				M, N, O	up vertical	"			Primary Purpose
			Follow-up after a visit	Z					
			Conduct research						
			Do my homework						
			Education						
			Entertainment						
			Make a donation						
			Become a member						
			Find a job or internship						
			Shop						
			Book a vacation (via Smithsonian Journeys)						
			Other, please specify:	Α .					
FB02186	Α	Other purpose for visiting site:			Text area, no char				OE_Primary Purpose
CQLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all	African American History and Culture Museum		limit Checkbox, one-up	Multi	N	Skip Logic Group	Museum Interest
	_	that apply.)	African Art Museum		vertical				inaccam interest
			Air and Space Museum	_					
			Air and Space Museum Air and Space Museum Udvar-Hazy Center						
			Air and Space Museum Udvar-Hazy Center  American Art Museum						
			American Art Museum American History Museum						
			American Indian Museum						
			American Indian Museum Heye Center						
			Anacostia Community Museum						
			Arts and Industries Building						
			Cooper-Hewitt, National Design Museum						
			Freer Gallery of Art						
			Hirshhorn Museum and Sculpture Garden						
			Natural History Museum						
			Portrait Gallery						
			Postal Museum						
			Renwick Gallery						
			Sackler Gallery						
			Smithsonian Institution Building, The Castle						
			Don't know	_					
IAD0049843	J	When do you plan to visit the Smithsonian?	Today		Radio button, one-	Single	Y	Skip Logic Group	Visit Timing
MD0043043	, ,	when do you plan to visit the Shittisonian?	This week		Radio bullon, one-	Sirigie	'	Skip Logic Group	VISIL FIITHING
			Next week Within the next month						
			In 3 weeks						
			In 4 weeks						
			Next month						
			Within the next 2 months						
			More than 2 months from today						
AD0049842	К	Will this he value first visit to the Cmithennian?			Dean dave aslast	Cinala	Y	Chin Logio Croup	First MinitO
AD0049042		Will this be your first visit to the Smithsonian?	Yes	- Р	Drop down, select	Single	,	Skip Logic Group	First Visit?
	P	When was your last visit?	No Last year	P	Radio button, one-	Single	Y	Skip Logic Group	Previous Visit Timing
	Р	when was your last visit?			radio button, one-	Single	Y	Skih Fodic Glonb	rievious visit Timing
			Two years ago						
			Three years ago						
IAD0049721	L	Do you know that the Smithsonian is a collection of 19 museums,	Four or more years ago		Drop dours and a	Cinala	Y	Skin Logic Crows	Collection of 19?
AD0049721		galleries and the National Zoo?	Yes		Drop down, select	Single	Ť	Skip Logic Group	Collection of 19?
			No						
AD0049780	М	How much time are you allotting for your Smithsonian visit?	Less than an hour		Radio button, one-	Single	Y	Skip Logic Group	Time Allotted
			1-2 hours						
			2-4 hours						
			An entire day						
A DOO 40		Harmon and the state of the sta	More than one day		D	Oi- i		Olde Leede O	Name to the second of the seco
AD0049779	N	How many museums are you planning to visit?	1		Drop down, select	Single	Y	Skip Logic Group	Number of Museums
			2						
			3						
			<del>"</del>						
			6						
			7						
			0						
			0						
			9						
		Land 1	> 10						
IAD0049778	0	With whom are you planning to visit the Museum?	No one, I will be alone		Radio button, one-	Single	Y	Skip Logic Group	Group Makeup
			I will be with my children 10 years and younger						
			I will be with my children 11 years and older						
			I will chaperone a group of students (i.e. school, etc.)						
			I will visit with other adults						

Model Instance Name: Smithsonian Enterprise

MID: klJ0phJUYlds1VMIUodp8w== Date: 3/7/2014

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			Smithsonian Enterprise CUSTOM QUI						
QID	Skip Logic Label	Question Toyt	Answer Choices (limited to 50 characters)	Skin to	/pe (select from li	Single or Multi	Required Y/N	Special Instructions	CQ Label
302187	Labei	Question Text Did you find what you were looking for?	Yes	Skip to	Radio button, one-	Single	Y	Skip Logic Group	Did You Find
002107		Did you find what you were looking for?	I wasn't looking for anything in particular		up vertical	Sirigle	'	Skip Logic Group	Dia You Fina
			No, I was looking for:	В					
302188	В	Did not find, looking for:			Text area, no char		N	Skip Logic Group	OE_Did Not Find
QLiv000917	_		Search feature	Y	Checkbox, one-up	Multi	Y	Skip Logic Group	How Looking
Q2.1000011		select all that apply.)			vertical	- Mail	·	Chip Edgio Ordap	Tion Educating
			Advanced search feature / tool	Y					
			Top navigation bar	X					
			Left navigation bar	X					
			Tabs	X					
			Links in the center of the page	X					
			Site map	х					
			Other, please specify	w					
QLiv000917	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
QLiv000917	Υ	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
QLiv000918	Х	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improveme
02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science)		Radio button, one- up vertical	Single	Y	Skip Logic Group	Role
			Creative Person (artist / musician / writer)						
			Donor/member/supporter						
			Member of the media/press						
			Museum professional						
			Parent / Grandparent / Caregiver						
			Researcher/Scientist/Scholar						
			Student						
			Shopper						
			Educator						
			Other, please specify:	С					
302190	С	Other role			Text area, no char limit			Skip Logic Group	OE_Role
02191		How often do you visit this site?	First visit		Radio button, one-	Single	Y	OPS Group	Visit Frequency
502191		now often do you visit this site?	Less than once a month		up vertical	Sirigle	'	OP3 Gloup	visit Frequency
			More than once a month	_					
302194		Are you currently a Smithsonian member?	Yes		Radio button, one-	Single	Y	Skip Logic Group	Smithsonian Member
			No.		up vertical	9		Cimp Logic Group	Ominisorman member
302195	E	How likely are you to become a member in the next 6 months?	1=Not very likely		Radio button, scale,	Single	N	Skip Logic Group	Become a Member
					no don't know	ľ			
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			10-Year likely						
302196		Have you ever made a donation to the Smithsonian?	10=Very likely Yes		Radio button, one-	Single	Y	Ckin Lonia Cray	Made a Donation
002190		mave you ever made a domation to the Simulsonian?	163		up vertical	Single	'	Skip Logic Group	iviaue a Donation
			No	F					
302197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely		Radio button, scale,	Single	N	Skip Logic Group	Donate in 6 Months
					no don't know				
			2						
			3						
			4						
			5						
			0						
			0						
			8	_					
			10-Venclikeh						
202100		Have you ever made an online purchase or recorded a town an	10=Very likely		Drop dour colo-t	Cinglo	V	Chin I and Com	Online Durch
B02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No		Drop down, select	Single	Y	Skip Logic Group	Online Purchase
		performance asket from the official softain:	Yes	і, н	00				
E0061225	I	What type of purchase did you make online?	Merchandise	1, 11	Checkbox, one-up vertical	Multi	N	Skip Logic Group	Type of Online Purchase
			Class or performance ticket		1				
			Tour reservation						
			Buy membership or renewal						
			por membership of renewal						

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			Smithsonian Enterprise CUSTOM QUES	STION LIS	ST				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	/pe (select from lis	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Music download Other (please specify)	G					
E0061226	G	Please specify what other type of purchase you made online.	Otter (piease specify)		Text area, no char		N	Skip Logic Group	OE Online Purchase
B02200	н	What is your overall satisfaction with the online purchase or	1=Not very satisfied		Radio button, scale,	Single	N	Skip Logic Group	Online Purchase Experience
		transaction experience?	2		no don't know				
			3						
			5						
			6						
			7						
			9						
			10=Very satisfied						
QLiv0009181		On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes		Radio button, one- up vertical	Single	Y		Site Social Media
		. ,	No No	-					
CQLiv0009182		On this site today, did you use any of the <b>multimedia offerings</b> (i.e. video, podcast, image slideshow, animation, or other interactive	Yes		Radio button, one- up vertical	Single	Y		Site Multimedia
		content, etc.)?			up verucai				
			No						
/L001179		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
			Video I saw on YouTube Internet blogs or discussion forums					Adjust Template/Style	
			Advantaine en essiel estructus (Feesback McCeess Truittes)					Sheet	
			Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network					Randomize	
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with the site Promotional email(s) from the organization						
			Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine advertising Internet advertising						
			Don't know					Anchor Answer Choice	
			Other					Anchor Answer Choice	
ML001180			Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 2
			Video I saw on YouTube Internet blogs or discussion forums					Adjust Template/Style	
			internet blogs of discussion fording					Sheet	
			Advertising on social networks (Facebook, MySpace, Twitter)					Randomize	
			Message directly from the organization on a social network  Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with the site						
			Promotional email(s) from the organization Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine advertising						
			Internet advertising Don't know					Anchor Answer Choice	
			Other					Anchor Answer Choice	
VL001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 3
			Video I saw on YouTube Internet blogs or discussion forums					Adjust Template/Style	
			Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network					Sheet Randomize	
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with the site Promotional email(s) from the organization						
			Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine advertising						
			Internet advertising						

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	Skip Logic		Answer Choices			Single or	Required Y/N		
QID	Label	Question Text	(limited to 50 characters)	Skip to	pe (select from lis	Multi	Ý/N	Special Instructions	CQ Label
			Don't know					Anchor Answer Choice	
302202		On this site today, did you see an advertisement or sponsorship	Other Yes	ı	Radio button, one-	Single	Y	Anchor Answer Choice	Advertisements
002202		message?	Tes	'	up vertical	Sirigie	· ·	Skip Logic Group	Advertisements
			No						
302203	1	How did the advertisement or sponsorship message <b>affect your overall satisfaction with the Web site</b>	1=Negatively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfacti
		overall satisfaction with the web site-ib-?	2	_	IIIO GOITE KITOW				
			3						
			4						
			5						
			6	_					
			8	_					
			9	_					
			10 = Positively affected						
B02204		What is your highest education level completed (or current level if	K - 8th grade		Radio button, one-	Single	N	OPS Group	Education
		you are a student)?	High School (or equivalent)	_	up vertical				
			College (Undergraduate)	-					
			Graduate (Master's)						
			Graduate (Doctoral)						
			I prefer not to answer						
FB02205		What is your age range?	under 18		Radio button, one- up vertical	Single	N	OPS Group	Age
			18 - 24	$\dashv$	ap verucai				
			25 - 34	_					
			35 - 44						
			45 - 54						
			55 - 64						
			65 or older	_					
FB02206		Which category includes your household income?	I prefer not to answer Under \$25,000		Radio button, one-	Single	N	OPS Group	Household Income
1 002200					up vertical	Single	"	OF 3 Group	nousenola income
			\$25,000 - \$49,999						
			\$50,000 - \$74,999	_					
			\$75,000 - \$99,999 \$100,000 - \$124,999	_					
			\$125,000 - \$124,999	_					
			\$150,000 or more						
			I prefer not to answer						
FB02207		Please indicate the state where you live.	I live outside of the United States		Drop down, select	Single	Y	OPS Group	State
			Alabama		0.10				
			Alaska						
			Arizona						
			Arkansas						
			Calorado	-					
			Colorado Connecticut	-					
			Delaware						
			District of Columbia						
			Florida						
			Georgia	_					
			Hawaii Idaho	-					
			Illinois	$\dashv$					
			Indiana						
			Iowa						
			Kansas						
			Kentucky	_					
			Louisiana	$\dashv$					
			Maine Maryland	$\dashv$					
			Massachusetts						
			Michigan						
			Minnesota						
			Mississippi						
			Missouri	_					
			Montana Nebraska	$\dashv$					
			Nebraska Nevada	-					
			New Hampshire	$\dashv$					
					1	I .	1	I .	1
			New Jersey						

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			Smithsonian Enterprise CUSTOM QUES	STION LIS	ST				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	ype (select from lis	Single or Multi	Required Y/N	Special Instructions	CQ Label
_			New York		1				1
			North Carolina						
			North Dakota	1					
			Ohio	1					
			Oklahoma						
			Oregon	1					
			Pennsylvania	1					
			Rhode Island	1					
			South Carolina	1					
			South Dakota						
			Tennessee	1					
			Texas	1					
			Utah	1					
			Vermont	1					
			Virginia						
			Washington	1					
			West Virginia	1					
			Wisconsin	1					
			Wyoming	1					
		What is your gender?	Male		Drop down, select one	Single	N		Gender
			Female						
			I prefer not to answer	1					
FB02208		If you could identify <b>one improvement to the Web site</b> , what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
FB02209		        <td>open-ended</td> <td></td> <td>Text area, no char limit</td> <td></td> <td>N</td> <td></td> <td>Email</td>	open-ended		Text area, no char limit		N		Email

Model Instance Name: Smithsonian Enterprise

MID: kIJ0phJUYIds1VMIUodp8w== Date: 3/7/2014

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	Skip Logic								
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skin to	/pe (select from lis	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02185	<u> Luboi</u>	What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit	Z, J, K, L,	Radio button, one-	Single	Y	Skip Logic Group	
				M, N, O	up vertical	_			Primary Purpose
			Follow-up after a visit	z					
			Conduct research						
			Do my homework						
			Education Entertainment						
			Make a donation						
			Become a member						
			Find a job or internship						
			Shop						
			Book a vacation (via Smithsonian Journeys)						
			Other, please specify:	Α					
FB02186	Α	Other purpose for visiting site:			Text area, no char				OE Primary Purpose
					limit				
CQLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all	African American History and Culture Museum		Checkbox, one-up	Multi	N	Skip Logic Group	Museum Interest
		that apply.)	***		vertical				
			African Art Museum						
			Air and Space Museum						
			Air and Space Museum Udvar-Hazy Center						
			American Art Museum American History Museum						
			American Indian Museum American Indian Museum						
			American Indian Museum Heye Center						
			Anacostia Community Museum						
			Arts and Industries Building						
			Cooper-Hewitt, National Design Museum						
			Freer Gallery of Art						
			Hirshhorn Museum and Sculpture Garden						
			Natural History Museum						
			Portrait Gallery						
			Postal Museum						
			Renwick Gallery						
			Sackler Gallery						
			Smithsonian Institution Building,						
			The Castle						
			Don't know						
IAD0049843	J	When do you plan to visit the Smithsonian?	Today		Radio button, one-	Single	Y	Skip Logic Group	Visit Timing
			This week						
			Next week						
			In 3 weeks						
			Next month						
			Within the next 2 months						
			More than 2 months from today						
IAD0049842	К	Will this be your first visit to the Smithsonian?	Yes		Drop down, select	Single	Y	Skip Logic Group	First Visit?
AD0043042		will this be your mist visit to the smithsoman:	No	P	Drop down, select	Siligic		OKIP LOGIC OTOUP	First visit:
	P	When was your last visit?	Last year		Radio button, one-	Single	Y	Skip Logic Group	Previous Visit Timing
		The way you dot visit:	Two years ago		Tadio button, one-	Single		Omp Logic Group	r revious visit milling
			Three years ago						
			Four or more years ago						
MAD0049721	L	Do you know that the Smithsonian is a collection of 19 museums,	Yes		Drop down, select	Single	Y	Skip Logic Group	Collection of 19?
		galleries and the National Zoo?			,,,				
			No						
MAD0049780	М	How much time are you allotting for your Smithsonian visit?	Less than an hour		Radio button, one-	Single	Y	Skip Logic Group	Time Allotted
			1-2 hours						
			2-4 hours						
			An entire day						
			More than one day						
MAD0049779	N	How many museums are you planning to visit?		1	Drop down, select	Single	Y	Skip Logic Group	Number of Museums
				2					
				3					
				4					
				5					
				6					
				- /					
				8					
			> 10	9					
IAD0040770	_	Milith whom are you planning to visit the Marrian			Dedie butter	Circula		Clin Logio Corre	Crave Male
MAD0049778	0	With whom are you planning to visit the Museum?	No one, I will be alone		Radio button, one-	Single	Y	Skip Logic Group	Group Makeup
			I will be with my children 10 years and younger		1				
			I will be with my children 11 years and older I will chaperone a group of students (i.e. school, etc.)						

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	Skip						_		
QID	Logic	Question Text	Answer Choices (limited to 50 characters)	Skin to	ype (select from li	Single or Multi	Required Y/N	Special Instructions	CQ Label
302187	Label	Did you find what you were looking for?	Yes	Skip to		Single	Y	Skip Logic Group	Did You Find
(1 B02107					up vertical			Citip Logic Croup	Did 10d 1 md
			I wasn't looking for anything in particular						
B02188	В	Did not find, looking for:	No, I was looking for:	В	Text area, no char		N	Skip Logic Group	OE_Did Not Find
					limit				_
CQLiv000917		How did you look for information on the site today? (Please	Search feature	Y	Checkbox, one-up	Multi	Y	Skip Logic Group	How Looking
		select all that apply.)	Advantage of the Control		vertical				
			Advanced search feature / tool Top navigation bar	Y					
			Left navigation bar	— î					
			Tabs	x					
			Links in the center of the page	x					
			Site map	Х					
			Other, please specify	w					
CQLiv000917	w	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
CQLiv000917	Y	What specific ways can we improve your experience using			Text Area – no		N	Skip Logic Group	OE Search Improvement
	-	search on this site?			character limit				
CQLiv000918	Х	What specific ways can we improve your experience			Text Area – no		N	Skip Logic Group	OE_Navigation Improvement
		navigating on this site?			character limit				
B02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science)		Radio button, one- up vertical	Single	Y	Skip Logic Group	Role
			Creative Person (artist / musician / writer)						
			Donor/member/supporter						
			Member of the media/press						
			Museum professional						
			Parent / Grandparent / Caregiver Researcher/Scientist/Scholar						
			Student						
			Shopper						
			Educator						
			Other, please specify:	С					
B02190	С	Other role			Text area, no char limit			Skip Logic Group	OE_Role
B02191		How often do you visit this site?	First visit		Radio button, one-	Single	Y	OPS Group	Visit Frequency
					up vertical				
			Less than once a month  More than once a month						
B02194		Are you currently a Smithsonian member?	Yes		Radio button, one-	Single	Y	Skip Logic Group	Smithsonian Member
					up vertical				
FB02195	E	How likely are you to become a member in the next 6 months?	No.	E	Radio button, scale,	CiI-	N		
-B02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely		no don't know	Single	N N	Skip Logic Group	Become a Member
			2						
			3						
			4						
			5						
			7						
			8						
			9						
			10=Very likely						
FB02196		Have you ever made a donation to the Smithsonian?	Yes		Radio button, one- up vertical	Single	Y	Skip Logic Group	Made a Donation
			No	F					
B02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely		Radio button, scale,	Single	N	Skip Logic Group	Donate in 6 Months
					no don't know				
			3						
			4						
			5						
			6						
			7						
			8						
			10=Very likely						
B02198		Have you ever made an online purchase or reserved a tour or	No		Drop down, select	Single	Y	Skip Logic Group	Online Purchase
D02130		performance ticket from the Smithsonian?			one				
			Yes	I, H					
			Vos. merchandise	H					
			Vec. close or performance tick-*						
			Yes, class or performance ticket	H					
			Yes, class or performance-ticket Yes, tour reservation Yes, buy membership or renewal						

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	Smithsonian Enterprise CUSTOM QUESTION LIST								
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	ype (select from lis	Single or Multi	Required Y/N	Special Instructions	CQ Label
FB02199	G	Yes, made online purchase (other answers)	rea, other (pieces speeding)	0,	Text area, no char		N	Skip Logic Group	OE_Online Purchase
	- 1	What type of purchase did you make online?	Merchandise		Checkbox, one-up	Multi	N	Skip Logic Group	Type of Online Purchase
			Class or performance ticket		vertical				
			Tour reservation						
			Buy membership or renewal Music download						
			Other (please specify)	G					
	G	Please specify what other type of purchase you made online.			Text area, no char limit		N	Skip Logic Group	OE_Online Purchase
FB02200	н	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know	Single	N	Skip Logic Group	Online Purchase Experience
		than suction experience:	2		IIIO GOIT CRIOW				
			3						
			5						
			6						
			7						
			9						
			10=Very satisfied						
CQLiv0009181		On this site today, did you use any of the <b>social media offerings</b> (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like"	Yes		Radio button, one- up vertical	Single	Y		Site Social Media
		or tweet content to share with others, etc.)?							
CQLiv0009182		On this site today, did you use any of the multimedia offerings (i.e.	No Yes		Radio button, one-	Single	Y		Site Multimedia
CQLIVOUUSIUZ		video, podcast, image slideshow, animation, or other interactive content, etc.)?	163		up vertical	Jingic			Site Multimedia
		, , , , , ,	No						
ML001179			Message or recommendation from a friend on a social network		Drop down, select	Single	Y	Rank Group	SV - Rank 1
		Rank 1 (Required)			one				
			Video I saw on YouTube						
			Internet blogs or discussion forums					Adjust Template/Style Sheet	
			Advertising on social networks (Facebook, MySpace, Twitter)					Randomize	
			Message directly from the organization on a social network						
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague  Familiarity with the site						
			Promotional email(s) from the organization						
			Search engine results						
			Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising						
			Internet advertising						
			Don't know					Anchor Answer Choice	
ML001180		Rank 2 (Optional)	Other Message or recommendation from a friend on a social network		Drop down, select	Single	Y	Anchor Answer Choice Rank Group	SV - Rank 2
					one				
			Video I saw on YouTube Internet blogs or discussion forums					Adjust Template/Style	
			memer blogs of discussion forums					Sheet	
			Advertising on social networks (Facebook, MySpace, Twitter)					Randomize	
			Message directly from the organization on a social network  Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with the site						
			Promotional email(s) from the organization Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine advertising						
			Internet advertising Don't know					Anchor Answer Choice	
			Other					Anchor Answer Choice	
ML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 3
			Video I saw on YouTube						
			Internet blogs or discussion forums					Adjust Template/Style	
			Advertising on social networks (Facebook, MySpace, Twitter)					Sheet Randomize	
			Advertising on social networks (Facebook, MySpace, Twitter)  Message directly from the organization on a social network					Kaluomize	
			Mobile phone text messages or alerts						

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OID	Skip Logic	Quarties Tour	Answer Choices	Chi +-	ma (aslast from "	Single or	Required	Special Instruction	COLetel
QID	Label	Question Text	(limited to 50 characters) Instant Message from a friend or colleague	Skip to	pe (select from lis	Multi	Ý/N	Special Instructions	CQ Label
			Familiarity with the site						
			Promotional email(s) from the organization	_					
			Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine advertising						
			Internet advertising						
			Don't know					Anchor Answer Choice	
			Other			2		Anchor Answer Choice	
302202		On this site today, did you see an advertisement or sponsorship message?	Yes	ı	Radio button, one- up vertical	Single	Y	Skip Logic Group	Advertisements
			No	_					
302203	- 1	How did the advertisement or sponsorship message <b>affect your</b>	1=Negatively affected		Radio button, scale,	Single	N	Skip Logic Group	Advertisement Satisfaction
		overall satisfaction with the Web site?			no don't know				
			2	_					
			3	-					
			* 5	-					
			6	_					
			7						
			8						
			9						
			10 = Positively affected						
302204		What is your <b>highest education level completed</b> (or current level if you are a student)?	K - 8th grade		Radio button, one- up vertical	Single	N	OPS Group	Education
		you are a studenty:	High School (or equivalent)	-	ap verueai				
			College (Undergraduate)	-					
			Graduate (Master's)						
02205		Graduate (Doctoral)							
		I prefer not to answer							
302205		What is your age range?	under 18		Radio button, one- up vertical	Single	N	OPS Group	Age
			18 - 24	-	ap verueai				
			25 - 34	-					
			35 - 44						
			45 - 54						
			55 - 64						
			65 or older						
B02206		Which category includes your household income?	l prefer not to answer Under \$25,000		Radio button, one-	Single	N	OPS Group	Household Income
502200		which category includes your nousehold income:	Onuci \$25,000		up vertical	Sirigic	"	OF 3 Group	i louseriola iricome
			\$25,000 - \$49,999						
			\$50,000 - \$74,999						
			\$75,000 - \$99,999						
			\$100,000 - \$124,999	_					
			\$125,000 - \$149,999 \$150,000 or more	-					
			I prefer not to answer	-					
302207		Please indicate the state where you live.	I live outside of the United States		Drop down, select	Single	Y	OPS Group	State
			Alabama	-	one				
			Alaska	-					
			Arizona						
			Arkansas						
			California						
			Colorado						
			Connecticut						
			Delaware District of Columbia	-					
			Florida	-					
			Georgia	_					
			Hawaii	1					
			Idaho						
			Illinois						
			Indiana						
			lowa	_					
			Kansas Kentucky	-					
			Louisiana	-					
			Maine	$\dashv$					
			Maryland	-					
			Massachusetts	1					
	1			-	I	l	1	I	I
			Michigan						

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			Smithsonian Enterprise CUSTOM QUES	STION LIS	ST .				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	/pe (select from lis	Single or Multi	Required Y/N	Special Instructions	CQ Label
`			Mississippi		1				
			Missouri	i					
			Montana						
			Nebraska						
			Nevada	1					
			New Hampshire						
			New Jersey	i					
			New Mexico						
			New York						
			North Carolina	i					
			North Dakota						
			Ohio	İ					
			Oklahoma						
			Oregon						
			Pennsylvania						
			Rhode Island						
			South Carolina						
			South Dakota						
			Tennessee						
			Texas	i					
			Utah						
			Vermont						
			Virginia						
			Washington						
			West Virginia						
			Wisconsin						
			Wyoming	1					
			Male		Drop down, select one	Single	N		Gender
			Female	1					
			I prefer not to answer	1					
B02208		If you could identify <b>one improvement to the Web site</b> , what would that improvement be?			Text area, no char limit		N		One Improvement
802209		                	open-ended		Text area, no char limit		N		Email

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			Smithsonian Enterprise CUSTOM QUES	TION LIST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CO Label
KFB02185	Label	What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit	Z, J, K, L, M, N, O	Radio button, one-up vertical	Single		Skip Logic Group	CQ Laber
			Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys)	M, N, O Z					Primary Purpose
			Other, please specify:	A					
FB02186	Α	Other purpose for visiting site:	Same apoort.	<u> </u>	Text area, no char limit				OE_Primary Purpose
MAD0049843	z	Please indicate which museum(s) you are interested in (Select all that apply.)  When do you plan to visit the Smithsonian?	African American History and Culture Museum  African Art Museum Air and Space Museum Udvar-Hazy Center American Art Museum American Indian Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum Portrait Gallery Postal Museum Remwick Gallery Sackler Gallery Sackler Gallery Sackler Gallery Sackler Mowel Museum Don't know Today This week Next week Next week		Checkbox, one-up vertical	Multi		Skip Logic Group	Museum Interest  Visit Timing
			In 4 weeks Next month Within the next 2 months More than 2 months from today						
MAD0049842	К	Will this be your first visit to the Smithsonian?	Yes No	_ p	Drop down, select one	Single	Y	Skip Logic Group	First Visit?
	Р	When was your last visit?	Last year Two years ago Three years ago Four or more years ago	-	Radio button, one-up vertical	Single	Y	Skip Logic Group	Previous Visit Timing
IAD0049721	L	Do you know that the Smithsonian is a collection of 19 museums, galleries and the National Zoo?	Yes No		Drop down, select one	Single	Y	Skip Logic Group	Collection of 19?
/AD0049780	М	How much time are you allotting for your Smithsonian visit?	Less than an hour 1-2 hours 2-4 hours An entire day More than one day		Radio button, one-up vertical	Single	Y	Skip Logic Group	Time Allotted
/AD0049779	N	How many museums are you planning to visit?	> 10	1 2 3 4 5 6 6 7 8	Drop down, select one	Single	Y	Skip Logic Group	Number of Museums
MAD0049778	0	With whom are you planning to visit the Museum?	No one, I will be alone  I will be with my children 10 years and younger  I will be with my children 11 years and older		Radio button, one-up vertical	Single	Y	Skip Logic Group	Group Makeup

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) [ will chaperone a group of students (i.e. school, etc.)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			I will visit with other adults						
FB02187		Did you find what you were looking for?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
			I wasn't looking for anything in particular						
			No, I was looking for:	В					
FB02188	В	Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
CQLiv000917		How did you look for information on the site today? (Please	Search feature	Y	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
		select all that apply.)							
			Advanced search feature / tool	Y					
			Top navigation bar	Т х					
			Left navigation bar	x					
			Tabs	х					
			Links in the center of the page	│ x					
			Site map	х					
			Other, please specify	w					
CQLiv000917	w	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
		***							
CQLiv000917	Υ	What specific ways can we improve your experience using			Text Area - no character limit		N	Skip Logic Group	OE_Search Improvement
		search on this site?							
CQLiv000918	Х	What specific ways can we improve your experience			Text Area - no character limit		N	Skip Logic Group	OE_Navigation Improvement
		navigating on this site?							_ , , , , , , , , , , , , , , , , , , ,
B02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science)		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Role
			Creative Person (artist / musician / writer)						
			Donor/member/supporter						
			Member of the media/press	7					
			Museum professional						
			Parent / Grandparent / Caregiver						
			Researcher/Scientist/Scholar						
			Student						
			Shopper						
			Educator						
			Other, please specify:	С					
FB02190	С	Other role			Text area, no char limit			Skip Logic Group	OE_Role
FB02191		How often do you visit this site?	First visit		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
			Less than once a month						
			More than once a month						
FB02194		Are you currently a Smithsonian member?	Yes	_	Radio button, one-up vertical	Single	Y	Skip Logic Group	Smithsonian Member
			No	E					
FB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
			2	+					
			2	+					
			4	+					
			5	+					
			6	+					
			7	+					
			8	+					
				+					
			10=Very likely	+					
B02196		Have you ever made a donation to the Smithsonian?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
_52205		, 22 ord, made a domaion to the officialisman:	No.	F	- Land Batton, One-up Vertical	g.c		OKIP LOGIC GIOUP	maas a Donation
B02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
								2 2.29.0 0.00.0	
			2						
			3						
			4						
			5						
			6						
			6 7						
			6 7 8						
			6 7 8 9						
			6 7 8 9 10=Very likely						
-B02198		Have you ever made an online purchase or reserved a tour or	6 7 8 9 10=Very likely No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
-B02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
FB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise	Н	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
·B02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket	н	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
FB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation	H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
FB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal	Н Н Н	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
FB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, bur reservation Yes, buy membership or renewal Yes, music download	Н Н Н	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
=B02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?  Yes, made online purchase (other answers)	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal	Н Н Н	Radio button, one-up vertical  Text area, no char limit	Single	Y		Online Purchase  OE Online Purchase

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			Smithsonian Enterprise CUSTOM QUEST	TION LIST					
QID KFB02200	Skip Logic Label H	Question Text What is your overall satisfaction with the online purchase or transaction experience?	Answer Choices (limited to 50 characters) 1=Not very satisfied	Skip to	Type (select from list) Radio button, scale, no don't know	Single or Multi Single	Required Y/N N	Special Instructions Skip Logic Group	CQ Label Online Purchase Experience
			2 3 4 5 6 7 8 9 9						
CQLiv0009181		On this site today, did you use any of the <b>social media offerings</b> (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes		Radio button, one-up vertical	Single	Y		Site Social Media
ACQLiv0009182		On this site today, did you use any of the <b>multimedia offerings</b> (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Multimedia
ML001179			Message or recommendation from a friend on a social network  Video I saw on YouTube Internet blogs or discussion forums  Advertising on social networks (Facebook, MySpace, Twitter)  Message directly from the organization on a social network  Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site  Promotional email(s) from the organization Search engine results  Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know  Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Sheet Randomize  Anchor Answer Choice Anchor Answer Choice	SV - Rank 1
ML001180			Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums  Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Sheet Randomize  Anchor Answer Choice Anchor Answer Choice	SV - Rank 2
ML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Sheet Randomize  Anchor Answer Choice Anchor Answer Choice	SV - Rank 3

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			Smithsonian Enterprise CUSTOM QUEST	ION LIS	г				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
B02202		message?	Yes	'		Single	Y	Skip Logic Group	Advertisements
302203	ı	How did the advertisement or sponsorship message <b>affect your overall satisfaction with the Web site</b> ?	No 1=Negatively affected 2 3 4 5 6		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
			7 8 9 10 = Positively affected	-					
B02204			K - 8th grade  High School (or equivalent)  College (Undergraduate)  Graduate (Master's)  Graduate (Occtoral)  prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Education
B02205			under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older   prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Age
02206			Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more		Radio button, one-up vertical	Single	N	OPS Group	Household Income
302207			prefer not to answer		Drop down, select one	Single	Y	OPS Group	State

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			Smithsonian Enterprise CUSTOM QUEST	ION LIST				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wesconsin					
		What is your gender?	Wyoming Male Female Il prefer not to answer	Drop down, select one	Single	N		Gender
KFB02208		If you could identify <b>one improvement to the Web site</b> , what would that improvement be?		Text area, no char limit		N		One Improvement
KFB02209			open-ended	Text area, no char limit		N		Email

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			Smithsonian Enterprise CUSTOM QU	ESTION LIST	1				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
B02185		What was your primary purpose for visiting the site today?	Plan a museum visit	Z, J, K, L, M, N, O	Radio button, one-up vertical	Single	Y	Skip Logic Group	_
			Fallers on after a sight	M, N, O					Primary Purpose
			Follow-up after a visit Conduct research						
			Do my homework						
			Education						
			Entertainment						
			Make a donation						
			Become a member Find a job or internship						
			Shop						
			Book a vacation (via Smithsonian Journeys)						
			Other, please specify:	A					
302186 QLiv0009176	A Z	Other purpose for visiting site: Please indicate which museum(s) you are interested in (Select all	African American History and Culture Museum		Text area, no char limit Checkbox, one-up vertical	Multi	N	Skip Logic Group	OE_Primary Purpose Museum Interest
iri40008118		that apply.)	Amean American history and Culture Museum		Checkbox, one-up vertical	wuiti	N	SKIP LUGIC GIOUP	wuseum interest
			African Art Museum						
			Air and Space Museum						
			Air and Space Museum Udvar-Hazy Center American Art Museum						
			American Art Museum American History Museum						
			American Indian Museum						
			American Indian Museum Heye Center						
			Anacostia Community Museum						
			Arts and Industries Building Cooper-Hewitt, National Design Museum						
			Freer Gallery of Art						
			Hirshhorn Museum and Sculpture Garden						
			Natural History Museum						
			Portrait Gallery						
			Postal Museum Renwick Gallery						
			Sackler Gallery						
			Smithsonian Institution Building,						
			The Castle Don't know						
	J	When do you plan to visit the Smithsonian?	Today		Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Timing
			This week		,				
			Next week						
			In 3 weeks						
			In 4 weeks Next month						
			Within the next 2 months						
			More than 2 months from today						
	K	Will this be your first visit to the Smithsonian?	Yes		Drop down, select one	Single	Y	Skip Logic Group	First Visit?
	P	When was your last visit?	No Lactivos	Р	Dadio button, con un continui	Cinala	V	Ckin Logic Crown	Drovious Visit Timins
	-	When was your last visit?	Last year Two years ago		Radio button, one-up vertical	Single	Y	Skip Logic Group	Previous Visit Timing
			Three years ago						
			Four or more years ago						
	L	Do you know that the Smithsonian is a collection of 19 museums, galleries and the National Zoo?	Yes		Drop down, select one	Single	Y	Skip Logic Group	Collection of 19?
		ganeries and the National 200?	No						
	M	How much time are you allotting for your Smithsonian visit?	Less than an hour		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Time Allotted
			2-4 hours						
			An entire day						
	N	How many museums are you planning to visit?	More than one day	1	Dron down select one	Single	Y	Skip Logic Group	Number of Museums
	14	now many maseums are you planning to visit?		2	Drop down, select one	Sirigio	,	Skip Edgic Group	Number of Museums
				3					
l.				4					
				5					
				61					
				7					
				7					
				7 8 9					
			>10	7 8 9					
	0	With whom are you planning to visit the Museum?	> 10 No one, I will be alone	7 8 9	Radio button, one-up vertical	Single	Y	Skip Logic Group	Group Makeup
	0	With whom are you planning to visit the Museum?	> 10 No one, I will be alone I will be with my children 10 years and younger I will be with my children 11 years and older	7 8 9	Radio button, one-up vertical	Single	Y	Skip Logic Group	Group Makeup

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L	Skip Logic Label	Question Text  Did you find what you were looking for?	Answer Choices (limited to 50 characters)						
B02188	В	Did you find what you were looking for?	will visit with other adults	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
B02188	В	Did you mid mid you here rooming for:	Yes		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Did You Find
	В		I wasn't looking for anything in particular	+	readio battori, orie-ap vertical	Jiligic		Skip Logic Group	Did Tod Filld
	В		No, I was looking for:	⊢ в					
CQLiv000917		Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
			Search feature	Y	Checkbox, one-up vertical	Multi	Υ		How Looking
		select all that apply.)							
			Advanced search feature / tool	7 Y					
			Top navigation bar	<b>│</b> x					
			Left navigation bar	X					
			Tabs	X					
			Links in the center of the page	х					
			Site map	X					
			Other, please specify	W					
QLiv000917	w	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
QLiv000917	Υ	What specific ways can we improve your experience using			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
2011 000046		search on this site?			T- 4 A			Older Levels Comme	OF Novine land
CQLiv000918	х	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improvement
B02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
502109		while it best describes your role in visiting the site loudy?	Creative Person (artist / musician / writer)	-	radio battori, orie-up vertical	Sirigie		Skip Logic Group	Noie
			Donor/member/supporter	+					
1			Member of the media/press	+					
			Museum professional	1					
			Parent / Grandparent / Caregiver	1					
			Researcher/Scientist/Scholar	1					
1			Student	1					
			Shopper	7					
1			Educator						
			Other, please specify:	С					
B02190	С	Other role			Text area, no char limit				OE_Role
B02191		How often do you visit this site?	First visit	_	Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
			Less than once a month	4					
B02194		Are you currently a Smithsonian member?	More than once a month Yes		Radio button, one-up vertical	Cinala	Y	Skip Logic Group	Smithsonian Member
DU2194		Are you currently a Smithsonian member?	No.	E	Radio buttori, orie-up vertical	Single	,	Skip Logic Group	Smithsonian Member
B02195	Е	How likely are you to become a member in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
	_				, , , , , , , , , , , , , , , , , , , ,	5		Omp Logic Group	Bedeme a member
1			2						
1			3						
1			4						
			5	_					
			6	-					
			/	-					
			0	-					
			9 10=Very likely	-					
B02196		Have you ever made a donation to the Smithsonian?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
302230		The you ever made a donation to the offinitionian?	No	F	Tada Satton, One-up ventical	ogic		Skip Logic Group	wade a Donation
B02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
								2 2.29.0 0.000	
			2						
			3						
			4						
			5						
			6						
			0	-					
			0						
			9 10=Very likely	+					
B02198		Have you ever made an online purchase or reserved a tour or	No.		Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
502190		performance ticket from the Smithsonian?	ivo		radio button, one-up vertical	Sirigie	'	Skip Logic Group	Omine Fulchase
			Yes, merchandise	Н					
			Yes, class or performance ticket	H H					
			Yes, tour reservation	н					
			Yes, buy membership or renewal	H					
			Yes, music download	Н					
			Yes, other (please specify)	G,H					

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Other

**Smithsonian Enterprise CUSTOM QUESTION LIST** Skip Logic Label **Answer Choices** Single or Required OID **Ouestion Text** (limited to 50 characters) Type (select from list) Multi ÝΝ Special Instructions CO Label KEB02200 What is your overall satisfaction with the online purchase or 1=Not very satisfied adio button, scale, no don't know Skip Logic Group Online Purchase Experience transaction experience? 0=Very satisfied On this site today, did you use any of the social media offerings Radio button, one-up vertical Site Social Media (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like or tweet content to share with others, etc.)? ACQLiv0009182 On this site today, did you use any of the **multimedia offerings** (i.e. video, podcast, image slideshow, animation, or other interactive Radio button, one-up vertical Site Multimedia Single content, etc.)? AML001179 Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). SV - Rank 1 Message or recommendation from a friend on a social network Drop down, select one Single Rank Group Video I saw on YouTube Internet blogs or discussion forums Adjust Template/Style Sheet Advertising on social networks (Facebook, MySpace, Twitter) Randomize Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Anchor Answer Choice Other Anchor Answer Choice AML001180 Rank 2 (Optional) Message or recommendation from a friend on a social network Drop down, select one Rank Group Sinale Video I saw on YouTube Internet blogs or discussion forums Adjust Template/Style Advertising on social networks (Facebook, MySpace, Twitter) Randomize Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Anchor Answer Choice Don't know Other Anchor Answer Choice AML001181 Rank 3 (Optional) Message or recommendation from a friend on a social network Drop down, select one Single Rank Group SV - Rank 3 Video I saw on YouTube Internet blogs or discussion forums Adjust Template/Style Sheet Advertising on social networks (Facebook, MySpace, Twitter) Randomize Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Anchor Answer Choice

Anchor Answer Choice

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a-	Skip Logic	2.11 = .	Answer Choices			Single or	Required		
<b>QID</b> FB02202	Label	Question Text On this site today, did you see an advertisement or sponsorship	(limited to 50 characters) Yes	Skip to	Type (select from list) Radio button, one-up vertical	Multi Single	Y/N Y	Special Instructions Skip Logic Group	CQ Label Advertisements
DOZZOZ		message?	163		reado battori, one-up vertical	Singic		Skip Logic Group	Auvertisements
FB02203			No			e: 1			
-B02203	1	How did the advertisement or sponsorship message <b>affect your overall satisfaction with the Web site</b> ?	1=Negatively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
			2						
			3						
			5						
			6						
			7 •						
			9						
			10 = Positively affected						
B02204		What is your <b>highest education level completed</b> (or current level if you are a student)?	K - 8th grade		Radio button, one-up vertical	Single	N	OPS Group	Education
		,y ·	High School (or equivalent)						
			College (Undergraduate)						
			Graduate (Master's) Graduate (Doctoral)	_					
			I prefer not to answer						
B02205		What is your age range?	under 18		Radio button, one-up vertical	Single	N	OPS Group	Age
			18 - 24 25 - 34	-					
			25 - 34 35 - 44						
			45 - 54						
		55 - 64 65 october							
			65 or older I prefer not to answer						
B02206		Which category includes your household income?	Under \$25,000		Radio button, one-up vertical	Single	N	OPS Group	Household Income
			\$25,000 - \$49,999						
			\$50,000 - \$74,999 \$75,000 - \$99,999						
			\$100,000 - \$124,999						
			\$125,000 - \$149,999 \$150,000 or more						
			I prefer not to answer						
B02207		Please indicate the state where you live.	I live outside of the United States		Drop down, select one	Single	Y	OPS Group	State
			Alabama Alaska						
			Arizona						
			Arkansas						
			California						
			Colorado Connecticut						
			Delaware						
			District of Columbia	4					
			Florida Georgia						
			Hawaii						
			Idaho Illinois						
			Indiana	$\dashv$					
			Iowa						
			Kansas Kentucky						
			Louisiana	$\dashv$					
			Maine						
			Maryland						
			Massachusetts Michigan	-					
			Minnesota						
			Mississippi	_]					
			Missouri Montana	-					
			Nebraska	$\dashv$					
			Nevada						
			New Hampshire New Jersey	_					
			New Mexico	-					
	1		New York	_	1		1	1	I

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			Smithsonian Enterprise CUSTOM QUEST	ION LIST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin						
		What is your gender?	Male Female I prefer not to answer		Drop down, select one	Single	N		Gender
B02208		If you could identify <b>one improvement to the Web site</b> , what would that improvement be?			Text area, no char limit		N		One Improvement
-B02209			open-ended		Text area, no char limit		N		Email

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			Smithsonian Enterprise CUSTOM QUEST	ION LIST	•				,
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
FB02185		What was your primary purpose for visiting the site today?	Plan a museum visit	Z	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
			Follow-up after a visit	z					
			Conduct research	-					
			Do my homework Education	1					
			Entertainment	1					
			Make a donation	1					
			Become a member						
			Find a job or internship	-					
			Shop Book a vacation (via Smithsonian Journeys)	-					
			Other, please specify:	A					
B02186	Α	Other purpose for visiting site:			Text area, no char limit				OE_Primary Purpose
QLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Museum Interest
			African Art Museum	1					
			Air and Space Museum Air and Space Museum Udvar-Hazy Center	-					
			American Art Museum	1					
			American History Museum	1					
			American Indian Museum	1					
			American Indian Museum Heye Center						
			Anacostia Community Museum	-					
			Arts and Industries Building Cooper-Hewitt, National Design Museum	-					
			Freer Gallery of Art	1					
			Hirshhorn Museum and Sculpture Garden	]					
			Natural History Museum						
			Portrait Gallery Postal Museum	-					
			Renwick Gallery	+					
			Sackler Gallery						
			Smithsonian Institution Building,						
			The Castle Don't know	-					
B02187		Did you find what you were looking for?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
		.,	I wasn't looking for anything in particular	1		3			
			No, I was looking for:	В					
B02188	В	Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
QLiv000917		How did you look for information on the site today? (Please select all that apply.)	Search feature	Y	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
			Advanced search feature / tool	Y					
			Top navigation bar Left navigation bar	X X					
			Tabs	- x					
			Links in the center of the page	x					
			Site map	X					
011.0000	10.		Other, please specify	w				Oliv Lauria G	05.11
QLiv000917	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
QLiv000917	Y	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
CQLiv000918	Х	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit	Ole 1	N	Skip Logic Group	OE_Navigation Improvemen
B02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
			Donor/member/supporter						
			Member of the media/press						
			Museum professional						
			Parent / Grandparent / Caregiver						
			Researcher/Scientist/Scholar Student						
			Shopper						
			Educator						
			Other, please specify:	С					
B02190	С	Other role			Text area, no char limit			Skip Logic Group	OE_Role
		How often do you visit this site?	First visit	1	Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
302191									
02191			Less than once a month  More than once a month	-					

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			Smithsonian Enterprise CUSTOM QUEST	ION LIST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
KFB02196		Have you ever made a donation to the Smithsonian?	10=Very likely Yes	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
KFB02197	F	How likely are you to make a donation in the next 6 months?	NO 1-Not very likely  2 3 4 5 6 7 8 9 10=Very likely	F	Radio button, scale, no don't know		N	Skip Logic Group	Donate in 6 Months
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, bury membership or renewal Yes, music download Yes, other (please specify)	H H H H G,H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
KFB02199 KFB02200	Н	Yes, made online purchase (other answers) What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 9 10=Very satisfied		Text area, no char limit Radio button, scale, no don't know	Single	N N	Skip Logic Group Skip Logic Group	OE Online Purchase Online Purchase Experience
ACQLiv0009181		On this site today, did you use any of the <b>social media offerings</b> (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No.		Radio button, one-up vertical	Single	Y		Site Social Media
ACQLiv0009182		On this site today, did you use any of the <b>multimedia offerings</b> (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No.		Radio button, one-up vertical	Single	Y		Site Multimedia
AML001179		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network  Video I saw on YouTube Internet blogs or discussion forums  Advertising on social networks (Facebook, MySpace, Twitter)  Message directly from the organization on a social network  Mobile phone text messages or alerts Instant Message from a friend or colleague  Familiarity with the site  Promotional email(s) from the organization  Search engine results  Word of mouth recommendation from someone I know  TV, radio, newspaper, or magazine advertising Internet advertising  Don't know  Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Sheet Randomize  Anchor Answer Choice Anchor Answer Choice	SV - Rank 1

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			Smithsonian Enterprise CUSTOM QUES						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
ML001180		Rank 2 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 2
			Video I saw on YouTube Internet blogs or discussion forums  Advertising on social networks (Facebook, MySpace, Twitter)					Adjust Template/Style Sheet Randomize	
			Message directly from the organization on a social network  Mobile phone text messages or alerts  Instant Message from a friend or colleague						
			Familiarity with the site Promotional email(s) from the organization Search engine results						
			Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising						
			Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
AML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Sheet	SV - Rank 3
			Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network					Randomize	
			Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site						
			Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine advertising Internet advertising Don't know					Anchor Answer Choice	
(FB02202		On this site today, did you see an advertisement or sponsorship message?	Other Yes	1	Radio button, one-up vertical	Single	Y	Anchor Answer Choice Skip Logic Group	Advertisements
KFB02203	I	How did the advertisement or sponsorship message <b>affect your overall satisfaction with the Web site</b>	No 1=Negatively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
			2 3 4 6						
			5 6 7						
(FB02204		What is your highest education level completed (or current level if	0 9 10 = Positively affected		Radio button, one-up vertical	Olevela	N	000	Education
KFB02204		you are a student)?	High School (or equivalent) College (Undergraduate)		Radio buttori, orie-up vertical	Single	IN IN	OPS Group	Education
			Graduate (Master's) Graduate (Doctoral)						
KFB02205	1	What is your age range?	I prefer not to answer under 18	+	Radio button, one-up vertical	Single	N	OPS Group	Age
N B02203		white is your age range:	18 - 24 25 - 34 35 - 44		radio battori, orie-up vertical	Siligic		OF3 Gloup	nge .
			45 - 54 55 - 64						
			65 or older I prefer not to answer	+					
FB02206		Which category includes your household income?	Under \$25,000 \$25,000 - \$49,999		Radio button, one-up vertical	Single	N	OPS Group	Household Income
			\$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999	‡					
			\$125,000 - \$149,999 \$150,000 or more   Dierefer not to answer						
FB02207	-	Please indicate the state where you live.	I live outside of the United States	+	Drop down, select one	Single	Y	OPS Group	State

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			Smithsonian Enterprise CUSTOM QUEST	ION LIST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
QID	Labei	Question Text	Alabama	Skip to	Type (select from list)	With	1/10	Special instructions	CQ Laber
			Alaska						
			Arizona Arkansas	1					
			California	†					
			Colorado	1					
			Connecticut Delaware						
			District of Columbia	-					
			Florida	1					
			Georgia						
			Hawaii Idaho	-					
			Illinois	1					
			Indiana	]					
			Iowa						
			Kansas Kentucky						
			Louisiana	1					
			Maine	1					
			Maryland	1					
			Massachusetts Michigan	-					
			Minnesota	1					
			Mississippi						
			Missouri						
			Montana Nebraska	-					
			Nevada						
			New Hampshire						
			New Jersey						
			New Mexico New York	1					
			North Carolina	†					
			North Dakota						
			Ohio						
			Oklahoma Oregon	1					
			Pennsylvania						
			Rhode Island	]					
			South Carolina South Dakota						
			Tennessee	1					
			Texas						
			Utah						
			Vermont Virginia						
			Washington						
			West Virginia	1					
			Wisconsin						
		What is your gender?	Wyoming Male	Dr	rop down, select one	Single	N		Gender
		ventura your genuer:	Female		op down, soldet one	Single			Conde
			I prefer not to answer						
B02208		If you could identify <b>one improvement to the Web site</b> , what would that improvement be?			ext area, no char limit		N		One Improvement
FB02209		<a href="https://dx.com/db/b/">c\table_vWe're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons:</a> To discuss specific details about your current experience using our website							

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NOTE TO DOT: THIS IS AN OLD TEMPLATE SO I ADDED THE SPECIAL INSTRUCTIONS COLUMN. THAT IS ALSO WHY COLUMN "D" HAS NO ANSWER ID's because SURVEY LAST UPDATED IN 2009

			Smithsonian Enterprise CUSTO NOTE	TO DOT	There are 5 share	4- 46-		- Dlass	
			orang	ge text b	: There are 5 chang oxes. Thanks.	es to the	e questi	onnaire. Piease	see
	Skip			1			l l		
QID	Logic	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
2185	Labei	What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit	Z	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
			Follow-up after a visit	z	, , , , , , , , , , , , , , , , , , , ,				
			Conduct research		Change #1: Added new skip lo	ogic			
			Do my homework		and a Follow-up to "Plan a museum visit" / "Follow-up a	•			
			Education		museum visit" / "Follow-up a	fter			
			Entertainment		a visit"				
			Make a donation						
			Become a member	_					
			Find a job or internship	-					
			Shop Book a vacation (via Smithsonian Journeys)	=					
			Other, please specify:	— A					
2186	A	Other purpose for visiting site:	Other, please specify.	_ ^	Text area, no char limit				OE_Primary Purpose
.100	Z	Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Museum Interest
			African Art Museum						
			Air and Space Museum						
			Air and Space Museum Udvar-Hazy Center						
			American Art Museum						
			American History Museum						
			American Indian Museum  American Indian Museum Heve Center	_					
			American Indian Museum Heye Center	_					
			Arts and Industries Ruilding	-					
			Cooper-Hewitt, National Design Museum	_					
			Freer Gallery of Art						
			Hirshhorn Museum and Sculpture Garden						
			Natural History Museum						
			Portrait Gallery						
			Postal Museum	_					
			Renwick Gallery	_					
			Sackler Gallery Smithsolan Institution Building, The Could	-					
			Don't know	-					
2187		Did you find what you were looking for?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
			I wasn't looking for anything in particular			1			
			No, I was looking for:	В					
188	В	Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
		How did you look for information on the site today? (Please	Search feature	Y	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
		select all that apply.)							
			Advanced search feature / tool	Y					
			Top navigation bar	X	Change #2:	1	1		
			Left navigation bar	X	New question with skip logic	& followup a	uestions		
			labs	X X	added.				
			Site man	-					
			Other please specify	_ X					
	W	Other way(s) I looked for information	отног, рюдае эреспу	VV	Text Area – no character limit		N	Skin Logic Group	OF How Looking
	V V	What specific ways can we improve your experience using			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
		search on this site?			TOX Area - no character iffill		IN	Skip Logic Group	oz_search improvemen
	Х	What specific ways can we improve your experience			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improven
		navigating on this site?							
189		Which best describes your role in visiting the site today?	Art/science/nature/history Enthusiast (art / history / nature / science)		Radio button, one-up vertical	Single	Υ	Skip Logic Group	Role
103			I reative Person (artist / musician / writer)						
103			Denov/member/organizator						
103			Donor/member/supporter  Mombros of the modificance	_					
			Member of the media/press						
103			Member of the media/press Museum professional		Change #3: Reworded response	es (IN BLUE) &	add 3 new		
103			Member of the media/press		Change #3: Reworded response response choices	es (IN BLUE) &	add 3 new		
103			Member of the media/press Museum professional Parent and child Parent / Grandparent / Caregiver		Change #3: Reworded response response choices	es (IN BLUE) &	add 3 new		
103			Member of the media/press Museum professional Parent and ehild Parent / Grandparent / Caregiver Researcher/Scientist/Scholar		Change #3: Reworded response response choices	es (IN BLUE) &	add 3 new		
103			Member of the media/press Museum professional  Museum professional  Parent-and-child Parent / Grandparent / Caregiver Researcher/Scientist/Scholar  Student Shopper Educator		Change #3: Reworded response response choices	es (IN BLUE) &	add 3 new		
103			Member of the media/press Museum professional Parent and child Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Shopper Education Feacher (higher-education)		Change #3: Reworded response response choices	es (IN BLUE) &	add 3 new		
			Member of the media/press Museum professional  Museum professional  Parent and child Parent / Grandparent / Caregiver  Researcher/Scientist/Scholar  Student Shopper Educator  Feacher (Righer education)  Feacher (R-12)		Change #3: Reworded response response choices	es (IN BLUE) &	add 3 new		
			Member of the media/press  Museum professional  Parent and child Parent / Grandparent / Caregiver  Researcher/Scientist/Scholar  Student  Shopper  Education  Feacher (higher-education)	c	response choices	es (IN BLUE) &	add 3 new		
90	С	Other role   Member of the media/press Museum professional Parent and child Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Snopper Education Feacher-(k-12) Other, please specify:	c	response choices  Text area, no char limit			Skip Logic Group	OE Role	
	С	Other role How often do you visit this site?	Member of the media/press Museum professional  Museum professional  Parent and child Parent / Grandparent / Caregiver  Researcher/Scientist/Scholar  Student Shopper Educator  Feacher (Righer education)  Feacher (R-12)	c	response choices	s (IN BLUE) &	add 3 new	Skip Logic Group OPS Group	OE Role Visit Frequency

Smithsonian Enterprise
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NOTE TO DOT: THIS IS AN OLD TEMPLATE SO I ADDED THE SPECIAL INSTRUCTIONS COLUMN. THAT IS ALSO WHY COLUMN "D" HAS NO ANSWER ID's because SURVEY LAST UPDATED IN 2009

	Question Text Are you currently a Smithsonian member? How likely are you to become a member in the next 6 months?  Have you ever made a donation to the Smithsonian?	Answer Choices (limited to 50 characters)  Yes  No 1=Not very likely 2 3 4 5 6 7 8 9	Skip to	Type (select from list) Radio button, one-up vertical Radio button, scale, no don't know	Single or Multi Single	Required Y/N Y	Special Instructions Skip Logic Group	<b>CQ Label</b> Smithsonian Member Become a Member
E	Are you currently a Smithsonian member?  How likely are you to become a member in the next 6 months?	(limited to 50 characters) Yes No 1=Not very likely 2 3 4 5 6 7 8 9		Radio button, one-up vertical	Multi Single	Y/N Y	Skip Logic Group	Smithsonian Member
		1=Not very likely 2 3 4 5 6 7 8 9	-	Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
F	Have you ever <b>made a donation</b> to the Smithsonian?	3 4 5 6 7 8						
F	Have you ever <b>made a donation</b> to the Smithsonian?	7 8 9						
F	Have you ever made a donation to the Smithsonian?	10=Very likely						
F		Yes No	F		Single	Y	Skip Logic Group	Made a Donation
	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know		N		Donate in 6 Months
	Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, bur yes performance ticket Yes, bur yes performance Yes, buy membership or renewal Yes, music download Yes, other (please specify)	Н Н Н Н Н G,Н	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
Н	Yes, made online purchase (other answers) What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9			Single	N N		OE Online Purchase Online Purchase Experience
	On this site today, did you use or view a blog, podeast, video, or other New Media or social media resource?	Yes		Radio button, one-up vertical	Single	¥	OPS Group	Social Media
	On this site today, did you use any of the <b>social media offerings</b> (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes Change #4: Remove KFB02201 No Add 2 new questions in its place		Radio button, one-up vertical	Single	Y		Site Social Media
	content, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Multimedia
	Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 ( <i>Required</i> )	Message or recommendation from a friend on a social network  Video I saw on YouTube Internet biogs or discussion forums  Advertising on social networks (Facebook, MySpace, Twitter)		Change #5:		ions.	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1
		Mobile phone text messages or alerts Instant Message from a friend or colleague Eamiliarity with the site Promotional email(s) from the organization Search engine results Word of mount recommendation from someone I know						
	G	Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?  Yes, made online purchase (other answers)  What is your overall satisfaction with the online purchase or transaction experience?  On this site today, did you use or view a blog- podeast, video, or either New Media or social media resource?  On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?  On this site today, did you use any of the multimedia offerings (i.e. video, podeast, image slideshow, animation, or other interactive content, etc.)?  Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank1 is most important).	A	Base   Section   Section	Size you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?   Performance ticket   Perf	Radio button, one-up vertical   Single	Exercise   Figure   Figure	All   All

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Smithsonian Enterprise CUSTOM CORES TO DOT: There are 5 changes to the questionnaire. Please see

				NOTE TO DO orange text	OT: box	There are 5 chang es. Thanks.	es to the	questic	nnaire. Please	see
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip t	to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Internet advertising Don't know Other						Anchor Answer Choice Anchor Answer Choice	
		Rank 2 (Optional)	Message or recommendation from a friend on a social network		Di	rop down, select one	Single	Y	Rank Group	SV - Rank 2
			Video I saw on YouTube Internet blogs or discussion forums						Adjust Template/Style Sheet	
			Advertising on social networks (Facebook, MySpace, Twitter)						Randomize	
			Message directly from the organization on a social network							
			Mobile phone text messages or alerts							
			Familiarity with the site							
			Promotional email(s) from the organization							
			Search engine results							
			Word of mouth recommendation from someone I know							
			TV, radio, newspaper, or magazine advertising							
			Don't know						Anchor Answer Choice	
			Other						Anchor Answer Choice	
		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube		Di	rop down, select one	Single	Y	Rank Group	SV - Rank 3
			Internet blogs or discussion forums						Adjust Template/Style	
			Advertising on social networks (Facebook, MySpace, Twitter)						Sheet Randomize	
			Message directly from the organization on a social network						Kandomize	
			Mobile phone text messages or alerts							
			Instant Message from a friend or colleague							
			Familiarity with the site							
			Promotional email(s) from the organization Search engine results							
			Word of mouth recommendation from someone I know							
			TV, radio, newspaper, or magazine advertising							
			Internet advertising							
			Don't know						Anchor Answer Choice	
FB02202		On this site today, did you see an advertisement or sponsorship	Yes	1	Ra	adio button, one-up vertical	Single	Y	Skip Logic Group	Advertisements
		message?				, ,				
FB02203	1	How did the advertisement or spensorship message shaffeet your	No 1-Negatively affected		D.	adio button, scale, no don't know	Cinglo	N	Skip Logic Group	Advertisement Satisfactio
-502203		How did the advertisement or sponsorship message <b>affect your overall satisfaction with the Web site</b> ?	1-ivegatively affected		I.c	adio buttori, scale, no don't know	Sirigie	"	Skip Logic Group	Auvertisement Sausiaciio
			2							
			3							
			5							
			6							
			7							
			8							
			10 = Positively affected							
B02204		What is your <b>highest education level completed</b> (or current level if you are a student)?	K - 8th grade		Ra	adio button, one-up vertical	Single	N	OPS Group	Education
		you are a student)?	High School (or equivalent)							
			College (Undergraduate)							
			Graduate (Master's)							
			Graduate (Doctoral)							
500005		MA	I prefer not to answer			adia button and un ventical	Circula		000 0	
-B02205		What is your age range?	I prefer not to answer under 18		Ra	adio button, one-up vertical	Single	N	OPS Group	Age
FB02205		What is your age range?	I prefer not to answer		Ra	adio button, one-up vertical	Single	N	OPS Group	Age
FB02205		What is your age range?	I prefer not to answer under 18 18 - 24 25 - 34 35 - 44		Ra	adio button, one-up vertical	Single	N	OPS Group	Age
FB02205		What is your age range?	prefer not to answer under 18 18 - 24 25 - 34 35 - 44		Ra	adio button, one-up vertical	Single	N	OPS Group	Age
FB02205		What is your age range?	prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64		Ra	adio button, one-up vertical	Single	N	OPS Group	Age
FB02205		What is your age range?	prefer not to answer under 18 18 - 24 25 - 34 35 - 44		Ra	adio button, one-up vertical	Single	N	OPS Group	Age
		What is your age range?  Which category includes your household income?	I prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer Under \$25,000			adio button, one-up vertical	Single Single	N	OPS Group	Age Household Income
			prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older   prefer not to answer Under \$25,000 \$25,000 - \$49,999							
			I prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 65 or older I prefer not to answer Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999							
(FB02205			prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older   prefer not to answer Under \$25,000 \$25,000 - \$49,999							

Smithsonian Enterprise
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			Smithsonian Enterprise CUSTO NOTE 1	I IN I IS	Th 5 .h	4 . 41			
			NOTE	text h	x There are 5 chang exes. Thanks.	es to the	questio	nnaire. Piease	see
			Orange	text be	ACS. IIIaliks.				
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
·			\$150,000 or more	i i	,, ,			·	
FB02207		Please indicate the state where you live.	I prefer not to answer I live outside of the United States		Drop down, select one	Single	Y	OPS Group	State
DOLLO!		ricase maiotae are state tribio you aver	Alabama		Brop down, scient one	Cingic		OF 3 Group	State
			Alaska						
			Arizona						
			Arkansas California						
			Colorado						
			Connecticut						
			Delaware	1					
			District of Columbia	1					
			Florida						
			Georgia						
			Hawaii Idaho						
			Illinois						
			Indiana						
			Iowa	1					
			Kansas	İ					
			Kentucky	İ					
			Louisiana						
			Maine						
			Maryland						
			Massachusetts Michigan						
			Minnesota						
			Mississippi	1					
			Missouri						
			Montana						
			Nebraska						
			Nevada						
			New Hampshire						
			New Jersey New Mexico						
			New York	1					
			North Carolina						
			North Dakota	İ					
			Ohio						
			Oklahoma						
			Oregon  Page de la constanción del constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción de la constanción d						
			Pennsylvania Rhode Island						
			South Carolina						
			South Dakota						
			Tennessee						
			Texas						
			Utah						
			Vermont						
			Virginia Washington						
			Washington West Virginia						
			Wisconsin						
			Wyoming						
02208		If you could identify <b>one improvement to the Web site</b> , what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
02209		-cb>We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons: -cp To discuss specific details about your current experience using our website -cp To requ	open-ended		Text area, no char limit		N		Email

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Date: 11/18/2011

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
KFB02185		What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit		Radio button, one-up vertical
			Follow-up after a visit		
			Conduct research		
			Do my homework		
			Education		
			Entertainment		
			Make a donation		
			Become a member		
			Find a job or internship		
			Shop		
			Book a vacation (via Smithsonian Journeys)		
			Other, please specify:	A	
FB02186	A	Other purpose for visiting site:			Text area, no char limit
FB02187		Did you find what you were looking for?	Yes	_	Radio button, one-up vertical
			I wasn't looking for anything in particular	<b>⊣</b> _	
FB02188	В	Did not find to drive for	No, I was looking for:	В	Text area, no char limit
FB02189	В	Did not find, looking for:  Which best describes your role in visiting the site today?	Articologica de Artivo lhiotogica enthusica t		Radio button, one-up vertical
-802189		which best describes your role in visiting the site today?	Art/science/nature/history enthusiast  Donor/member/supporter	_	Radio buttori, orie-up vertical
			Member of the media/press	-	
			Museum professional	_	
			Parent and child	_	
			Researcher/Scientist/Scholar	$\overline{}$	
			Student		
			Teacher (higher education)		
			Teacher (k-12)		
			Other, please specify:	С	

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11/18/2011

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
KFB02190	С	Other role			Text area, no char limit
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical
KFB02194		Are you currently a Smithsonian member?	Yes		Radio button, one-up vertical
			No	E	
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely		Radio button, scale, no don't know
			2	-	
			4	-	
			5	-	
			6	_	
			7	_	
			8		
			9		
			10=Very likely		
KFB02196		Have you ever made a donation to the Smithsonian?	Yes		Radio button, one-up vertical
			No	F	
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely		Radio button, scale, no don't know
			2		
			3		
			4		
			5		
			6		
			7		
			8	_	
			9		
			10=Very likely		
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No	<u> </u>	Radio button, one-up vertical
			Yes, merchandise	_ H	
			Yes, class or performance ticket	_ H	
			Yes, tour reservation	Н	
			Yes, buy membership or renewal	Н	
			Yes, music download	H	
VED00400	<del>                                     </del>	Managed and and an income (attack an array)	Yes, other (please specify)	G,H	Total and the back
KFB02199	G	Yes, made online purchase (other answers)	d Natural and find	+	Text area, no char limit
KFB02200	н	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know

Single or Multi	Required Y/N	Special Instructions	Special Instructions	CQ Label
Single	Y			
Single	Y			
	N			
Single	Y			

Single or Multi	Required Y/N	Special Instructions	Special Instructions	CQ Label
Single	Y			
Single	Y			
Single	N			
Single	Y			
Single	N			
Single	Y			
	N			
Single	N			
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02185		What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit		Radio button, one-up vertical	Υ
			Follow-up after a visit			
			Conduct research			
			Do my homework			
			Education			
			Entertainment			
			Make a donation			
			Become a member			
			Find a job or internship			
			Shop			
			Book a vacation (via Smithsonian Journeys)			
			Other, please specify:	Α		
KFB02186	Α	Other purpose for visiting site:			Text area, no char limit	
KFB02187		Did you find what you were looking for?	Yes		Radio button, one-up vertical	Y
			I wasn't looking for anything in particular	_		
			No, I was looking for:	В		
KFB02188	В	Did not find, looking for:			Text area, no char limit	N
KFB02189		Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast	4	Radio button, one-up vertical	Y
			Donor/member/supporter	-		
			Member of the media/press	-		
			Museum professional Parent and child	-		
			Researcher/Scientist/Scholar	-		
			Student	-		
			Teacher (higher education)			
			Teacher (k-12)	1		
			Other, please specify:	С		
			lament beams the same of the s			

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Date: 12/12/2008

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
(FB02190 (FB02191	С	Other role	First visit		Text area, no char limit Radio button, one-up vertical	Y
YER05181		How often do you visit this site?	Less than once a month		Radio button, one-up vertical	Ť
			More than once a month			
FB02194		Are you currently a Smithsonian member?	Yes		Radio button, one-up vertical	Y
FB02194		Are you currently a Simulsonian member:	No No	E	Radio buttori, orie-up vertical	'
(FB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	N
			2			
			3			
			4			
			5			
			6			
			7			
			8			
			9			
FB02196		Use a second and a describe the Control of the Cont	10=Very likely Yes		Radio button, one-up vertical	Y
FB02196		Have you ever <b>made a donation</b> to the Smithsonian?	No No	F	Radio button, one-up vertical	Y
FB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	N
-002197		li low likely die you to make a donation in the next o months:	1-Not very likely		Radio buttori, Scale, no dont know	IN
			2			
			3			
			4			
			5			
			6			
			7			
			8			
			9			
			10=Very likely			
FB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No		Radio button, one-up vertical	Y
			Yes, merchandise	н		
			Yes, class or performance ticket	Н		
			Yes, tour reservation	Н		
			Yes, buy membership or renewal	Н		
			Yes, music download	Н		
			Yes, other (please specify)	G,H		
FB02199	G	Yes, made online purchase (other answers)			Text area, no char limit	N
FB02200	н	What is your <b>overall satisfaction with the online purchase or</b> transaction experience?	1=Not very satisfied		Radio button, scale, no don't know	N

Single or Multi	Special Instructions
Single	
Single	
Single	

Single or Multi	Special Instructions
Single	
Single	

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Date: 12/10/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02185		What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit		Radio button, one-up vertical	Υ
			Follow-up after a visit	1		
			Conduct research	1		
			Do my homework	1		
			Education	1		
			Entertainment			
			Make a donation			
			Become a member			
			Find a job or internship			
			Shop			
			Book a vacation (via Smithsonian Journeys)			
L/ED00400			Other, please specify:	A		
KFB02186	A	Other purpose for visiting site:			Text area, no char limit	
KFB02187		Did you find what you were looking for?	Yes	-	Radio button, one-up vertical	Y
			I wasn't looking for anything in particular  No, I was looking for:	В		
KFB02188	В	Did not find, looking for:	INO, I Was looking for.	- B	Text area, no char limit	N
KFB02189	В	Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast		Radio button, one-up vertical	Y
KI BOZIOS		William best describes your role in visiting the site today :	Donor/member/supporter	+	rtadio battori, orie-up vertical	
			Member of the media/press	1		
			Museum professional	1		
			Parent and child	1		
			Researcher/Scientist/Scholar			
			Student			
			Teacher (higher education)			
			Teacher (k-12)			
			Other, please specify:	С		

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	Skip					
	Logic		Answer Choices			Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Y/N
FB02190	С	Other role			Text area, no char limit	
B02191		How often do you visit this site?	First visit		Radio button, one-up vertical	Υ
			Less than once a month			
			More than once a month			
FB02192		Do you receive a Smithsonian e-newsletter? <i>If you'd like to provide your email address, you may read <a href="http://www.si.edu/privacy/" target="#">our privacy-policy here</a>.</i>	Yes		Radio button, one-up-vertical	¥
			No No, but I'd like to, my email address is:	Đ		
FB02193	Đ	Email address for visitors who'd like to receive the newsletter:	No, but to like to, my email address is.		Text area, no char limit	N H
FB02194		Are you currently a Smithsonian member?	Yes		Radio button, one-up vertical	Y
		, ,	No	E		
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	N
			2			
			3			
			4			
			5			
			6			
			7			
			8			
			9			
			10=Very likely			
FB02196		Have you ever made a donation to the Smithsonian?	Yes		Radio button, one-up vertical	Y
			No	F		
FB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely		Radio button, scale, no don't know	N
			2			
			3			
			4			
			5			
			6			
			7			
			8			
			9			
			10=Very likely			
FB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No		Radio button, one-up vertical	Y
			Yes, merchandise	H		
			Yes, class or performance ticket	H		
			Yes, tour reservation	H		
			Yes, buy membership or renewal	H		
			Yes, music download	Н		
FB02199	+ -	Yes, made online purchase (other answers)	Yes, other (please specify)	G,H	Toyt area, no shar limit	NI NI
FB02199	G H	, , ,	1-Not you catisfied		Text area, no char limit	N N
LDUZZUU	"	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know	IN IN

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Date: 12/10/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02185		What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit		Radio button, one-up vertical	Υ
			Follow-up after a visit	1		
			Conduct research	1		
			Do my homework	1		
			Education	1		
			Entertainment			
			Make a donation			
			Become a member			
			Find a job or internship			
			Shop			
			Book a vacation (via Smithsonian Journeys)			
L/ED00400			Other, please specify:	A		
KFB02186	A	Other purpose for visiting site:			Text area, no char limit	
KFB02187		Did you find what you were looking for?	Yes	-	Radio button, one-up vertical	Y
			I wasn't looking for anything in particular  No, I was looking for:	В		
KFB02188	В	Did not find, looking for:	INO, I Was looking for.	- B	Text area, no char limit	N
KFB02189	В	Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast		Radio button, one-up vertical	Y
KI BOZIOS		William best describes your role in visiting the site today :	Donor/member/supporter	+	rtadio battori, orie-up vertical	
			Member of the media/press	1		
			Museum professional	1		
			Parent and child	1		
			Researcher/Scientist/Scholar			
			Student			
			Teacher (higher education)			
			Teacher (k-12)			
			Other, please specify:	С		

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QID KFB02190	Skip Logic Label	Question Text Other role	Answer Choices (limited to 50 characters)	Skip to	Type (select from list) Text area, no char limit	Required Y/N
KFB02191		How often do you visit this site?	First visit		Radio button, one-up vertical	Y
			Less than once a month			
			More than once a month			
(FB02192		Do you receive a Smithsonian e-newsletter?  >If you'd like to provide your email address, you may read <a href="http://www.si.edu/privacy/" target="#">our privacy policy here</a> .   April	Yes No		Radio button, one-up vertical	Y
			No, but I'd like to, my email address is:	D		
KFB02193	D	Email address for visitors who'd like to receive the newsletter:			Text area, no char limit	N
KFB02194		Are you currently a Smithsonian member?	Yes		Radio button, one-up vertical	Y
KFB02195	E	How likely are you to become a member in the next 6 months?	No 1=Not very likely	E	Radio button, scale, no don't know	N
			2 3 4 5 6 7 8 9 10=Very likely			
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Y
KFB02197	F	How likely are you to make a donation in the next 6 months?  Have you ever made an online purchase or reserved a tour or	1=Not very likely  2  3  4  5  6  7  8  9  10=Very likely No		Radio button, scale, no don't know	N
		performance ticket from the Smithsonian?	Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H G,H	·	
	G	Yes, made online purchase (other answers)			Text area, no char limit	N
KFB02199	, G					

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## **CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		What was your <b>primary purpose</b> for visiting the site today?	Plan a museum visit		Radio button, one-up vertical	Y
			Follow-up after a visit			
			Conduct research			
			Do my homework			
			Education			
			Entertainment			
			Make a donation			
			Become a member			
			Find a job or internship			
			Shop			
			Book a vacation (via Smithsonian Journeys)			
			Other, please specify:	Α		
	Α	Other purpose for visiting site:			Text area, no char limit	
		Did you find what you were looking for?	Yes		Radio button, one-up vertical	Y
			I wasn't looking for anything in particular			
	_		No, I was looking for:	В		
	В	Did not find, looking for:			Text area, no char limit	N
		Which <b>best describes your role</b> in visiting the site today?	Art/science/nature/history enthusiast	-	Radio button, one-up vertical	Y
			Donor/member/supporter	-		
			Just a regular person!  Member of the media/press	_		
			·	_		
			Museum professional Parent and child	-		
			Researcher/Scientist/Scholar	-		
			Student	-		
			Teacher (higher education)	-		
			Teacher (k-12)			
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Date: 11/5/2008

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## **CUSTOM QUESTION LIST**

OID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skin to	Type (select from list)	Single o
QID.	C	Other role	(minica to 50 characters)	OKIP to	Text area, no char limit	Water
			First visit		Radio button, one-up vertical	Y
		How often do you visit this site?			Radio buttori, orie-up vertical	'
			Less than once a month			
		De construe de Considerantina e manufactura de Managaria de	More than once a month Yes		Dedie hetter ere or centied	Υ
		Do you receive a Smithsonian e-newsletter? <i>If you'd like to provide your email address, you may read <a href="http://www.si.edu/privacy/" target="#">our privacy policy here</a>.</i>	No No, but I'd like to, my email address is:	D	Radio button, one-up vertical	Y
	D	Email address for visitors who'd like to receive the newsletter:	Too, but to mic to, my oman address to.		Text area, no char limit	N
		Are you currently a Smithsonian member?	Yes		Radio button, one-up vertical	Y
		you carreinly a difficultational intelliber:	No No	E	Tradio Battori, Oric-up vertical	
	E	How likely are you to become a member in the next 6 months?	1=Not very likely	E	Radio button, scale, no don't know	N
			2 3 4 5 6 7			
			9			
			8 9 10=Very likely			
		Have you ever <b>made a donation</b> to the Smithsonian?	Yes		Radio button, one-up vertical	Y
			Yes No	F	·	
	F	Have you ever made a donation to the Smithsonian?  How likely are you to make a donation in the next 6 months?	Yes	F	Radio button, one-up vertical  Radio button, scale, no don't know	Y N
	F		Yes No 1=Not very likely  2 3 4 5 6 7 8 9	F	·	
	F	How likely are you to make a donation in the next 6 months?	Yes No 1=Not very likely  2 3 4 5 6 7 8 9 10=Very likely	F	Radio button, scale, no don't know	N
	F		Yes No 1=Not very likely  2 3 4 5 6 7 8 9	F Н Н Н Н G,H	·	
	F	How likely are you to make a donation in the next 6 months?  Have you ever made an online purchase or reserved a tour or	Yes No 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely No Ves, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download	H H H	Radio button, scale, no don't know	N

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Required Y/N	Special Instructions
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